



media information

1661 ramblewood drive • east lansing, mi 48823 • 517.332.5046 • fax - 517.332.4071 • www.mhsaa.com

FOR IMMEDIATE RELEASE

August 14, 2001

Contact: John Johnson or Randy Allen

517.332.5046 or www.mhsaa.com

Fall Public Service Announcement Scripts Enclosed

Enclosed are 13 public service announcements for your station's use during your regular or sports programming for this coming fall. Each announcement runs between 20 and 30 seconds in length.

The Michigan High School Athletic Association is a **non-profit** interscholastic athletics service organization, made up of **member schools from your community** and other parts of the state. The Association office is based in East Lansing. We hope that you will find the enclosed announcements useful. We will be sending mailings on a quarterly basis.

Outlets originating contests in any MHSAA-sponsored tournament are required to provide 90 seconds of air time to the Association per game. These scripts may be used to fulfill that requirement.

If you have any questions, or desire additional material, feel free to contact our office at 517/332-5046; by fax at 517/332-4071; by e-mail off the MHSAA Website Home Page -- www.mhsaa.com.

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RL02-006

Farm Bureau Insurance is a year-round MHSAA Corporate Partner



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SCHOLAR-ATHLETE AWARD APPLICATIONS AVAILABLE

For use between 8/23/01 and 11/18/01

Over 3 thousand of the state's top student-athletes will be recognized for excelling academically and in school activities through the Michigan High School Athletic Association's Scholar-Athlete Award, underwritten by Farm Bureau Insurance. The applicants will be in the running for a total of 24 one-thousand dollar college scholarships -- one in each sport in which the M-H-S-A-A sponsors a post-season tournament. The application deadline is November 19, so contact your high school athletic director or guidance counselor today! A public service message from the M-H-S-A-A and **(Your station's call letters)**.

(Public service announcement director please note -- If your station policy does not allow the mention of Farm Bureau Insurance, simply strike the phrase "underwritten by Farm Bureau Insurance" before airing this announcement.)



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SPORTSMANSHIP GRANTS AVAILABLE

For use between 8/23/01 and 12/1/01

To help promote ethics, integrity and respect in educational athletics, the Michigan High School Athletic Association is making \$20,000 available in mini-grants to assist schools, leagues and conferences in conducting local sportsmanship programs. For more about the sportsmanship mini-grant program, contact the M-H-S-A-A office in East Lansing. The best sportsmanship efforts are local, and good sports are winners! A public service message from the M-H-S-A-A and **(Your station's call letters)**.



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2002 WOMEN IN SPORTS LEADERSHIP CONFERENCE

For use between 9/23/01 and 12/1/01

The most popular conference of its type in the country is the MHSAA's Women In Sports Leadership Conference. Record crowds have packed this seminar the past two years, which is for anyone interested in becoming an athletic coach, official or administrator. Student-athletes are also encouraged to attend. The 14th annual Women In Sports Leadership Conference will take place in Lansing, February 3 and 4. For more information, contact the Michigan High School Athletic Association in East Lansing or visit the M-H-S-A-A Web Site. A public service message from the M-H-S-A-A and **(Your station's call letters)**.



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WE GOT GAMES VIDEO

For use between 8/23/01 and 12/1/01

Participation in educational athletics shouldn't be limited to a single opportunity. To promote the value of playing more than one sport while in high school, the Michigan High School Athletic Association has released a new video called We Got Games! This video has been sent to every M-H-S-A-A member school athletic director, and can also be viewed by visiting the M-H-S-A-A Web Site. A public service message from the M-H-S-A-A and **(Your station's call letters)**.



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BE THE STRONGEST LINK! BE A GOOD SPORT!

For use between 8/23/01 and 12/1/01

Sportsmanship is like a chain, a chain that can be strengthened or broken by the actions of just one person. Be the strongest link – be a good sport! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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STAY CONNECTED! OFFICIAL RECRUITMENT

For use between 8/23/01 and 12/1/01

Good sports programs need good officials. You can stay connected to interscholastic competition by becoming an M-H-S-A-A contest official. There's a need for officials at all levels, in all sports. We invite you to join the thousands of men and women in the M-H-S-A-A officiating family who play a vital role in the integrity of interscholastic competition. If you're interested, contact the Michigan High School Athletic Association office in East Lansing, or visit the M-H-S-A-A Web Site. A public service message from the M-H-S-A-A and **(your station's call letters)**.



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HIGH SCHOOL SPORTS: A PRIVILEGE TO PLAY

For use between 8/23/01 and 12/1/01

Educational athletics are about opportunities for everyone, not a training ground for the so-called next level in sports. The focus of these games should be on getting ready our kids ready for the next level of life. High school sports – they're a privilege to play! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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BOYS SOCCER FINALS PROMO

For use between 10/15/01 and 11/9/01

The finals of the 2001 Michigan High School Athletic Association Boys Soccer Tournament will be played on November 10, with the Division One and Three finals at Bloomfield Hills Andover High School; the Division Two and Four finals at Lowell High School. The action begins at both sites at 11 a.m. This is your opportunity to see some of the best high school soccer anywhere! Make plans now to attend this year's boys soccer finals on November 10. A public service message from the M-H-S-A-A and **(your station's call letters)**.



