



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>

2020-21 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.

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. 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>

Also available for download on that page are the 2020 promotional messages from the National Federation of State High School Associations, co-branded with the MHSAA and the Michigan Interscholastic Athletic Administrators Association.

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.

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MHSAA Promotional Announcements

2020-21 School Year

Sportsmanship - 1

We've always said that Sportsmanship is the Golden Rule in action. But why should it stop when the game is over? Now more than ever, we need to respect each other and treat each other with common decency not only between the lines – but outside the lines in our daily lives. In sports and in life – nothing beats good sportsmanship. A message from the Michigan High School Athletic Association: promoting the value – and values – of educational athletics.

Officials Recruitment - 1

Everyone in sports is in search of the elusive perfect game. Making every shot. Completing every pass. Striking everyone out. Getting each call right. That's right. Game officials enjoy the competition and seek perfection just like the players do. If you still have that competitive streak, and want to help kids by giving back, maybe becoming a high school official is for you. To register - log on to MHSAA Dot Com. 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.

Sportsmanship – 2

Sportsmanship has never been more important – between the lines in athletics and outside those lines in our communities. To listen, to respect, to understand, to practice common decency, to have competition without contentiousness. Sportsmanlike qualities are essential components of life itself. Let's all work together to not only be good sports, but good people. A message from the Michigan High School Athletic Association – promoting the value – and VALUES – of educational athletics.

Officials Recruitment – 2

The love of the game draws us to sports – as players, coaches, spectators and officials. For officials, it's a way to stay in the game they once played – to feel the thrill of putting on the uniform, stepping onto the playing surface, hustling to make the call, and building the relationships which can only be built in sports. If you still have that love for the game, we always need new officials. Register now at MHSAA dot com. A message from the Michigan High School Athletic Association – promoting the value – and values – of educational athletics.

2-2-2 – 2020-21 MHSAA PSA's

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.

Scholar-Athlete Award Applications (For Use Through 11/20/20)

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 MHSAA.TV website. Over 200 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 from all over the state and to learn more, visit the MHSAA.TV 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, 2020-21 - MHSAA**)