

SPORTSTIME OHIO AND THE OHSAA



SportsTime Ohio (STO) and the OHSAA are entering the fifth year of what has been a successful groundbreaking partnership for both organizations. As the "Official Television Broadcast Partner" of the OHSAA, STO has not only been able to showcase the first-class tournament events that the OHSAA puts on each school year, but has truly been able to develop community-driven programming that highlights the member schools and student-athletes who participate in OHSAA sanctioned events.

This upcoming school year, STO will carry more than 100 boys and girls athletic tournament events along with high school based programs including talk shows, highlight shows and championship preview shows. To ensure that all of the aforementioned programming is brought to the thousands of OHSAA fans across the state at a professional level, STO boasts 25 talented hosts, play-by-play and color announcers. This roster of on-air talent includes former players from the Ohio State Buckeyes, Cleveland Browns and the NBA. The combined efforts of these personalities

and STO's production staff have allowed the station to produce Emmy award-winning coverage of OHSAA events. It is worth noting that within this award-winning coverage was the first ever live, High Definition production of an OHSAA event in 2007. This laid the groundwork for much of STO's coverage which is broadcast in HD.

Cleveland based STO saw a unique opportunity in the

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CORE PARTNERS



SPONSORS



OFFICIAL BALL SPONSORS

FALL

- Football** Wilson GST, Used in all OHSAA tournament contests
- Soccer** Nike T-90, Catalyst, Used in all OHSAA regional and state tournament contests
- Volleyball** Molton/IV 58L-BKSV-OH, Used in all OHSAA tournament contests

WINTER

- Girls Basketball** Rawlings/CompOHIO 285VB, Used in all OHSAA tournament contests
- Boys Basketball** Rawlings/CompOHIO VB, Catalyst Used in all OHSAA regional and state tournament contests

SPRING

- Baseball** Rawlings R100-OHIO, Used in all OHSAA tournament contests
- Softball** Optic Yellow Worth C12RYL-OH, Used in all OHSAA tournament contests



Steve Neil



Steve Neil joined the OHSAA as assistant commissioner in August of 2005. He earned a pair of degrees from Miami University, where he

also played baseball and worked in the athletic department for eight years. Steve works with the OHSAA's corporate partners and serves as the administrator for ice hockey.





“SportsTime Ohio’s support of high school athletics is a key part of our overall mission to our fans and our satellite and cable partners. We are a network that seeks to create value through athletics, and you cannot do it without high school athletics, representing the purest form of competition: Competing for your community. We are excited to be extending our coverage and support of high schools, high school athletes and each community in our coverage area.”

- Jim Liberatore, President – SportsTime Ohio



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partnership with the OHSAA because of the association's vast audience. Knowing that they would need to reach communities in every corner of the state with their programming, STO formed a unique relationship with Time Warner Cable, which happens to be the major cable provider for the state. Now fans are able to tune in to all events carried by STO no matter where they are located.

STO not only supports the student-athletes, member schools and communities, but also the OHSAA's other initiatives such as good sportsmanship through the "Respect the Game Respect Yourself" program. STO is able to use the partnership to promote this program by airing thousands of promotional spots and interviews with key OHSAA personnel during various live and on-set programming.

For the 2011-12 school year, STO will broadcast the volleyball, football, basketball, and softball championships, as well as other select sports throughout the year. Beginning during the regular season high school highlight shows are going to air weekly giving in-depth analysis and coverage of what is happening each week of the tournament. ©



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