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FOR IMMEDIATE RELEASE

December 7, 2007

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MHSAA Promotes BCAM Message Of Positive Coach-Official Communication

EAST LANSING, Mich. – Dec. 7 – Each year, the Michigan High School Athletic Association provides the Basketball Coaches Association of Michigan an opportunity to deliver a message to basketball coaches and officials at a series of pre-season rules meetings across the state to help promote a truly educational atmosphere at games.

For the second straight year, BCAM's message has focused on positive relationships and communication between coaches and officials. The message was originally delivered in a five-minute video that was shown at rules meetings leading up to the 2007-08 season, distributed this fall on a DVD to all MHSAA member senior high and junior high/middle schools, and which is featured content on the MHSAA Internet Broadcast Network Web site – mhsaanetwork.com.

The video, introduced by BCAM Executive Director Tom Hursey, features two coaches and two officials representing the Basketball Officials and Coaches Communications Committee. The coaches are Keisha Brown, the boys basketball coach at Mt. Pleasant Sacred Heart Academy High School; and Paul Polfus, the girls basketball coach at Carney-Nadeau High School. The officials are Randy Hutton of the Genesee County Officials Association and Bruce Keeling of the Jackson Area Officials Association. The video was produced by The Vision 22 at Haslett High School, the school's award-winning student-run cable television outlet.

The Basketball Coaches Association of Michigan is a private, non-profit corporation which has over 3,400 members. It exists to represent and serve basketball coaches at the junior high/middle school, senior high school and college levels for the betterment of the game.

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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