



# Digital Broadcasting Program Update

## Over 50 Schools & Growing!

The MHSAA's Digital Broadcasting Program had just over 20 schools in 2009-10 during the pilot phase, and those schools produced over 700 events.

The program started in mid-Michigan a year ago, but is now expanding to all parts of the state.

Participating schools as of Oct. 19 are:

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| Allendale                            | Grand Rapids West Catholic       |
| Bangor                               | Greenville                       |
| Benzie Central                       | Hartland                         |
| Birmingham Seaholm                   | Haslett                          |
| Bloom. Hills Cranbrook-Kingswood     | Hastlings                        |
| Brighton                             | Homer                            |
| Coopersville                         | Ionia                            |
| Corunna                              | Jackson                          |
| Davison                              | Jackson Lumen Christi            |
| Detroit Catholic High School League* | Jenison                          |
| (*Championship events only)          | Jonesville                       |
| East Grand Rapids                    | Kalamazoo Central                |
| East Lansing                         | Kalamazoo Loy Norrix             |
| Eaton Rapids                         | Lansing Eastern                  |
| Fenton                               | Lansing Waverly                  |
| Fowlerville                          | Mason                            |
| Grand Rapids Catholic                | Michigan Center                  |
| Grand Rapids Christian               | Monroe St. Mary Catholic Central |
| Grand Rapids Forest Hills Northern   | Montrose                         |
| Grand Rapids Kenowa Hills            | Novi                             |
| Grand Rapids NorthPointe Christian   | Okemos                           |
| Grand Rapids Northview               | Owosso                           |



## The Program

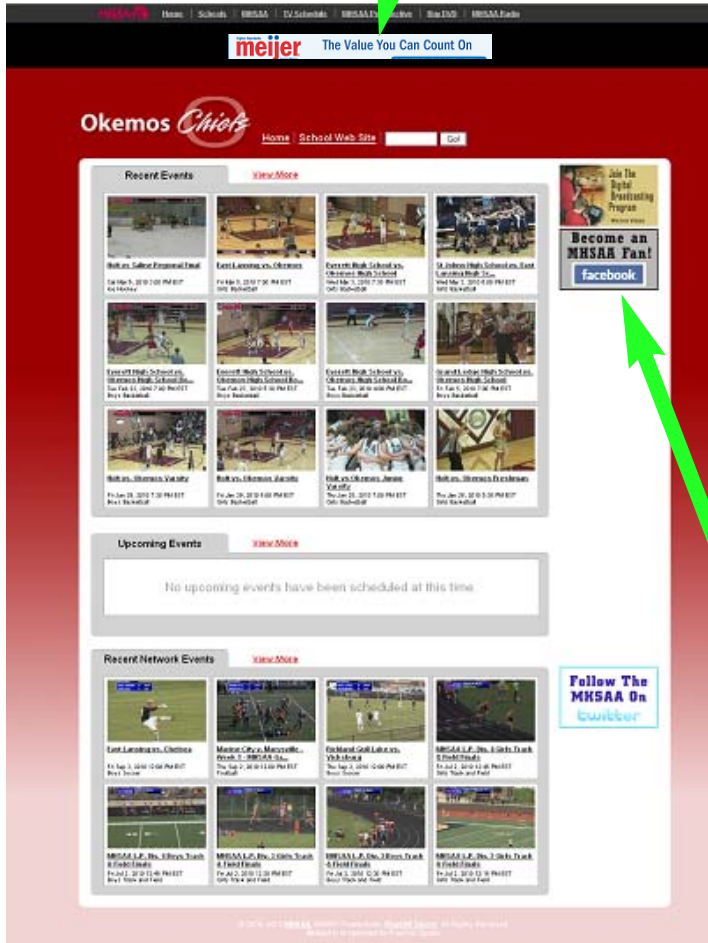
- Safe umbrella for schools to collectively stream video under.
- Schools are producing video events for athletic and non-athletic programs.
  - ▶ **You Can Do Commencement!** ◀
- Schools have their own pages on the MHSAA.TV Website where they control the content and the advertising. A high-quality video platform without a high financial investment.
- Opportunities for involvement in a skill-building program for students.
- Community outreach and exposure for school programs.
- Creates new revenue streams for schools.
- Sponsorships can be sold by game, sport or season.



# Advertising Availabilities On Your Portal & Player Pages

## Leader Board

## Player Square



Promos

Sponsor Logos

In-Game Ad Insertions

Watch The Promotional Video



For More Information, Contact:



Brian Coon  
 PlayOn! Sports  
 607-227-5675  
 brian.coon@playonsports.com

John Johnson **MHSAA.TV**  
 MHSAA  
 517-332-5046  
 john@mhsaa.com

[www.mhsaa.tv/events/10579](http://www.mhsaa.tv/events/10579)