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Dragon Sports Network Wraps Up First Season Broadcasting Dragon Football

Southlake, TX - The first season of Carroll ISD Dragon football broadcasting with Dragon Sports Network (DSN) has come to an end with excellent reporting of the games, an increase in viewership throughout the season, and a tremendous increase in revenue for CISD athletics. The district would like to thank the Carroll Athletic Booster Club (CABC) for the partnership, which benefits our students and athletes in a number of ways.

The program, spearheaded by former Dragon and UTEP Miner Robert Clayton, alongside seasoned broadcaster Chris Blake, proved to be a wonderful collaboration between CABC, Dragon Media, and the sponsors who generously gave to support our Dragon athletes.

The move to DSN was a significant shift as CABC steps into the forefront, taking charge of the broadcast productions previously managed by a third party, for-profit media company. This change ensures revenue goes back to CISD athletic programs, at a time when the district is facing budgetary challenges and exploring all options to reduce costs and increase revenue.

This season's broadcasts included a fully-integrated audio and video experience, accessible through the DSN app and website, powered by the trusted partnership with Mascot Media, as well as tr3dio, which allowed the introduction of video streaming, elevating the experience for Dragon fans.

Another exciting change was the incorporation of the CISD sports media and marketing curriculum into the broadcasts, which provides high school and senior high school students hands-on involvement. Students gained experience in various support roles behind the scenes, including training in audio and video engineering, production, as well as on-air support roles like statisticians and spotters during game nights.

Steve Keasler, CISD Athletic Director, expressed his enthusiasm for the move to DSN: "This change has elevated our game-night experience. With their expertise, our talented on-air team,

tr3dio partnership, and collaboration with Mascot Media, Dragon fans are able to watch or listen to games with ease from any location, free of subscription barriers."

Notably, the shift in broadcast proceeds directly supports CABC's mission to bolster all CISD athletic programs, ensuring a vital revenue stream that aids in their success.

"The funding CABC provides annually is crucial to our programs' success. This arrangement creates a significant new revenue stream, reinforcing our commitment to supporting our athletes," said Keasler.

CISD Board of Trustees President Cam Bryan gave an update at the December 18, 2023 board meeting.

"This season we had 18 sponsors sign up for our radio broadcast. The net revenue so far to the district was \$110,000, an approximate \$85,000 increase from previous years from our old broadcast," he said. Additional coverage for future sports covered by DSN are still being sought.

Brayn also said viewership increased over the season, with an average of 4,800 per game throughout the season, and ending the season with 16,000 viewers during the final playoff game against DeSoto. He said numbers are expected to grow next season.

He reiterated the importance of the increased revenue for CISD.

"We appreciate CABC for taking this on for the district," he said. "Revenue from sponsorship of the broadcast comes straight back to the district in the form of CABC donations. We had a very, very successful first year and expect it to exponentially grow in the years to come. We're so excited that we were successful in making quite a bit of money as a result."

Beyond football, DSN plans to extend its streaming services to cover a broader spectrum of CISD athletic activities, once again involving CISD students in the process and fostering an environment of hands-on learning and practical experience.