



michigan high school athletic association

media information

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FOR IMMEDIATE RELEASE

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

2019-20 Audio Promotional Messages Follow; Audio & Video Messages Available For Download @ MHSAA.com

The pages that follow are MHSAA audio promotional announcements for your station's use during your regular or sports programming for upcoming school year. 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. A Flash drive is also being sent to a number of audio outlets with these same announcements.

You can also find current MHSAA video promotional messages on our website. All of the audio and video messages can be downloaded 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 1,400 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 1.4 million spectators each year.

MHSAA Promotional Announcements

2019-20 School Year

Multiple-Sport Participation

Here are 5 more good reasons for multi-sport participation: Multi-sport athletes are more coachable; they have higher athletic ceilings – becoming better talent in the long run; they have higher sports IQ's; their sports skills transfer; and they are better teammates. Multi-sport participation is cross training for life. Learn more at 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 Health & Safety Page

Did you hear the news? Studies of high school football players from 50 to 60 ago did not – I repeat NOT – show an increased risk of neurological disorders compared to their non-playing classmates. And the game NOW is a lot safer than it was THEN. High school sports – including football - have never been safer, and sports participation is a good part of a young person's overall education. Learn more at 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.

Sportsmanship

Have we gotten to the point where at some high school game – that an official has finally had enough from coaches, players and adults – pulls off the whistle – and offers it to you? Let's hope not. There's no way you could do a better job. It's on everyone to promote good sportsmanship. So before you blurt something out about that next close call, consider this – without the officials, nobody wins. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

MHSAA Health & Safety Page

Where can you find good information on all kinds of topics related to the well being of our student-athletes? Check out the Health & Safety page of the MHSAA website. Learn about multi-sport participation, heat and hydration, cardiovascular resources, as well as insurance benefits available for students. It's all on the Health & Safety page of M-H-S-A-A dot com. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

MHSAA Second Half

The Second Half page of the M-H-S-A-A Website gets you closer to the action with features on high school sports from around the state, weekly coaches associations rankings and coverage of MHSAA Tournament Finals. It's a great read with fresh content nearly every weekday during the school year. Make the MHSAA's Second Half your first stop for high school sports information. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

2-2-2 – 2019-20 MHSAA PSA's

Multi-Sport Participation

Maybe you've seen the videos of the specialized sports parent support group or the kid holding a press conference to announce his retirement from sports. The problem is that they'd be really funny if there wasn't a lot of truth there. Multi-sport participation provides a healthier experience – and lifestyle – for kids and families. Multi-sport participation is cross training for life. Learn more at the M-H-S-A-A website. A message from the Michigan High School Athletic Association: Promoting the Value – and VALUES – of Educational Athletics.

Scholar-Athlete Award Applications (For Use Through 11/17/19)

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.

Live Video On MHSAA.TV

More live streaming of more games in more sports can be found on the M-H-S-A-A-T-V website. Over 100 schools are now streaming every game at every level from their gym, stadium and other fields with Pixellot – the N-F-H-S Network's automated production solution. To watch live high school action nearly every night of the week from all over the state and to learn more about Pixellot, visit the M-H-S-A-A-T-V website. 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.

Mental Health Resources

Health concerns in high school sports go beyond physical injuries. The mental well-being of our young people is a hotter topic than ever before. The Michigan High School Athletic Association website has resources to help adults and students recognize potential problems and deal with them in a positive way. You can learn more about these mental health resources on the Health & Safety page of the M-H-S-A-A Website. A message from the M-H-S-A-A: 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, 2019-20 - MHSAA)