



**media
information**



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FOR IMMEDIATE RELEASE

September 26, 2007

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MHSAA Partners With Michigan Association of Broadcasters Foundation's Student Broadcasting Awards Program

EAST LANSING, Mich. – Sept. 26 – The lifelong lessons taught by high school extra-curricular activities aren't exclusive to athletics -- students participating in all forms of such programs reap their benefits.

To help add value to the after school experience – athletic and non-athletic – the Michigan High School Athletic Association is partnering for the fourth straight year with the Michigan Association of Broadcasters Foundation, to present the Sports Public Service Announcement category of the MABF's annual Student Broadcasting Awards.

The Student Broadcasting Awards are open to high school and college students across the state. There are numerous categories at the high school and college levels in both radio and television. The entry deadline is December 14. Complete entry information can be found on the MAB's Web site – michmab.com – and clicking on MAB Foundation.

In the Sports Public Service Announcement category, students are asked to submit a message of either 30 or 60 seconds in length on a subject which helps tell the story of educational athletics. Possible topics include: the value of participation, sportsmanship, sports perspective issues, the privilege of participation, game official recruitment, and encouraging people to support their local school athletic program.

The MHSAA recognizes the top entries each year by having the PSA's shown on video message boards at selected championship events, airing the messages on the MHSAA-MAB Foundation Championship Radio Network and FSN Detroit, and distributing the messages to radio, television and cable outlets across the state. Last year's winning entries, "Teamwork" – produced by Davison High School; and "Sports Are A Privilege" – produced by Haslett High School – can be viewed at MHSAANetwork.com under the Highlighted Broadcasts section.

The MHSAA also recognizes the top high school student broadcasters in the sports play-by-play category of the competition by them providing opportunities to announce championship events on the MHSAA Internet Broadcast Network.

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2-2-2 – Student Broadcasting Awards

The MAB Foundation is not-for-profit organized dedicated to promote, support and enhance the broadcast industry for the good of all Michigan citizens, through education, research, public service, historical preservation, information dissemination and a commitment to diversity in all aspects of the broadcast industry. A major part of the foundation is to promote the continuation of excellence through a diverse broadcasting work force. This is done by offering scholarships, internships and continuing education opportunities.

The MHSAA is a private, not-for-profit corporation of voluntary membership by over 1,600 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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