

FOR IMMEDIATE RELEASE



**GHSA and the NFHS Network announce NFHS Network
School Broadcast Program Challenge**

The NFHS Network, in conjunction with the GHSA, are pleased to announce the first ever SBP Challenge, beginning immediately.

Schools that are participating in the School Broadcast Program are eligible to win a cash prize or, alternatively, a game-watching party sponsored by the NFHS Network based on the criteria below.

The GHSA and the NFHS Network continue to be amazed at the quality broadcasts that the students produce and are excited to see which school sets the bar the highest. If your school doesn't currently participate in the NFHS Network School Broadcast Program, it's not too late to join. The NFHS Network is the nation's leading destination for live coverage of high school sports and events and is a joint venture between the NFHS, its member associations – including the GHSA – and PlayOn! Sports.

The challenge is open to all participating NFHS Network School Broadcast Programs in Georgia. The NFHS Network and the GHSA will select one winner amongst schools with less than 1,000 students and one winner amongst schools with more than 1,000 students.

In each respective group, the NFHS Network and the GHSA will determine an overall winner based on the following criteria during the 2014-15 school year.

- Total number of live sporting events broadcast on the NFHS Network (min 30)
- Total number of subscription passes sold (min 100)
- Total number of highlights cut from sporting events (min of 25, max of 5 per event).

All activity from the beginning of the 2014-2015 school year will count retroactively towards the contest.

Winners will have the choice of receiving \$2,000 or a viewing party sponsored by the NFHS Network. The viewing party would be planned in conjunction with the school around a big 2015 away game. The viewing party would include things like a local band, a food truck, a large screen to watch the game and other activities.

The winning schools will be selected at the end of the 2014 -2015 school year and receive either the cash award or choose the event during the 2015 – 2016 school year to do the viewing party.

If you are interested in participating in the NFHS Network School Broadcast Program or have questions about the contest, please contact sbp@nfhsnetwork.com.

About NFHS Network

The NFHS Network captures the passion, pride, and energy of the high school experience by delivering live high school sports and events to family members and fans whenever they want, wherever they are.

The NFHS Network celebrates and showcases the unique accomplishments of students, whether they are a student-athlete participating in the 27 different sports

covered by the Network, or one of the student broadcasters from schools around the country that produce events through the School Broadcast Program. The NFHS Network also features state playoff and championship events for the 42 state members of the NFHS Network.

All NFHS Network events are available online at www.NFHSnetwork.com. Follow the NFHS Network on Facebook, Twitter, YouTube and Instagram at @NFHSnetwork for the latest news and event information.

The NFHS Network is a joint venture among the National Federation of State High School Associations (NFHS), its member state associations and PlayOn! Sports. The NFHS is located in Indianapolis, Indiana and is the national leadership organization for high school sports and performing arts activities. PlayOn! Sports is based in Atlanta, Georgia and is the nation's largest high school sports media company.