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MEDIA RELEASE

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ASHWAUBENON SCHOOLS NOW STREAMING EVENTS ONLINE

Ashwaubenon, WI – October 10, 2012 – The Ashwaubenon School District is using a new service to stream video of events over the internet. The new service is from PlayOn Sports and is called WIAAtv. So far, the District has streamed football games, a school news program, graduation ceremonies from last school year, School Board meetings and a variety of educational videos. These can all be viewed at www.wiaa.tv/ashwaubenon or by clicking on the WIAAtv icon on the District's website at www.ashwaubenon.k12.wi.us.

The new service is an upgrade over the service the District used last year which only accommodated on-demand, or after the fact, viewing. The WIAAtv service has the capability of both on-demand and live viewing of events. If an event is streamed live, it then becomes viewable on-demand for an indefinite amount of time. The new service also includes professional broadcast quality graphics and the ability to include revenue-producing ads, logos and sponsorships. Plus, events videos are viewable on mobile devices such as iPads, iPhones and iPods via a built-in link to YouTube.

Ashwaubenon's home football game versus Notre Dame this Friday, October 12th will be available for viewing both live and on-demand. The live broadcast will begin at approximately 6:45 p.m.

For more information please contact Brad Taylor, Ashwaubenon School District Information Coordinator, at btaylor@ashwaubenon.k12.wi.us or 920-492-2905 extension 1017. You can also contact Bernie Rocheleau, Ashwaubenon High School JagTV Advisor, at 920-492-2955 extension 5165 or brocheleau@ashwaubeon.k12.wi.us.

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