



media information



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MHSAA Internet Broadcast Network Begins 2006-07 School Year With Weekly Perspective Program & Sportsmanship Message From BCAM

EAST LANSING, Mich. – Aug. 23 – The Michigan High School Athletic Association launches its second season of programming this week on its Internet Broadcast Network – mhsaanetwork.com – with its weekly series MHSAA Perspective and a sportsmanship message from the Basketball Coaches Association of Michigan.

MHSAA Perspective is a weekly look at issues related to high school sports, which will run during the Fall and Winter sports seasons. The show is also picked up and aired weekly on a number of radio stations around the state which are members of the MHSAA Championship Radio Network.

Stations committed to airing MHSAA Perspective as of Aug. 21 are: Alma – WQBX-FM & WFYC-AM; Benton Harbor – WCNF-FM; East Lansing – WVFN-AM; Grayling – WGRY-AM & WQON-FM; Greenville – WSCG-AM; Holland – WPNW-AM; Iron River – WIKB AM & FM; Midland – WMPX-AM; Mt. Pleasant – WCZY-FM & WMMI-AM; Muskegon – WLCS-FM; WVIB-FM; and St. Joseph – WHIT-AM & FM; WSJM-AM. Most stations will run MHSAA Perspective as part of their regularly-scheduled high school broadcasts. Check you local listings for the exact times in your area.

The MHSAA Internet Broadcast Network Web site is also hosting a video aimed at coach-official relationships, which was shown at some pre-season rules meeting. The two-minute video features BCAM director Tom Hursey and longtime Saginaw High School coach Marshall Thomas. The message encourages coaches to work with officials as they develop, to help retain those individuals in the avocation. A version of the same message, aimed at spectators, will debut later this Fall, and be distributed to television stations and cable outlets.

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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