



# media information



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FOR IMMEDIATE RELEASE

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## **Broadcast Plans Set For Girls Competitive Cheer, Girls Volleyball & Boys Basketball Finals**

**EAST LANSING, Mich. – March 18** – The finals radio-television of Michigan High School Athletic Association winter tournaments expands again in 2003-04 to include statewide television coverage of the Girls Competitive Cheer Finals, in addition to coverage of Finals in girls volleyball and boys basketball.

Television coverage of the events will be provided exclusively on Fox Sports Net Detroit. The MHSAA will produce the final round of action in the Girls Competitive Cheer Finals, and full match coverage of the Girls Volleyball Finals for tape-delayed airing on Fox Sports Net in early April. Fox Sports Net Detroit will produce and air the final games of the Boys Basketball Tournament on March 27 for the seventh straight year as part of its contract with the MHSAA. In addition, Fox Sports Net Detroit has been running MARCH MAGIC commercials throughout the month of March, promoting all MHSAA championships.

Here is the telecast schedule: Girls Competitive Cheer – Class C-D, April 3, 1 p.m.; Class B, April 3, 2 p.m.; and Class A, April 3, 3 p.m.. Girls Volleyball – Class D, April 10, 1 p.m.; Class C, April 10, 2:30 p.m.; Class A, April 11, 1 p.m.; and Class B, April 11, 2:30 p.m. Boys Basketball – Class D, March 27, 10 a.m. (Live); Class C, March 27, 12:30 p.m. (Live-time approximate after Class D game); Class A, March 27, 4 p.m. (Live); and Class B, March 27, 10:30 p.m., following the Regional Sports Report.

In addition, each telecast will reair at later dates in April, with the schedule to be announced on the MHSAA Web site.

The Michigan Talk Radio Network of Charlevoix, will again produce audio broadcasts of the Girls Volleyball Finals and the Boys Basketball Semifinals and Finals. This is the second year of audio coverage for the Girls Volleyball Finals, with the broadcast available to stations wishing to pick up the feed, and to the public via the Internet through the MHSAA Web site and the preps page of the Michigan Live Web site.

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## **2-2-2 – Broadcast Plans Set**

Stations on the Boys Basketball Finals network are: WABJ-AM - Adrian; WQBX-FM - Alma; WBCK-AM – Battle Creek; WATT-AM - Cadillac; WIDL - Caro; WMKT-AM - Charlevoix; WCBY-AM - Cheboygan; WIDG-AM - Cheboygan/St. Ignace; WTVB-AM - Coldwater; WDOW – Dowagiac; WVFN-AM – East Lansing; WCHT-AM - Escanaba; WDBC-AM - Escanaba; WMJZ – Gaylord; WBBL-AM - Grand Rapids; WSCG-AM - Greenville; WMPL-AM - Hancock; WCSR – Hillsdale; WHTC – Holland; WPNW-AM - Holland; WHKB-FM - Houghton; WMIQ-AM - Iron Mountain; WIKB-AM - Iron River; WJMS – Ironwood; WIBM – Jackson; WKLA-AM - Ludington; WMTE-AM - Manistee; WTIQ-AM - Manistique; WMPX-AM - Midland; WCZY-FM - Mt. Pleasant; WMMI-AM - Mt. Pleasant; WHCH – Munising; WMHG-AM - Muskegon; WKQS – Negaunee; WNBYS-AM - Newberry; WMBN-AM - Petoskey; WMIC – Sandusky; WTGV-FM – Sandusky; WMSH-AM - Sturgis; WMSH-FM - Sturgis; and WKJC-FM - Tawas City.

In addition, Semifinal games will be broadcast locally on WVFN in East Lansing, with the exact schedule of games to be announced. In addition, audio of the Semifinal and Final games of the Boys Basketball Tournament can be accessed live through the home page of the MHSAA Web site and the preps page of the Michigan Live Web site. Radio network sponsors include Farm Bureau Insurance, Meemic Insurance, Independent Bank and Dean Trailways of Michigan.

The MHSAA is a private, not-for-profit corporation of voluntary membership by over 1,200 public and private senior high schools and junior high/middle schools which exists to develop common rules for athletic eligibility and competition. No government funds or tax dollars support the MHSAA, which was the first such association nationally to not accept membership dues or tournament entry fees from schools. Member schools which enforce these rules are permitted to participate in MHSAA tournaments, which attract approximately 1.6 million spectators each year.

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