



# media information

---

1661 ramblewood drive • east lansing, mi 48823 • 517.332.5046 • fax - 517.332.4071 • [www.mhsaa.com](http://www.mhsaa.com)

FOR IMMEDIATE RELEASE

January 9, 2002

Contact: John Johnson or Randy Allen

517.332.5046 or [www.mhsaa.com](http://www.mhsaa.com)

## **Winter Public Service Announcement Scripts Enclosed; Audio PSA's Now Available on MHSAA Web Site**

Enclosed are 10 public service announcements for your station's use during your regular or sports programming for this winter. Each announcement runs between 20 and 30 seconds in length.

We are also pleased to announce that these seasonal announcements, as well as five other year-round 30-second audio PSA's, are available as audio files on the MHSAA Web Site for you to download in MP3 and WAV formats. These announcements can be found at

**[www.mhsaa.com/media/psas.html](http://www.mhsaa.com/media/psas.html)**.

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](http://www.mhsaa.com).

-0-

**RL02-050**

---

**Farm Bureau Insurance is a year-round MHSAA Corporate Partner**



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **SCHOLAR-ATHLETE AWARD RECIPIENTS ANNOUNCED**

**For use between 2/1/02 and 2/28/02**

During the month of February, the finalists and scholarship recipients of this year's M-H-S-A-A Scholar-Athlete Award, underwritten by Farm Bureau Insurance, will be announced. Find out who's been selected by visiting the M-H-S-A-A Web Site at M-H-S-A-A DOT com! The finalists are posted on the web site now; the fall sports recipients will be announced February 6; followed by the winter sports recipients on February 13; and the spring sports recipients on February 20. All scholarship recipients will be honored at the M-H-S-A-A Boys Basketball Finals on March 23. 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.)



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **WE NEED YOU TO BE A GOOD SPORT**

**For use between 1/15/00 and 3/31/00**

A recent national survey of high school game officials revealed that the number one reason referees hang up their whistles is because of a lack of sportsmanship – especially on the part of adult spectators. The games can't start without officials, but the games can certainly do without poor sports in the stands. The simple message to parents from coaches, student-athletes and now officials is simple – we need you to be a good sport! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **WHERE WOULD WE BE WITHOUT OFFICIALS?**

**For use between 2/1/02 and 3/31/02**

Without officials...the rules of the game are just ink on paper. Without officials...the rules of the games are easily bent and broken. Without officials...schools sports lose some of their best teachers. Officials relish the challenge of having a game fairly played. Where would we be without officials? For more information about becoming a high school game official, contact the Michigan High School Athletic Association in East Lansing or visit the M-H-S-A-A Web Site at M-H-S-A-A DOT COM. A public service message from the M-H-S-A-A and **(your station's call letters)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **HIGH SCHOOL SPORTS: A PRIVILEGE TO PLAY**

**For use between 2/1/02 and 3/31/02**

When you stop and think about it, for 99 percent of the quarter of a million kids who play high school sports in Michigan, these are the final days of their organized sports careers. The culmination of one of the greatest experiences in their young lives – a place where they learn about hard work, team work and character. Let's remember that the school sports experience is about getting ready for the next level of life – not the next level of sports. 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)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

**WOMEN IN SPORTS LEADERSHIP CONFERENCE FEBRUARY 3-4**  
**For use between 1/15/02 and 2/2/02**

The most popular conference of its type in the country is the M-H-S-A-A's Women In Sports Leadership Conference. Record crowds have packed this seminar the past few 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. A public service message from the M-H-S-A-A and **(your station's call letters)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **GIRLS COMPETITIVE CHEER FINALS PROMO**

**For use between 2/15/02 and 3/1/02**

The finals of the 2002 Michigan High School Athletic Association Girls Competitive Cheer Tournament will take place on March 2 at Grand Valley State University. The action begins at 11 a.m. Make plans now to attend this year's Girls Competitive Cheer Finals at Grand Valley State University on March 2. A public service message from the M-H-S-A-A and **(your station's call letters)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **L.P. INDIVIDUAL WRESTLING FINALS PROMO**

**For use between 2/15/02 and 3/6/02**

The nation's largest high school championship tournament -- the M-H-S-A-A Lower Peninsula Individual Finals -- take place at The Palace of Auburn Hills, March 7, 8 and 9. Watch all 4 divisions of competition on 12 mats as nearly 900 wrestlers from over 300 schools vie for top honors. Reserved seat tickets are now on sale at The Palace box office or at TicketMaster outlets statewide. Catch March Magic at The Palace -- the M-H-S-A-A Lower Peninsula Individual Wrestling Finals, March 7, 8 and 9. A public service message from the M-H-S-A-A and **(your station's call letters.)**





1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **GIRLS VOLLEYBALL FINALS PROMO**

**For use between 3/1/02 and 3/14/02**

The finals of the 2002 M-H-S-A-A Girls Volleyball Tournament will take place on March 15 and 16 in Kalamazoo. This year's finals will also feature the annual CHAMPS Clinic for middle school students and the Legends of the Games presentation to the 1986 and 87 Class D championship teams from Concord High School. Highlights of the final matches will be shown in April on Fox Sports Net. Catch March Magic in Kalamazoo – the M-H-S-A-A Girls Volleyball Finals, March 15 and 16. A public service message from the M-H-S-A-A and **(your station's call letters)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: [www.mhsaa.com](http://www.mhsaa.com) • Contact: John Johnson or Randy Allen

## **BOYS BASKETBALL FINALS PROMO**

**For use between 3/1/02 and 3/20/02**

The semifinals and finals of the 2002 MHSAA Boys Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, March 21, 22 and 23. This year's finals will also feature the presentation of this year's Scholar-Athlete Award recipients and honor the 12 championship teams from River Rouge coached by the legendary Lofton Greene. Tickets are now on sale at the Breslin Center Box Office. Catch March Magic at The Bres – the M-H-S-A-A Boys Basketball Finals, March 21, 22 and 23. A public service message from the M-H-S-A-A and **(your station's call letters)**.



1661 Ramblewood Drive • East Lansing, MI 48823 • 517/332-5046 • FAX 517/332-4071  
Website: www.mhsaa.com • Contact: John Johnson or Randy Allen

**MHSAA WINTER CHAMPIONSHIPS**

**For use between 2/1/02 and 3/20/02**

You can catch all the drama, excitement and emotion of high school athletics at its finest when the 2002 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 2002 WINTER CHAMPIONSHIPS**

Alpine Skiing - Feb. 25

Class A: Boyne Mountain

Class B-C-D: Marquette Mountain

Boys Basketball Finals - March 21-23

Breslin Student Events Center, East Lansing

Girls Competitive Cheer - March 2

Grand Valley State University, Allendale

Girls Gymnastics

Upper Peninsula Finals - March 2

Escanaba High School

Lower Peninsula Finals - March 8-9

Rockford High School

Ice Hockey - March 7-9

Flint IMA Sports Arena

Upper Peninsula Swimming & Diving - Feb. 16

Houghton High School

Lower Peninsula Boys Swimming & Diving - March 8-9

Class A: University of Michigan, Ann Arbor

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

Individual Wrestling

Upper Peninsula Finals - Feb. 15-16

Escanaba High School

Lower Peninsula Finals - March 7-9

Joe Louis Arena, Detroit

Team Dual Wrestling - March 1-2

Kellogg Arena, Battle Creek

Girls Volleyball – March 15-16

University Arena, Kalamazoo