



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

**PUBLIC SERVICE ANNOUNCEMENT ADVISORY**

August 12, 2002

**Contact:** John Johnson or Randy Allen

517.332.5046 or www.mhsaa.com

## **Fall Public Service Announcements Follow; Audio Messages Also Available On MHSAA Web Site**

The pages that follow are 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, with the exception of the Do's & Don'ts for Parents of Student-Athletes series, which run 60 seconds.

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

There is also a disclaimer script included in this packet, designed for your announcers to read when they are originating an MHSAA post-season tournament event.

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 these announcements useful. We will be sending mailings on a quarterly basis to advise you of available updates.

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 Media Page of the MHSAA Web Site -- [www.mhsaa.com/media](http://www.mhsaa.com/media) Please do not share this web site address with the public – it is intended for your staff's use only.

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## **SCHOLAR-ATHLETE AWARD APPLICATIONS AVAILABLE**

**For use between 8/26/02 and 11/23/02**

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. Application forms can be found on the web at M-H-S-A-A dot com and must be returned to your high school athletic director or guidance counselor by November 25! 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 AWARD PROGRAM RETURNS**

**For use between 8/26/02 and 12/7/02**

This year, the Good Sports Are Winners! Award returns to honor those teams displaying good sportsmanship at selected M-H-S-A-A tournaments. Over one thousand teams will be recognized this year by Meemic Insurance. Meemic is also providing sportsmanship educational materials to M-H-S-A-A member schools and is an underwriting supporter of the 2002 statewide Sportsmanship Summit.

Remember, sportsmanship is the most important lesson taught in the athletic classroom, and Good Sports Are Winners! 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 Meemic Insurance, simply strike the references to Meemic in the copy before airing this announcement.)



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## **2003 WOMEN IN SPORTS LEADERSHIP CONFERENCE**

**For use between 8/26/02 and 12/7/02**

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 annually pack this seminar, which is for anyone interested in becoming an athletic coach, official or administrator.

Student-athletes are also encouraged to attend. The 15th annual Women In Sports Leadership Conference will take place in Lansing, February 2 and 3. For more information, visit the M-H-S-A-A Web Site. A public service message from the Michigan High School Athletic Association and **(Your station's call letters)**.



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## **SPORTSMANSHIP Vs. GAMESMANSHIP**

**For use between 8/26/02 and 12/7/02**

Gamesmanship tactics are so prevalent in sports that some find it hard to imagine anyone being effective without them. But there is no real or worthy victory in sports if it is achieved without honor. The game of sports is about playing by the rules, not fooling referees or intimidating opponents. The high road is not the easier road to take, but it's the only road for a person of character – a true good sport. For more information about sportsmanship, go to the Web 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)**.



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## **EXTRA-CURRICULAR ACTIVITIES: A PRIVILEGE-A PRIORITY**

**For use between 8/26/02 and 12/7/02**

Participation in school sports and other extra curricular activities is a privilege -- not a right. It's also a priority. A priority for schools which provide a well-rounded educational experience for our children. A priority for schools to help build tomorrow's leaders and strong communities. Support your local school activities program. A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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## **WE DARE YOU! COACH & OFFICIAL RECRUITMENT**

**For use between 8/26/02 and 12/7/02**

You! You in top row! You know who you are! You're the person who has the eagle eyes and the brains sharp enough to second guess the coaches and officials. If you're really that good, that knowledgeable about the game, then you should consider becoming a school coach or registered game official. For more information, contact your local school athletic director or visit the M-H-S-A-A Web site. You think you can do better?!? C'mon – We Dare You! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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## **SUMMER OF SPORTS**

**For use between 8/26/02 and 12/7/02**

Seven Museums – Seven Cities – Seven Exhibitions – The summer of 2003 will be the Summer of Sports here in Michigan, as Michigan's Museums present the history of sports here in the Great Lakes State. Displays in Dearborn, Detroit, Flint, Grand Rapids, Kalamazoo, Lansing and Mackinaw City will feature everything from recreational sports, to the women's professional baseball league to the history of high school basketball. You can get an early peek by checking it out on the Web at [summer of sports dot com](http://summerofsportsdotcom.com). A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.





