



# FUSFOO

HIGH SCHOOL DIGITAL NETWORK

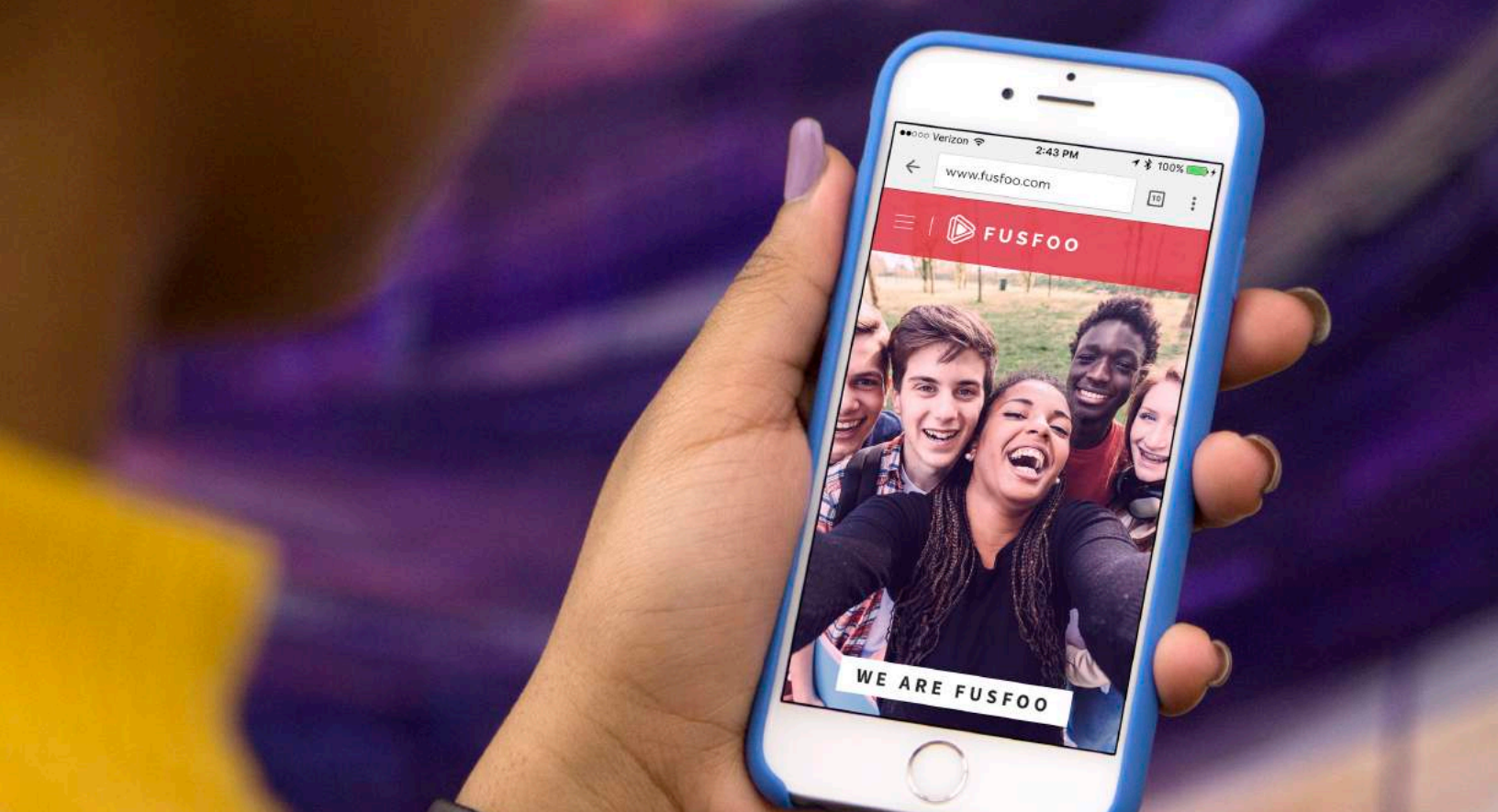


HIGH SCHOOL MEDIA. VERSION 10.0



The student newspaper has long been a cherished tradition at many of the nation's top high schools, one that allowed students to take initiative and hone their writing skills while absorbing lessons in ethics and responsibility. But the decline of these newspapers in recent years is not a loss only for schools, but for an industry that is fighting for survival."

