



**media
information**



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

FOR IMMEDIATE RELEASE

December 10, 2005

Contact: John Johnson or Andy Frushour

517.332.5046 or www.mhsaa.com

Winter 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 fall. Most announcements run between 20 and 30 seconds.

We are also pleased to announce that most of these seasonal announcements, as well as other year-round 30-second audio PSAs, are available as audio files on the MHSAA Web Site for you to download in the MP3 format. These announcements can be found on the Media Page at 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 contacting you 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

The MHSAA is a private, not-for-profit corporation of voluntary membership by over 1,800 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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Farm Bureau Insurance and MEEMIC Insurance are year-round MHSAA Corporate Partners



Public Service Announcement



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SCHOLAR-ATHLETE AWARD FINALISTS & SCHOLARSHIP RECIPIENTS **For use between 12/10/05 and 2/15/06**

During January and 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 nominated and 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 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

For use between 12/10/05 and 3/25/06

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 and is underwriting a mini-grant program to assist schools in their local sportsmanship efforts. Remember, sportsmanship is the educated choice, 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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WOMEN IN SPORTS LEADERSHIP CONFERENCE

For use between 12/10/05 and 2/1/06

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 pack this seminar, which is for anyone interested in becoming an athletic coach, official or administrator. Student-athletes are also encouraged to attend. The 17th annual Women In Sports Leadership Conference will take place in Lansing, February 12 and 13. Registration information can be found on 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: MAKE THE EDUCATED CHOICE

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In sports, everyone knows that excellence is sought by all of the games' participants, yet we also expect and accept the mistakes that occur – except those made by referees. Game officials strive for that same kind of perfection without concern for who wins or loses. Remember, these are just kid's games – not life and death situations – so lighten up. Make the educated choice to show respect and good sportsmanship. Help create an atmosphere becoming of the educational nature of this event -- then everyone wins. A public service message from the Michigan High School Athletic Association and **(Your station's call letters)**.



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HIGH SCHOOL SPORTS – THE CELEBRATION OF PARTICIPATION

For use between 12/10/05 and 3/25/06

Last year, over 300 thousand participants graced the athletic field of Michigan high schools – an all-time record. Why? Because most kids still want to wear the school uniform and most schools still see the value in providing this privilege. Some of the lessons learned in the Celebration of Participation can't be found anywhere else. High School Sports – It's About Team! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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REASON NUMBER FIVE: OFFICIAL RECRUITMENT

For use between 12/10/05 and 3/25/06

Here's reason number five for taking up high school game officiating: Giving something back to the game. Approximately 300,000 participants are involved in high school sports annually, and helping today's players reap the benefits of the games you learned from is a great thing to do. There are many more reasons to officiate, and if you're interested, 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 Michigan High School Athletic Association and **(your station's call letters)**.



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SPORTSMANSHIP: THE SURVEY SAYS **For use between 12/10/05 and 3/25/06**

In a recent survey of high school student-athletes, some defined sportsmanship as behavior that reflects respect and dignity for everyone involved. There are lots of ways to define sportsmanship, but no matter how you define it, sportsmanship defines high school sports. Good Sports Are Winners! A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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OFFICIALS FOR KIDS

For use between 12/10/05 and 3/25/06

High school game officials are making the right call for kids across the state through Officials For Kids, a fundraising partnership between the Michigan High School Athletic Association and Children's Miracle Network hospitals. Officials For Kids has pledged over \$50,000 to help construct a new pediatric emergency room to serve mid-Michigan residents, and will be involved in other efforts to help improve children's health care across Michigan. For more information about Officials For Kids, visit the Officials page of the MHSAA Web site. A public service message from the Michigan High School Athletic Association and **(your station's call letters)**.



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GIRLS COMPETITIVE CHEER FINALS PROMO

For use between 2/1/06 and 3/10/06

The finals of the 2006 Michigan High School Athletic Association Girls Competitive Cheer Tournament will take place on March 11 at the DeltaPlex in Grand Rapids. All the action begins at 10 a.m. The final round of action in each class will be televised on a delayed basis on FSN Detroit. Catch March Magic in Grand Rapids – the M-H-S-A-A Girls Competitive Cheer Finals, March 11 at the DeltaPlex. 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 2/1/06 and 3/8/06

M-H-S-A-A Lower Peninsula Individual Wrestling Finals -- takes place at The Palace of Auburn Hills, March 9, 10 and 11. 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 9, 10 and 11. 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 2/1/06 and 3/15/06

The finals of the 2006 M-H-S-A-A Girls Volleyball Tournament will take place on March 16, 17 and 18 at University Arena in Kalamazoo. The final matches will be televised on a delayed basis on FSN Detroit, 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 16, 17 and 18 at University Arena. 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 3/1/06 and 3/22/06

The Semifinals and Finals of the 2006 MHSAA Boys Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, March 23, 24 and 25. This year's finals will also feature the presentation of this year's Scholar-Athlete Award recipients and honor the 1965 and 1966 Class D championship teams from Covert. 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 23, 24, and 25. 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 2/1/06 and 3/22/06

You can catch all the drama, excitement and emotion of high school athletics at its finest when the 2006 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 2006 WINTER CHAMPIONSHIPS

Alpine Skiing – Feb. 27

Class A – Boyne Highlands, Harbor Springs

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

Boys Basketball Finals - March 23-25

Breslin Student Events Center, East Lansing

Bowling – March 3-4

Sunnybrook Lanes, Sterling Heights

Girls Competitive Cheer - March 11

The DeltaPlex, Grand Rapids

Girls Gymnastics – March 10-11

Troy Athens High School

Ice Hockey - March 9-11

Compuware Sports Arena, Plymouth

Upper Peninsula Swimming & Diving - Feb. 18

Marquette High School

Lower Peninsula Boys Swimming & Diving - March 10-11

Division 1: University of Michigan, Ann Arbor

Division 2: Eastern Michigan University, Ypsilanti

Individual Wrestling

Upper Peninsula Finals - Feb. 17-18

Marquette High School

Lower Peninsula Finals - March 9-11

The Palace of Auburn Hills

Team Dual Wrestling –March 3-4

Kellogg Arena, Battle Creek

Girls Volleyball – March 16-18

University Arena, Kalamazoo



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Disclaimer (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, 2005-06 - MHSAA**)

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