



WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

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Dear School Administrators,

We are again excited to offer the WIAA Video Public Service Announcement Contest that offers a student's perspective in creating awareness to the individual, school and community benefits of interscholastic athletics. The program invites interested students in any academic discipline to partner for a multi-media experience describing how school-based athletics positively impacts their school's culture through their students, their communities and fans of high school athletics.

The video competition is in its fourth year. Each school can enter one or more video entries in the contest. The winning videos, and selected others, receive play at WIAA State Tournament venues that have video display capabilities and on the WIAA website and YouTube site. With the growth of the program, winning videos may also appear in WIAA Tournament programming on WIAA.TV and FS Wisconsin. Past winners include Luther and Waukesha West in 2010, Greenfield in 2011 and New London in 2012.

The video must include a theme of at least one of the following topics: how athletics partners with the traditional education curriculum to provide the total education experience, sportsmanship, school spirit derived from athletics, and/or the benefits of participation. The presentation must integrate the role the WIAA has in the high school sports experience. The best videos will be selected based on their creativity, originality of content and ability to inspire.

We welcome your support and participation in the program that will reflect positively on your school and its membership in the WIAA while providing valuable experience and well-deserved recognition for students with media interest in your school.

Please distribute this information for a fun and educational opportunity to the appropriate individuals or departments in your school. If you have any questions regarding the contest's rules or guidelines, please contact the WIAA office at (715) 344-8580 or by email <tclark@wiaawi.org>

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