– Winnie Hu, NY TIMES



## CONTENT FOR TODAY'S HIGH SCHOOL STUDENTS

Fusfoo is a no-cost digital website that gives today's schools a way to bring all of their media onto a single platform. It's taking your high school newspaper, A/V club, sports reporting and going from version 1.0 to version 10.0—just like that.

Like the traditional school newspaper, students report on high school events such as sports, school musicals, and national honor society induction ceremonies—as well as local, community, national and world affairs. They are also given the opportunity to cover topics that they are passionate and curious about, from science and sports to fashion and politics. And unlike the current approach, this content can be easily accessed, shared and archived for years to come.

Fusfoo is a platform that provides a premier experience for your students and provides your high school with its own unique site, along with necessary technical support. With oversight provided by the school—typically the same person that would manage the school newspaper or A/V club—schools have the same level of control over content that exists within their current media models.



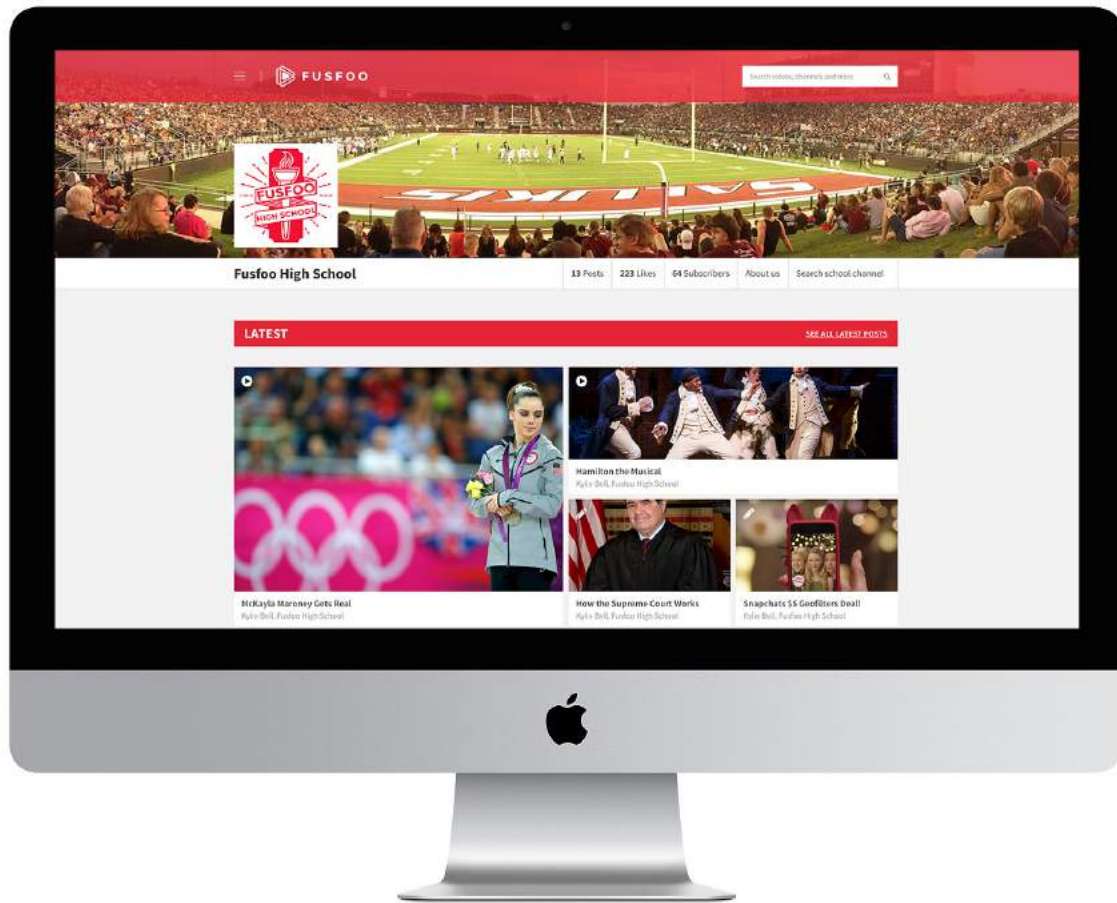


## FOR STUDENTS, BY STUDENTS

Fusfoo was created for one simple purpose: to give today's high school students a safe, educational and engaging space for content to be created, curated, shared and consumed. With no room for negative comments, bullying or shaming, your students will have a safe, positive place to create and share both video and editorial content with others.

Your school's unique site will be created by your students, for your students—and available on the devices they live by. Not only are teens more likely to view content when it is available this way, they are more engaged when viewing content produced and developed by their peers. Students participating in their school's Fusfoo site build relevant skills in the fields of digital communication, journalism and web-based analytics.

