

# MHSAA BATTLE OF THE FANS VII (2017-18)

## BATTLE OF THE FANS VII

The Battle of the Fans is back for the seventh year, and is ready to highlight the best student cheering sections across Michigan. To get involved in the contest, follow these steps before the Jan. 13 (noon) deadline.

1. **FILM YOUR STUDENTS.** Get your video camera and film your student section in action on a game night.
2. **POST TO YOUTUBE.** Edit your video to no more than 3 minutes, and post to YouTube. The deadline is Saturday, Jan. 13 at noon. Remember: you must include at least 30 seconds of discussion about why your school should be named the winner.
3. **EMAIL US YOUR LINK.** Email your YouTube link to [BOTF@mhsaa.com](mailto:BOTF@mhsaa.com). We'll add it to our Battle of the Fans playlist.
4. **SEMIFINALS.** Nine schools will be selected as semifinalists, 3 each from Class A, Class B and Class C/D. Semifinalists will need to complete 10 BOTF Challenges over a two-week time span.
5. **FINAL JUDGING.** Three finalists will be chosen, and the MHSAA team will visit each school on a game night. The winner will be announced on Feb. 23.
6. **#BOTF.** Use the hashtag #BOTF throughout the winter when you have a great student section idea or when you see an act of great sportsmanship.

## OVERVIEW

Sportsmanship is an important part of educational athletics, and student cheering sections can be a key factor creating a festive high school event. The MHSAA Student Advisory Council wants to see your student section in action, and see how you contribute to a fun and positive experience. The MHSAA Battle of the Fans competition will let us all see who has the top student cheering section in Michigan.

Send us videos of your student section making noise on game night. We want to see videos that reflect enthusiasm and togetherness within cheering sections. We want to witness cheers that pump up the atmosphere without disrespecting all involved in the sporting event. We want to see a mixture of school spirit and positivity within student cheering squads.

Anyone can create the Battle of the Fans video: student section leaders, members of the video production class, yearbook staff, student council or anyone else. We think, though, the best videos will probably use teamwork from the entire student body.

## JUDGING CRITERIA

Positive sportsmanship, student body participation, school spirit, originality of cheers, organization of the group, student section leadership, and overall impression / FUN

## VIDEO CONTENT & LENGTH

Videos should be between 90 seconds and 3 minutes long, and each video should contain two components. First, you must include at least 30 seconds of a student (or students) explaining how your student section embodies the elements listed in the judging criteria and why your school should be named as the top student section in the state. Second, you must include at least 60 seconds of your student section in action. Show us how loud, organized, positive, and original you can be. And don't forget, sportsmanship is a key component to having one of the top student groups in Michigan.

## HOW TO ENTER

Upload your video to YouTube, and then email the link to [BOTF@mhsaa.com](mailto:BOTF@mhsaa.com). Videos must be submitted no later than noon on January 13, 2018. The MHSAA will create a YouTube playlist highlighting all of the videos.

## SEMIFINALISTS & CHALLENGES

NEW IN 2017-18: After all videos have been posted the MHSAA Student Advisory Council will choose nine Semifinalists. The semifinalists will be asked to complete 10 social media challenges from a list of 20 found on [MHSAA.com](http://MHSAA.com). Schools will have approximately two weeks to complete the challenges, and then send the MHSAA an email listing links documenting the completion of the challenge.

## THE FINALISTS

The MHSAA Student Advisory Council will choose the three Finalists (Jan. 29) based on the initial application and the completion of the social media challenges.

## FINALIST TOUR

Members of the Student Advisory Council and MHSAA staff will visit all Finalists on a home game night. We'll shoot and edit our own video to document our experience at your school. We'll also meet with the school's student leaders and write stories about our experiences. The videos and stories can be found on the MHSAA's Second Half website, and we'll also tweet the links and post to Facebook for other students to see.

## DETERMINING A WINNER

The MHSAA Student Advisory Council will determine a winner based on the application, the challenges and the visit using the judging criteria listed above. It will also conduct a vote using a Facebook, Twitter and Instagram Likes, Shares and RTs to help in its decision making. Council members will not be use the actual number of "votes", rather it will use the number of votes in comparison to the size of the school; 500 votes from a school with 1,000 students is better than 500 votes from a school with 2,000 students.

## BOTF VII CHAMPION

The winner will be announced Feb. 23. The winner and two other finalists will be invited to the Class B Boys Basketball Semifinals at the Breslin Center on March 23 to be recognized with the winner to receive a championship banner. We will also play a compilation of all three finalist videos on the Breslin Center HD scoreboard during the Boys Basketball Finals in March.

## TIMELINE

Jan 13 (noon) – Video submission deadline  
Jan 16 – Semifinalists announced  
Jan 16-27 – Social Media Challenge period  
Jan 29-Feb 16 – MHSAA/SAC site visits  
Feb 23 – Announce BOTF VII Winner  
Mar 23 – Winning school recognized at Breslin Center

## FINAL NOTE

Even if you don't think you can win or if you have only a few seconds of video, we'd love to see your student section in action! We want everyone to have fun with this contest!