



Missouri State High School Activities Association

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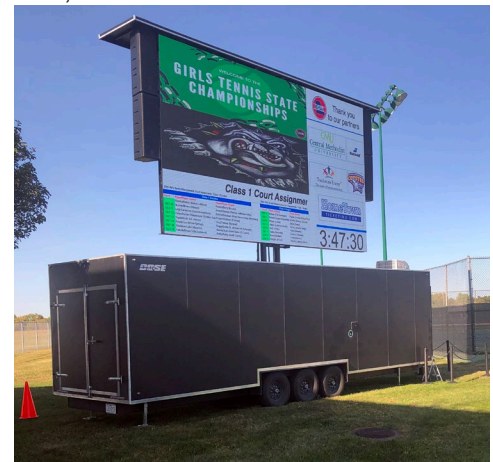
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MSHSAA Launches New Championship Enhancement

Columbia, Mo.- The Missouri State High School Activities Association launched its newest tournament addition at the 2020 MSHSAA Girls Tennis Individual State Championships October 15-17, 2020.

This mobile digital and video board (MDVB) provides a 12' x 20' viewing surface at 4.8 mm, and is housed and transported in a 34 ft trailer. The technology and board size is similar to the digital billboards roadside across Missouri, but also affords event quality audio, and the ability to stream broadcast or internet-based content. For example, one use of the MDVB at the 2020 Girls Tennis Championships was to provide real-time court assignments and participant assignments throughout every match of the weekend. "We are so excited to have another tool to showcase the talents of our student participants and to enhance the championship experience of our member schools and their communities", said MSHSAA Executive Director Dr. Kerwin Urhahn. "We have great expectations for how this video board will be used to jazz up everything from our State Tennis Championships to our State Music Festival, and even at our member schools".



MSHSAA commissioned the custom construction of this MDVB in January, and took final possession in September. The financial impetus of such an investment was the potential to avoid rental costs and availability concerns for securing digital scoreboards for certain state championship events. However, the ROI opportunities are much more robust. "In addition to the rental cost avoidance for us, and the obvious sponsorship and advertising opportunities this tool provides the Association, the market also supports significant third party rental opportunities", according to MSHSAA CFO Craig Long. "These include national and local events, as well as opportunities for our member schools to fill needs. We expect this endeavor to help our member schools, and to provide additional funding for our activities programming".

"Digital Scoreboards is thrilled with the final product that has been designed, built, and delivered to MSHSAA. This state-of-the-art digital trailer boasts an impressive 4.8mm resolution, climate-controlled control room, sound system, and a multi-sport scoring, video and advertising control system. We are proud to have been a part of this project and thank all the staff at MSHSAA for the partnership", stated Chris Kirn, Vice President of Digital Scoreboards.

MSHSAA State Championships and Festivals naturally will have priority usage of the MDVB. Plans are also developing for member school usage of the MDVB to be awarded as prizes for participation success in various MSHSAA programming, such as the annual Junior High Essay Contest.

"What if one of the member junior high schools participating in the essay contest would be selected to use the MDVB for a day at their school? This MDVB project gives MSHSAA and our member schools a great win-win opportunity", adds Dr. Urhahn. "It began as a financial exercise that pointed us in a direction. But exploring all of the ways we will be able to use it to draw focus to our outreach programs and to provide even better championship experiences, is going to be fun".

-MSHSAA-

"The MSHSAA promotes the value of participation, sportsmanship, team play and personal excellence to develop citizens who make positive contributions to their community and support the democratic principles of our state and nation."