michigan high school athletic association

media information

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

FOR IMMEDIATE RELEASE August 20, 2017

Contact: John Johnson or Geoff Kimmerly 517.332.5046 or media@mhsaa.com

MHSAA Website Media Page: http://www.mhsaa.com/News/MediaInformation.aspx

2017-18 Fall Promotional Messages Follow; Audio Messages Also Available On MHSAA Website

The pages that follow are MHSAA promotional announcements for your station's use during your regular or sports programming for this Fall. Each announcement runs approximately 30 seconds.

In an effort to be a little more efficient from an environmental standpoint, we are putting several scripts on a single page, rather than put each script on its own page.

We are also pleased to announce that many of these seasonal announcements, as well as other year-round 30 and 60-second audio PSAs, are available as audio files on the MHSAA Website for you to download in MP3 format. These files can be found at:
http://www.mhsaa.com/News/MediaInformation/PublicServiceAnnouncements.aspx

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 seasonal 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 – **media@mhsaa.com**

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.

-0-

RL18-006

MHSAA Promotional Announcements
2017-18 Fall Season

MHSAA Extra Point (Football games only)

Highlights and scores from football games across the state can be found every Saturday morning at 10 as the State Champs! Sports Network presents on MHSAA Extra Point on FOX Sports Detroit. Catch the big plays and other features, including highlights produced by schools in the MHSAA's School Broadcasting Program. Check out MHSAA Extra Point on FOX Sports Detroit every week!

Multiple-Sport Participation Benefits

When it comes to playing youth sports, you can have too much of a supposed good thing. New studies have revealed overuse injuries from specialization are reaching epidemic proportions. Multiple sports participation promotes using different muscle groups and improving eye-hand-foot coordination… and actually makes you a better athlete. Learn more about multiple sports participation at the Health and Safety page of the MHSAA website. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

Sportsmanship

Your ticket to a high school sporting event comes with great responsibility – to conduct yourself responsibly – to be a good sport. School Sports – educational athletics – depend on an atmosphere of respect, towards opponents and especially officials. In school sports, we expect good sportsmanship. Learn more about sportsmanship on the MHSAA website. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

School Sports Safety

The safety of kids while playing school sports is at an all-time high. Better equipment, better coaching, better health education and better playing rules make the environment as safe as it can be. Learn more about all aspects of safety in school sports by visiting the Health & Safety page of the MHSAA Website. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

MHSAA Second Half

Daily features and great coverage of post-season tournaments can be found every day on the Second Half page of the MHSAA Website. Check out the Performer of the Week, learn about the history of our games, catch weekly coaches association rankings and more! Click on Second Half from the home page of the MHSAA Website. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

YOU Can Be A Referee!

As long as we have these games, we will always need officials. People staying involved in sports, willing to work hard. They are out there every day giving back to our kids. Let's give them the respect they deserve. Better yet, why don't you become one? Visit the M-H-S-A-A Website for more information. There's Help Wanted – Just Whistle. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

2-2-2 – 2017-18 Fall MHSAA PSA's

Scholar-Athlete Award Applications (For Use Through 11/17/17)

Nearly 2 thousand of the state's top student-athletes will be recognized for excelling academically and in school activities through the M-H-S-A-A's Scholar-Athlete Award, underwritten by Farm Bureau Insurance. The applicants will be in the running for a total of 32 one-thousand dollar college scholarships. Application materials are available exclusively online through the M-H-S-A-A Website. A message from the Michigan High School Athletic Association, promoting the value -- and values -- of educational athletics.

MHSAA Action On The NFHS Network

Live high school sports video coverage can be found online at M-H-S-A-A Dot T-V and the N-F-H-S Network. One low monthly price of $9.95 gets you in to watch regular season and M-H-S-A-A post-season games. You can watch archived games from the last decade for free anytime. Check it out at M-H-S-A-A Dot T-V! A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

MHSAA Social Media

Keep up with everything M-H-S-A-A on social media. Look us up on Facebook, Twitter, Instagram and YouTube for tournament updates, event announcements and high school sports news from around the state. It's the best way to connect with the M-H-S-A-A every day! A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

School Broadcast Program

Watch live student-produced video of high school action in a variety of athletic and non-athletic activities from around the state on the M-H-S-A-A Dot T-V website. The School Broadcast Program is a great way to highlight school activities, give students video production experience and raise new funds for school programs. Get your school involved. Visit M-H-S-A-A Dot T-V for more information. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

Disclaimer For MHSAA Tournament Games (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, 2017-18 - MHSAA**)