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## **DO'S & DON'TS FOR PARENTS OF STUDENT-ATHLETES: PART 1** **For use between 8/26/02 and 12/7/02 (60 Second Spot)**

Here's another installment of do's and don'ts for parents of student-athletes: Point Number One: Avoid the Post-Game Analysis with your youngster. When taking them home or greeting them after they get off the bus following a game, don't go through an analysis of what they did well, or not so well, that day. From the parent's perspective, telling your youngster to adjust their stance, to do a better job looking for a open player or to hustle more on defense may seem like valid points to discuss. But the Post-Game Analysis can quickly ruin the fun your child just had. Besides, the job of analyzing the game belongs to the coach. Mom and Dad...give your youngster a break. Save your constructive criticism for later in a two-way conversation about the game – or better yet, don't bring it up at all. After the game, you need to be positive and brief. For more information about sportsmanship, go to the web 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)**.



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**DO'S & DON'TS FOR PARENTS OF STUDENT-ATHLETES: PART 2**  
**For use between 8/26/02 and 12/7/02 (60 Second Spot)**

Here's another installment of do's and don'ts for parents of student-athletes: Point Number Two: Be realistic about their abilities and their chances for an athletic scholarship to college. Parents, you need to tune into these statistics rather than tune them out: Less than one percent of high school student-athletes will receive a Division One scholarship. Less than three percent of high school student-athletes will go on to play college athletics at all, and most of those will receive little, if any, financial aid based on athletic ability. The fact of the matter is that for every dollar of athletic financial aid to college, there's 38 dollars of academic aid. Every parent wants to boast that their kid got a "full ride" to college based on sports, but that's rarely the truth. Make sure your student-athlete is cutting it academically as well as athletically, and look for all of the opportunities for financial aid that are available – you'd be surprised at what you can get. The balanced person is what our colleges want, and what our communities need for the future. 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 10/15/02 and 11/8/02**

The finals of the 2002 Michigan High School Athletic Association Boys Soccer Tournament will be played on November 9, with the Division One and Three finals at Meadows Stadium in Novi; 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 9. 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 11/15/02 and 12/4/02**

The semifinals and finals of the 2002 Michigan High School Athletic Association Girls Basketball Tournament will be played at Rose Arena in Mt. Pleasant, December 5 through December 7. Features at this year's finals include the 1981 and 82 Class "C" Champions from Carrollton 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 Rose Arena in Mt. Pleasant, December 5 through December 7. 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 10/15/02 and 11/14/02**

The 2002 Michigan High School Athletic Association Lower Peninsula Girls Swimming & Diving Finals will take place November 15 and 16, with the Division 1 Finals at Eastern Michigan University; and the Division 2 Finals at the University of Michigan. 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 15 and 16. 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 10/27/02 and 11/28/02**

The 2002 Michigan High School Athletic Association Football Playoffs will culminate in the Pontiac Silverdome on Nov. 29 and 30 with eight champions being crowned. The finals in Divisions 2-4-6 and 8 will be played on Nov. 29th, while the title games in Divisions 1-3-5 and 7 will take place on the 30th. 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. 29 and 30 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 10/15/02 and 11/1/02**

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 2. 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 2. 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 9/25/02 and 12/4/02**

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)**.

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**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.

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# **MICHIGAN HIGH SCHOOL ATHLETIC ASSOCIATION 2002 FALL CHAMPIONSHIPS**

Oct. 4 -- Upper Peninsula Girls Tennis

Division 1 – Marquette High School

Division 2 – Iron Mountain High School

Oct. 18-19 Lower Peninsula Boys Golf

Division 1 – The Emerald Golf Course, St. Johns

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

Division 3 -- Forest Akers Golf Course-West, East Lansing

Division 4 -- El Dorado Golf Course, Mason

Oct. 18-19 -- Lower Peninsula Girls Tennis

Divisions 1 -- Midland Community Tennis Center

Divisions 2 – Holland

Division 3 – East Grand Rapids & Grand Rapids Christian

Division 4 – Stowe Stadium, Kalamazoo

Oct. 19 -- Upper Peninsula Cross Country

All Divisions -- Gladstone High School hosts

Nov. 2 -- Lower Peninsula Cross Country

All Divisions -- Michigan International Speedway, Brooklyn

Nov. 9 -- Boys Soccer

Divisions 1 & 3 -- Bloomfield Hills Andover High School

Divisions 2 & 4 -- Lowell High School

Nov. 15-16 -- Girls Swimming and Diving

Class A – Eastern Michigan University, Ypsilanti Oakland University, Rochester

Class B-C-D – University of Michigan, Ann Arbor

Nov. 29-30 -- Football

All Divisions -- Pontiac Silverdome

Dec. 5-7 -- Girls Basketball

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



# media information

michigan high school athletic association

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**Disclaimer** (1x per game) (Insert station/outlet name on lines below)

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