



michigan high school athletic association

media information

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East Lansing-Grand Haven Girls Basketball Quarterfinal To Air Thursday

EAST LANSING, Mich. – March 3 – The Michigan High School Athletic Association Girls Basketball Quarterfinal game between East Lansing High School and Grand Haven High School will be televised on a delayed basis in the Lansing area Thursday (March 6) at 8 p.m. on WILX-DT.

The game will be shown on a WILX high definition sub channel that is normally programmed to carry weather and news throughout the day. Comcast Cable subscribers locally can watch the game on Channel 249; and many Millennium Cable subscribers in the area can watch on channel 454. The signal is also available over the air on High Definition television sets using an external antenna.

The broadcast is part of an experiment by the Michigan High School Athletic Association during the Final round of its Girls and Boys Basketball Tournaments to explore additional platforms for the video distribution of high school sports. The East Lansing-Grand Haven game, as well as the New Lothrop-St. Joseph Lake Michigan Catholic Class D Quarterfinal game taking place Tuesday (March 4) at Lansing Eastern High School, will also be available on the Internet at MHSAA.TV on an on-demand, pay-per-view basis beginning Wednesday at a cost of \$4.00 .

MHSAA.TV will also provide live coverage of the Semifinals of the Girls and Boys Basketball Tournaments. A two-game Semifinal session can be viewed on a pay-per-view basis at a cost of \$8.00, and individual games will be available for on-demand viewing for \$4.00. Audio of all Semifinal games will be available on the Internet for free at MHSAA.TV.

The production of the Girls Basketball Quarterfinal and Boys Semifinals are being handled by When We Were Young Productions. The Girls Basketball Semifinal video will be produced by Advanced Video Service.

The Final games in both tournaments will be televised on FSN Detroit.

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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