



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

FOR IMMEDIATE RELEASE

December 20, 2002

Contact: John Johnson or Randy Allen

517.332.5046 or www.mhsaa.com

## **Winter Public Service Announcement Scripts Enclosed; Audio PSA's 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 winter. 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 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 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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**Farm Bureau Insurance & Meemic Insurance are year-round MHSAA Corporate Partners**

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# PSA

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

**For use between 2/1/03 and 2/28/03**

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! All scholarship recipients will be honored at the M-H-S-A-A Boys Basketball Finals on March 22. A public service 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 1/1/03 and 3/31/03**

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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## **SPORTSMANSHIP – ONE OF LIFE’S PEARLS**

**For use between 1/1/03 and 3/31/03**

One of the many pearls of wisdom is to be a good sport about life. That means on the playing surface, in the stands and in our homes and communities. Learn to accept disappointments, failures and coming out on the losing side of the scoreboard with optimism; and your accomplishments, your victories, with grace. After all, no one gets everything they want and you don't need to have everything in life to have enough. 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 3** **For use between 1/1/03 and 3/31/03 (60 Second Spot)**

Here's another installment of do's and don'ts for parents of student-athletes: Point Number Three: There's no need to provide a "play by play" broadcast from the stands. Have you ever heard a parent literally directing every play on the court? "Okay, Johnny, bring the ball up...now, find the open man...that's right, pass it to Mark...Mark, take the shot! Max, be sure to get in position for the rebound!" You get the idea. Leave the play-by-play to your local radio station and just let the kids play. They really don't need your instruction while they're playing and enjoying the game. And, it can make it difficult for your child's coach to direct the game if you're shouting instructions to your youngster. After all, that is the coach's job, right? For more information about sportsmanship, go to the web 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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## **SUMMER OF SPORTS**

**For use between 1/1/03 and 3/31/03**

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

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## **SCHOLARSHIPS – CAN YOU HANDLE THE TRUTH?**

**For use between 1/1/03 and 3/31/03**

Can you handle the truth? Every parent wants their child to do well athletically and academically in school, but needs to realize that academics - where there's 38 dollars for every single dollar of athletic scholarship money - is what will set youngsters on a path to lifetime success. One of the myths of youth sports is that everyone's kid is going to get an athletic scholarship. For 99 percent of the participants, that's simply not true. Educational athletic programs prepare kids for the next level of life – not the next level of sports. A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.

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## **WOMEN IN SPORTS LEADERSHIP CONFERENCE FEBRUARY 3-4** **For use between 1/1/03 and 2/1/03**

The first, largest and 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, 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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## **GIRLS COMPETITIVE CHEER FINALS PROMO**

**For use between 2/14/03 and 2/28/03**

The finals of the 2003 Michigan High School Athletic Association Girls Competitive Cheer Tournament will take place on March 1, with the Class B Finals at Oxford High School in the morning, and the Class A and C-D Finals in the afternoon at nearby Lake Orion High School. Make plans now to attend this year's Girls Competitive Cheer Finals on March 1. A public service message from the M-H-S-A-A and **(your station's call letters)**.

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

**For use between 2/24/03 and 3/5/03**

The nation's largest high school wrestling championship tournament -- the M-H-S-A-A Lower Peninsula Individual Wrestling Finals -- take place at The Palace of Auburn Hills, March 6, 7 and 8. 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. Catch March Magic at The Palace -- the M-H-S-A-A Lower Peninsula Individual Wrestling Finals, March 6, 7 and 8. A public service message from the M-H-S-A-A and **(your station's call letters.)**

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## **GIRLS VOLLEYBALL FINALS PROMO**

**For use between 2/26/03 and 3/12/02**

The finals of the 2003 M-H-S-A-A Girls Volleyball Tournament will take place on March 13, 14 and 15 in Kalamazoo. This year's finals will feature the annual CHAMPS Clinic for middle school students and the Legends of the Games presentation to the 10-time Class D championship teams from Battle Creek St. Philip High School. The final matches will be televised on a delayed basis on Fox Sports Net, and you can listen to live audio of those games on the M-H-S-A-A Web site. Catch March Magic in Kalamazoo – the M-H-S-A-A Girls Volleyball Finals, March 13, 14 and 15. A public service message from the M-H-S-A-A and **(your station's call letters)**.

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## **BOYS BASKETBALL FINALS PROMO**

**For use between 3/1/03 and 3/19/03**

The semifinals and finals of the 2003 MHSAA Boys Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, March 20, 21 and 22. This year's finals will also feature the presentation of this year's Scholar-Athlete Award recipients and honor the 1967 and 1968 Class D championship teams from Flint St. Matthew. 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 20, 21 and 22. A public service message from the M-H-S-A-A and **(your station's call letters)**.

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**MHSAA WINTER CHAMPIONSHIPS**  
**For use between 2/1/03 and 3/19/03**

You can catch all the drama, excitement and emotion of high school athletics at its finest when the 2003 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. And keep track of all the tournaments on the web 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)**.

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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 2003 WINTER CHAMPIONSHIPS**

Alpine Skiing - Feb. 25

Class A: Marquette Mountain

Class B-C-D: Nub's Nob, Harbor Springs

Boys Basketball Finals - March 20-22

Breslin Student Events Center, East Lansing

Girls Competitive Cheer - March 1

Class B – Oxford High School (11 a.m.)

Class C-D (1 p.m.) and Class A (4 p.m.) – Lake Orion High School

Girls Gymnastics

Upper Peninsula Finals - March 1

Menominee High School

Lower Peninsula Finals - March 7-8

Plymouth Canton High School

Ice Hockey - March 6-8

Compuware Sports Arena, Plymouth

Upper Peninsula Swimming & Diving - Feb. 15

Marquette High School

Lower Peninsula Boys Swimming & Diving - March 7-8

Class A: Eastern Michigan University, Ypsilanti

Class B-C-D: Oakland University, Rochester

Individual Wrestling

Upper Peninsula Finals - Feb. 14-15

Escanaba High School

Lower Peninsula Finals - March 6-8

The Palace of Auburn Hills

Team Dual Wrestling – Feb. 28-March 1

Kellogg Arena, Battle Creek

Girls Volleyball – March 13-14-15

University Arena, Kalamazoo



# media information

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## **Disclaimer For MHSAA Post-Season Tournament Broadcasts** (1x per game)

(Insert station/outlet name on lines below)

The broadcast of today's game is a copyrighted presentation of the Michigan High School Athletic Association and \_\_\_\_\_ . No reproduction, retransmission or other distribution of the descriptions or accounts of this game may take place without the express written consent of the M-H-S-A-A and \_\_\_\_\_ .

(Copyright graphic required for telecasts – **Copyright, 2002-03 - MHSAA**)

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