Participating schools will also become part of Fusfoo's national high school network, where they can view and repost thoughtful, relevant and age-appropriate content created by fellow students across the country on their unique school sites.



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**Our easy-to-use templates feature a clean, contemporary look, mobile-ready design, site analytics and full administrative controls.**

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The technology we created has the perfect balance of usability and design. Working with a team of leading User Interface and graphic designers, our templates ensure that the content posted has the professional, polished look that makes it easier and more enjoyable to read and watch.

With all of your media in one place, your school will have a centralized, powerful connection with students, parents, community and alumni. Families and alumni can view and share articles and video, administration can post news and happenings—and the content created will be archived and available for years to come.





LOCAL NEWS. NATIONAL BUZZ.

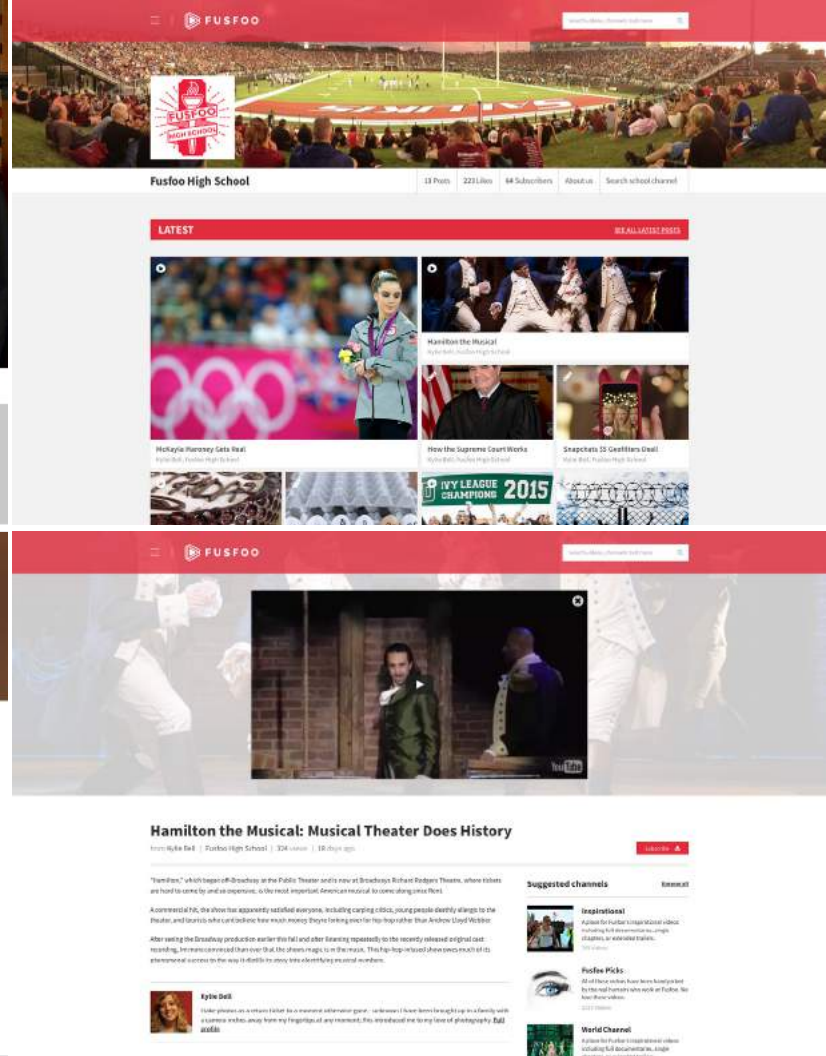
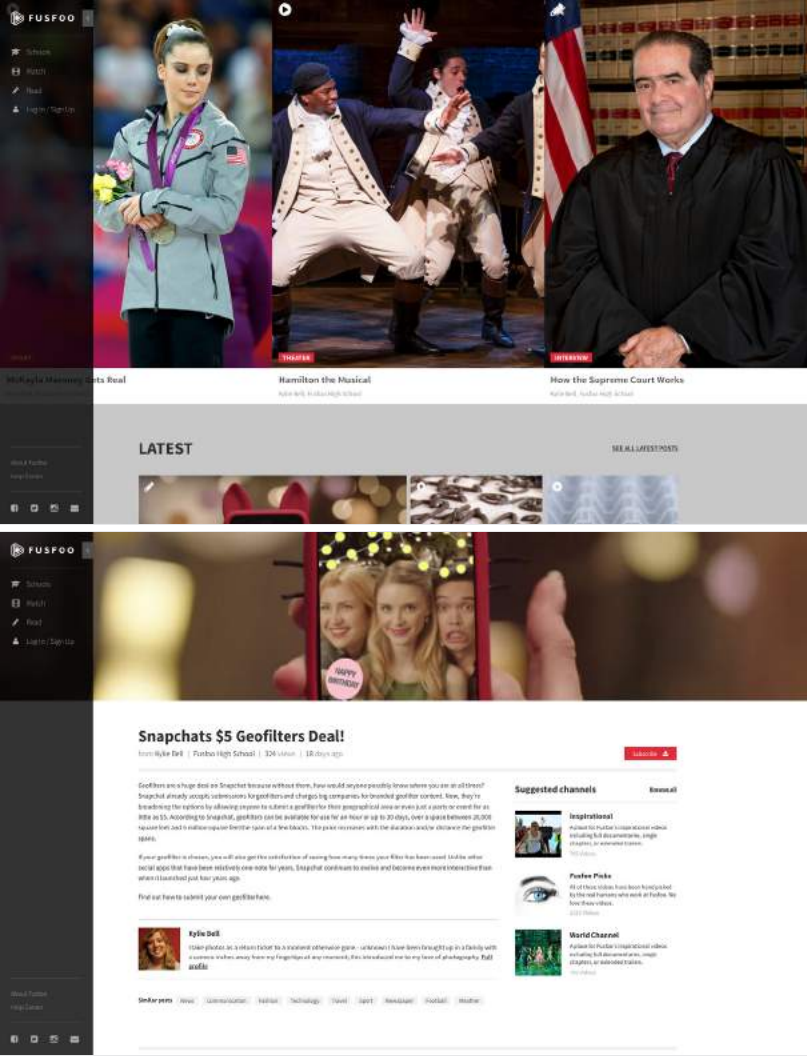
With your local high school site and Fusfoo's national network, students can explore and develop highly engaging featured content that will create a buzz within your school community and nationwide. Participating schools will have access to the thousands of educational and entertaining videos and articles created by the national network and high schools across the country.

