

Midwest Conference Office  
300 Seward St., Ripon, WI 54971; Phone: (920) 748-8157; Fax: (920) 748-8158



Chris Graham  
Commissioner  
grahamc@midwestconference.org

www.midwestconference.org

Matt Troha  
Sports Information Director  
troham@midwestconference.org

--Dec. 15, 2006--

WWW.MIDWESTCONFERENCE.TV

## *Historic Internet Broadcast Deal Announced With Launch Of MWCTV*

RIPON, WIS -- The Midwest Conference is pleased to announce that the league will offer, in conjunction with media technology firm Penn Atlantic, live internet broadcasts of all men's and women's conference basketball games during the remainder of the 2006-07 season beginning January 12th. The pay-per-view broadcasts will feature live video and audio and will be available at...

[www.midwestconference.tv](http://www.midwestconference.tv)

The MWCTV website will launch next week along with the release of pricing information for single-game, team season-passes and league-wide broadcast packages.

Midwest Conference Commissioner **Chris Graham** commented on the agreement, "We are pleased to be able to offer parents, alumni and fans of our institutions the opportunity to watch Midwest Conference contests live."

Broadcasts of select league tournaments and championships will be announced throughout the remainder of the school year, with plans to offer a full slate of conference football, volleyball and basketball contests next year.

Graham explained the three-sport setup, "We felt like it was a good place to start as we proceed through the first full seasons of webcasting. We want to present a quality product for the long term by effectively managing the resources needed on each campus. Our hope would be to expand to other sports down the road."

The Midwest Conference is the first NCAA Division III conference to sign a league-wide agreement with Penn Atlantic to broadcast a full conference schedule for any sport.

Penn Atlantic Vice President for Sports Operations **Jonathan Harper** commented on the historic agreement, "We are very excited to add the Midwest Conference to the Penn Atlantic network. With the addition of the Midwest Conference, we have now aligned our company with an outstanding NCAA Division III league with ten exceptional institutions. Penn Atlantic is looking forward to delivering television-quality video streaming to the conference's loyal alumni, fans and parents."



The Midwest Conference's 10 institutions feature student-athletes from 24 states and four countries on its basketball rosters alone this season, a fact that is very important to Grinnell College President **Russell Osgood**. Grinnell is the league's lone school in Iowa and draws a large percentage of its student-body from out of state, which Osgood commented on, "We are very excited at the prospect for our far flung cohort of parents and friends to be able to tune into college athletic events on the internet. This technological advance will help knead together our widely scattered communities within the conference."

The Midwest Conference's original foray into webcasting came on January 13, 2006, when the league teamed with Penn Atlantic to broadcast four men's and women's basketball games. The test games featured Lake Forest at Ripon and Grinnell at Lawrence. The four games combined to register over 4,000 hits and had viewers from more than 25 states and six countries.

"We believe that webcasting is the future of collegiate athletics in NCAA Division III and we are excited about being one of the pioneering conferences," added Graham.

Non-conference contests may be broadcast next year at each institution's discretion. Interested viewers are encouraged to check both websites ([www.midwestconference.tv](http://www.midwestconference.tv) and [www.midwestconference.org](http://www.midwestconference.org)) for updated information in regards to all contests and streaming. Viewers are strongly encouraged to take the time to test their internet connection on the Penn Atlantic website ([www.pennatlantic.com](http://www.pennatlantic.com)) to ensure the best possible viewing experience.

Single-game broadcasts remain possible for the men's and women's basketball contests on January 6 and 9. For updated information, continue to check [www.midwestconference.org](http://www.midwestconference.org) and [www.midwestconference.tv](http://www.midwestconference.tv)