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GIRLS BASKETBALL FINALS PROMO

For use between 11/15/01 and 11/29/01

The semifinals and finals of the 2001 Michigan High School Athletic Association Girls Basketball Tournament will be played at the Rose Arena in Mt. Pleasant, November 29 through December 1. Features at this year's finals include the 1976 Class "A" Champions from Marquette High School being honored in the Legends of the Game program, and the annual CHAMPS Clinic for junior high girls basketball players. Make plans now to attend this year's championships at the Rose Arena in Mt. Pleasant, November 29 through December 1. A public service message from the M-H-S-A-A and **(your station's call letters)**.



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L.P. GIRLS SWIMMING FINALS PROMO

For use between 10/15/01 and 11/15/01

The 2001 Michigan High School Athletic Association Lower Peninsula Girls Swimming & Diving Finals will take place November 16 and 17, with the Class A Finals at Oakland University; and the Class B-C-D Finals at Eastern Michigan University. The action begins at both sites each day at Noon. Make plans now to attend this year's Lower Peninsula Girls Swimming and Diving Finals on November 16 and 17. A public service message from the M-H-S-A-A and **(your station's call letters)**.



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FOOTBALL FINALS PROMO

For use between 10/22/01 and 11/22/01

The 2001 Michigan High School Athletic Association Football Playoffs will culminate in the Pontiac Silverdome on Nov. 23 and 24 with eight champions being crowned. The finals in Divisions 2-4-6 and 8 will be played on Nov. 23rd, while the title games in Divisions 1-3-5 and 7 will take place on the 24th. Don't miss this opportunity to attend high school football's crowning moment. Make plans now to attend this year's championships at the Pontiac Silverdome, Nov. 23 and 24. A public service message from the M-H-S-A-A and **(your station's call letters.)**



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LOWER PENINSULA CROSS COUNTRY FINALS PROMO

For use between 10/15/01 and 11/2/01

Join nearly 2,000 student-athletes representing nearly 500 schools at the Michigan High School Athletic Association's Lower Peninsula Cross Country Finals at Michigan International Speedway near Brooklyn on November 3. Watch action in both boys and girls competition in all four divisions at one site! The first race begins at 10 a.m. Make plans now to attend this year's championships at Michigan International Speedway on November 3. A public service message from the M-H-S-A-A and **(your station's call letters)**.



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MHSAA FALL CHAMPIONSHIPS
For use between 9/25/01 and 11/29/01

You can catch all the drama, excitement and emotion of high school athletics at its finest when the 2001 Michigan High School Athletic Association

_____ Finals take place on
(name of event)

_____ at _____
(date) (location)

Don't miss out on this opportunity to watch this year's championship. A public service message from the M-H-S-A-A and **(Your station's call letters)**.

PUBLIC SERVICE DIRECTOR: Please insert the following championship events, sites and dates from the following page into the above announcement to fit your local needs.

MICHIGAN HIGH SCHOOL ATHLETIC ASSOCIATION 2001 FALL CHAMPIONSHIPS (Corrected 8/23/01)

Oct. 5 -- Upper Peninsula Girls Tennis

Division 1 – Kingsford High School

Division 2 – Negaunee High School

Oct. 19-20 Lower Peninsula Boys Golf

Division 1 -- Forest Akers Golf Course-East, East Lansing

Division 2 -- Forest Akers Golf Course-West, East Lansing

Division 3 -- El Dorado Golf Course, Mason

Division 4 -- The Emerald Golf Course, St. Johns

Oct. 19-20 -- Lower Peninsula Girls Tennis

Divisions 1 -- Midland Community Tennis Center

Divisions 2 – Holland

Division 3 – Stowe Stadium, Kalamazoo

Division 4 – Michigan State University Tennis Courts, East Lansing

Oct. 20 -- Upper Peninsula Cross Country

All Divisions -- Ishpeming High School hosts at Red Fox Golf Club

Nov. 3 -- Lower Peninsula Cross Country

All Divisions -- Michigan International Speedway, Brooklyn

Nov. 10 -- Boys Soccer

Divisions 1 & 3 -- Bloomfield Hills Andover High School

Divisions 2 & 4 -- Lowell High School

Nov. 16-17 -- Girls Swimming and Diving

Class A – Oakland University, Rochester

Class B-C-D – Eastern Michigan University, Ypsilanti

Nov. 23-24 -- Football

All Divisions -- Pontiac Silverdome

Nov. 29-30, Dec. 1 -- Girls Basketball

Semifinals & Finals - All Classes - Rose Arena, Mt. Pleasant