



# ***NEWS RELEASE***

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## **FOR IMMEDIATE RELEASE**

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### **Kansas Television Stations Partner with KSHSAA**

#### **WICHITA –Kansas High School Championship Games to be Broadcast on Television**

In an unprecedented partnership, the Kansas State High School Activities Association is joining with a contingency of television stations from across the state to promote high school activities and sports. The stations are: KWCH/KSCW(Wichita), KCTV/KSMO(Kansas City), KTKA(Topeka), and KOAM/KFJK(Pittsburg). The station group will provide coverage of tournament action in football, and boys and girls basketball. The stations will work with KSHSAA and high school students from across the state to produce and air the games.

In addition, the stations will partner with KSHSAA to create an educational campaign that highlights the educational benefits of programs offered in Kansas schools. Many of these programs and the students participating in them will be featured in a 30-minute television special that will air in the four television markets and on their respective websites.

“On behalf of our member schools, we are excited to undertake this new and exciting endeavor. Not only will it afford participants the opportunity to compete in front of a television audience, students will be involved behind the camera in filming and producing the events as well. The educational benefits of this partnership are truly exciting.” said Gary Musselman Executive Director of KSHSAA.

“It’s a first for high school sports and Kansas Broadcasting,” said Joan Barrett, President and General Manager of KWCH/KSCW. “This is a perfect complement to our comprehensive high school sports website “CatchItKansas.com” and we are excited about expanding the coverage of high school sports and extra-curricular activities with our partners in Topeka, Kansas City and Pittsburg.”

“The students and parents are the winners – as they will receive state-wide coverage of their efforts”, added Kathy Mohn, General Manager of KTKA.

Kirk Black, Vice President and General Manager of KCTV/KCMO and Danny Thomas, General Manager of KOAM/KFJK both commended KSHSAA for working with local broadcasters to highlight the efforts of students in their communities.

“It’s a way great way to focus on the positive things young people are doing,” said Black. Thomas added, “KSHSAA is moving in the right direction for its members, by working with this statewide coalition more people will know about the all the programs KSHSAA offers.”

KSHSAA is working on plans to offer the tournament games on a pay-per-view basis through their television partners’ websites after the initial broadcasts.