



media information

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

FOR IMMEDIATE RELEASE

April 26, 2002

Contact: John Johnson or Randy Allen

517.332.5046 or www.mhsaa.com

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

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

We are also pleased to announce that most of these seasonal announcements, as well as 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/index.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 Web Site Home Page -- www.mhsaa.com.

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Farm Bureau Insurance is a year-round MHSAA Corporate Partner



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WE NEED YOU TO BE A GOOD SPORT

For use between 5/1/02 and 6/30/02

The old saying goes “Actions speak louder than words.” But at a high school sporting event, verbal assaults of an unsportsmanlike nature hurt kids, degrade coaches and officials, and prove to be an embarrassment for the school you’re supposedly cheering for. Whenever you set foot in the athletic classroom, you have the responsibility to be a good sport. Take that responsibility seriously, and your actions will speak louder than words. A public service message from the Michigan High School Athletic Association and **(Your station’s call letters.)**



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OFFICIALS REGISTRATION FOR 2002-03

For use between 6/1/02 and 6/30/02

Registrations for people interested in becoming high school sports game officials for the 2002-03 school year are now being accepted at the Michigan High School Athletic Association. If you love sports and want to help kids, becoming an official is a great way to become involved. For more information about becoming a high school sports game official, visit the M-H-S-A-A Web Site at [m-h-s-a-a dot com](http://m-h-s-a-a.com)! 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 5/1/02 and 6/30/02

If you ask most people who have been involved in sports a long time about their most meaningful athletic experiences, many will talk about their high school playing days. Wearing the school colors is an experience that's truly unique to American education...a true privilege to play! Support your local high school athletic program! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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THE REALITIES OF SPORTS

For use between 5/1/02 and 6/30/02

The statistics are clear – only three percent of high school athletes will go on to play some kind of college athletics, and only one percent of high school athletes receive Division One scholarships. The amount of academic scholarship dollars available to college outnumber athletic scholarship dollars by over 30 to 1. Reality tells us to keep our priorities straight about our children's educational and athletic futures. A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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SPORTSMANSHIP SUMMIT COMING IN SEPTEMBER

For use between 5/1/02 and 6/30/02

To help equip local schools with the tools to promote good sportsmanship, the Michigan High School Athletic Association will conduct its fourth Sportsmanship Summit at the Lansing Center on September 25. This year's summit will feature the introduction of the Character Counts program into the M-H-S-A-A's sportsmanship efforts. For more information, visit the Michigan High School Athletic Association Web Site at [m-h-s-a-a dot com](http://m-h-s-a-a.com). A public service message from the M-H-S-A-A and **(your station's call letters)**.



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BASEBALL-SOFTBALL FINALS PROMO

For use between 5/15/02 and 6/15/02

The finals of the 2002 Michigan High School Athletic Association Baseball and Softball Tournaments will take place on June 14 and 15 at Bailey Park in Battle Creek. The action begins each day at 10 a.m. You can follow the tournaments on the M-H-S-A-A Web Site at m-h-s-a-a dot com. Make plans now to attend this year's Baseball and Softball Finals at Bailey Park in Battle Creek on June 14 and 15.

A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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TRACK FINALS PROMO

For use between 5/1/02 and 6/1/02

One of the biggest single-day events in high school sports in Michigan is the M-H-S-A-A's Track and Field Finals, which will take place on June 1. The Lower Peninsula Finals will be at four locations in the Greater Grand Rapids area, and the Upper Peninsula Finals will take place at Kingsford High School. For more information, visit the M-H-S-A-A Web Site at [m-h-s-a-a dot com](http://m-h-s-a-a.com). A public service message from the Michigan High School Athletic Association and **(your station's call letters.)**



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GIRLS SOCCER FINALS PROMO

For use between 5/15/02 and 6/15/02

The finals of the 2002 M-H-S-A-A Girls Soccer Tournament will take place on June 15. The Division 1 and 4 Finals will take place at Canton Community Schools, and the Division 2 and 3 Finals will be played at Richland Gull Lake High School. Action begins at each site at 11 a.m. You can follow the tournaments on the M-H-S-A-A Web Site at [m-h-s-a-a dot com](http://m-h-s-a-a.com). Make plans now to attend this year's Girls Soccer Finals June 15. A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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MHSAA SPRING CHAMPIONSHIPS
For use between 5/1/02 and 6/15/02

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. You can follow all the tournaments on the M-H-S-A-A Web Site at m-h-s-a-a dot com. A public service message from the Michigan High School Athletic Association 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 SPRING CHAMPIONSHIPS

Baseball & Softball – June 14-15

Bailey Park, Battle Creek

Upper Peninsula Boys & Girls Golf – May 31

Division 1 – Negaunee

Division 2 – Munising

Division 3 Boys – Bark River-Harris

Division 3 Girls – Rock Mid-Peninsula

Lower Peninsula Girls Golf – May 31-June 1

Forest Akers Golf Courses, East Lansing

Girls Soccer – June 15

Divisions 1 & 4 – Canton Community Schools

Divisions 2 & 3 – Richland Gull Lake High School

Upper Peninsula Boys Tennis – May 31

Division 1 – Marquette

Division 2 – Ishpeming

Lower Peninsula Boys Tennis – May 31 – June 1

Division 1 – Midland Community Tennis Center

Division 2 – Holland

Division 3 – Stowe Stadium, Kalamazoo

Division 4 – Kellogg Community College, Battle Creek

Upper Peninsula Track & Field Finals – June 1

All Divisions – Kingsford High School

Lower Peninsula Track & Field Finals – June 1

Division 1 – Rockford High School

Division 2 – Houseman Field, Grand Rapids

Division 3 – Comstock Park High School

Division 4 – Grand Rapids Forest Hills Northern High School