



## WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

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Jan. 13, 2014

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 deadline for submitting videos and competition entry forms is **May 16, 2014**. Please send all materials together to **WIAA PSA Video Competition, 5516 Vern Holmes Dr., Stevens Point, WI 54482**.

The video competition is in its fifth year. Each school can enter one or more video entries in the contest, but only one by each entrant. The winning video, 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, New London in 2012 and West-oshia Central last year.

The video public service announcement must feature the benefits of interscholastic sports such as how athletics partners with the traditional education curriculum to provide the total education experience, sportsmanship, school spirit derived from athletics, aspirations and benefits of participation and/or benefits of membership in the WIAA. 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. Contest rules and forms are also posted on the WIAA website at [www.wiaawi.org/News/SchoolVideoContest.aspx](http://www.wiaawi.org/News/SchoolVideoContest.aspx). 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](mailto:tclark@wiaawi.org)>

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