#### SAMPLE SCHOOL CONTENT INCLUDES:

- Pre/Post-Game Interviews with coaches and student athletes
- Closet Check into fashion trends that are inspiring today's students
- Weekly Top 10 Roundup of playlists, songs, tracks and original music
- Community and local election coverage
- Charitable events and fundraisers

#### SAMPLE NATIONAL CONTENT INCLUDES:

- Engaging and informative biographies of historical figures
- Interviews with leaders in professional fields
- Man-on-the-street-style interviews with high school students on relevant national issues
- Educational travel videos
- College professor/high school teacher lectures



## THE NATIONAL AND LOCAL NETWORKS

We don't participate in any data mining or selling of information. Our only income source comes from selling advertising on our national network pages and nowhere else. Individual high schools have the ability to sell advertising on their pages to local businesses as a way to fundraise for the school.





FUSFOO'S HIGH SCHOOL DIGITAL NETWORK is a safe, educational and engaging media platform that features the latest in web and mobile design that truly benefits students, high schools and parents:



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## STUDENTS:

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- Develop knowledge and skills from direct experiences outside the traditional academic setting
- Can export their Fusfoo portfolio for college applications, as well as job and internship interviews
- Discover student content from high schools nationwide
- Learn from thought-leaders in respective fields



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## HIGH SCHOOLS:

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- Engage the high school and greater community
- Have content that is more streamlined, shareable and accessible 24/7 - for free
- Stay in front of alumni with engaging content
- Maintain full control over content published
- No cost to schools



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## PARENTS:

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- Access videos of school events; allow parents to live in the moment
- Stay current on what is important to their high school students
- Consume and share student editorials and videos anytime, anywhere





## JOIN THE MOVEMENT

By being a part of the Fusfoo High School Digital Network, you will be leading the way for thousands of high schools across the country who believe in the power of developing its students through meaningful educational opportunities. Providing high school students with a place to create, curate, share meaningful content and discover their peers' voices across the country will develop a new generation of students with the power to document—and change—their world.



**FUSFOO**

HIGH SCHOOL DIGITAL NETWORK

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THANK YOU.

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For more info:

JANA LEVINSON

[jlevinson@fusfoo.com](mailto:jlevinson@fusfoo.com)

(212) 257-4855