

OAB Email Blast to Ohio Radio Stations on Behalf of the OHSAA, October 2011

To: Ohio Radio Stations

From: Tim Stried, OHSAA Director of Information Services

Re: OHSAA Radio Network

With high school postseason tournament contests approaching, the Ohio High School Athletic Association is pleased to once again offer a partnership opportunity with radio stations across Ohio that can result in reduced or waived broadcast rights fees.

The partnership has already begun with you – the radio stations that broadcast high school sports, news and announcements on behalf of schools around Ohio. In addition, by carrying OHSAA public service announcements and selected football, basketball or baseball state tournament broadcasts of the OHSAA Radio Network, stations can opt into an affiliate package that can result in reduced or waived broadcast fees for those OHSAA regional and state tournament games stations broadcast themselves.

The OHSAA Radio Network is a free, commercial-split, non-exclusive broadcast delivered either online by a 48K stereo broadband stream or a phone line (32K mono). The OHSAA has selected veteran broadcasters and will utilize about half of the commercial spots for its corporate partners and PSAs. The remaining commercial spots are available for stations to insert their own inventory. A detailed program log will be created for each game.

The presence of the OHSAA Radio Network at a state tournament will NEVER exclude radio stations from following their local teams to provide a play-by-play broadcast. The network is a service that provides a professional audio broadcast of selected state tournaments that any radio station may use, as well as provide a platform for the OHSAA to send out its messages.

Important Links

OHSAA Radio Network Website: <http://www.ohsaa.org/news/Radio/radiohome.asp>

Affiliate Levels: <http://www.ohsaa.org/news/Radio/AffiliateLevels.pdf>

2011 Football Championships Program Log:

<http://www.ohsaa.org/news/Radio/2011FBprogramlogtemplate.pdf>

For More Information, Please Contact:

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