

MEDIA NEWSLETTER

SEPTEMBER 2011

ARKANSAS ACTIVITIES ASSOCIATION



To Save Time Please Use the Staff AAA Directory

Before calling the Arkansas Activities Association with a question or just seeking information, please **check the AAA Staff Directory** for the director or administrative assistant in charge of that sport or organization. The AAA Phone: number is 501-955-2500. The fax: number is 501-955-2600. Please [click here](#) for the AAA Staff Directory

Media Publication Will be Mailed Soon

The 2011-2012 high school basketball schedule books are in the house and will be mailed within the next week.

An electronic version of the basketball schedule book will be available later this month. Please give us enough time to download the material, then go to our website at www.ahsaa.org. Click on a sport and stroll down to the publication with the 2011-2012 reference.

Media Policy Update

The AAA has updated its media policy, especially in the new "Internet" category. To review (or print) the new media policy, go to www.ahsaa.org. Click on media, then stroll down to 2011-2012 Media Guide Update or click on link [2011-2012 Media Guide Update](#)

Volume 1, Issue 2

Latest News:

Hermitage Drops Football for 2011

In August the Hermitage School District informed the AAA office that the school would not participate in high school football during the upcoming season. The school indicated that it did not have the numbers to field a team.

Important Dates

Girls State Golf Tournaments

Class	Host	Site	Date
7A	Fayetteville	Fayetteville CC	26-28
6A	Mountain Home	Big Creek CC	26-27
5A	Greenwood	Ben Geren	28
4A	Valley View	Thunder Bayou	27
3A	Mountain View	Mountain Ranch	27
2A	Conway St. Joseph	Stone Links	28
1A	Calico Rock	Coopers Hawk	27

AAA Prepares for Possible Internet Invasion

The Arkansas Activities Association and LRB Media, Inc./FearlessFriday.com have reached a one-year agreement for LRB Sports Media, Inc./FearlessFriday.com to serve as the internet broadcasting host for the AAA during the 2011-2012 school year.

LRB Sports Media, Inc./FearlessFriday.com will have broadcast internet host rights to the state finals for volleyball, football, basketball, soccer, baseball, softball and the Arkansas High School Coaches Association All-Star Games.

"LRB Sports Media, Inc. and FearlessFriday.com are excited to be working with the AAA for internet audio/video streaming during the AAA's championship games," said Lanny Beavers, president and owner for FearlessFriday.com. "This is a fantastic way for Arkansas High School fans that are unable to attend the games to listen or watch via internet the high school during the high school championship games

I want to thank Lance Taylor (AAA executive director) for given FearlessFriday.com this opportunity. LRB Sports Media and FearlessFriday.com are proud to help promote Arkansas high school sports."