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# SCORE ATLANTA LAUNCHES GEORGIA HIGH SCHOOL SPORTS DAILY ON THE PEACHTREE SPORTS NETWORK



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Score Atlanta is launching a new weekday Georgia high school sports show on the Peachtree Sports Network beginning Sept. 3. The show, Georgia High School Sports Daily, will also stream live on the Atlanta News First app. From home, download the free ANF+ app anywhere you stream FireTV, AppleTV, Roku and YouTubeTV simply by searching for Atlanta News First on those platforms. If you are on the go, you can download Atlanta News First for free in the app store on your Apple or Android device. You can also watch live here on the WANF - Special Events channel.

The new show will run Monday through Friday from Noon to 1 p.m. during the academic school year and focus on all Georgia High School Association (GHSA) sports seasons and championships. The show will go



in-depth on teams, student-athletes, and coaches with a focus on the athletes that will move on to play at the collegiate level.

We have been working on this for a year, and with a fully built-out studio we will be able to deliver a high school show every day similar to what ESPN is doing with multiple sports, and the NFL and MLB Networks with their daily shows, said I.J. Rosenberg, President of Score Atlanta, whose company will broadcast more than 40 high school football games this season on the Peachtree Sports Network. It will focus heavily on breaking news, interviews, stories, rankings and so on. And this will not just be a high school football show. During the fall, we will also cover volleyball and softball as well as anything that breaks from the other sports. It should be a lot of fun and student-athletes and coaches will be able to watch on their phones during lunch.

The show will be aired again every weeknight at 11 on the Peachtree Sports Network and talent for the show will be announced soon. Football stars and experts including former NFL Hall of Famers who played high school football in Georgia and recruiting expert Rusty Mansell of On3 are among the planned guest hosts. Each show will be broken down into four segments and there will also be a segment every week on middle school football with Alex Benson of Born To Compete. In addition, Score will partner with weekday morning newsletter Georgia High School Football Daily and Daily writers Todd Holcomb and Chip Saye will make appearances on the show.

Score Atlanta has built a fully equipped television studio in Roswell and will use different sets to produce Georgia High School Sports Daily. Score will also be using the studio for its high school game of the week every Friday night which will feature a scoreboard and call-in show after the game. This will start Sept. 6 after the televised game between Cartersville and Calhoun. The scoreboard and call-in show will run for an hour after the 8 p.m. game.

We want to be the go-to place on television for high school sports fans, said Rosenberg. We have events like the Corky Kell + Dave Hunter Classic, to our Friday night games (Drive for the GHSA State Title), to the Georgia High School Football Hall of Fame and Georgia Elite Classic that will help drive the show and we are going to be able to bring in a lot of variety when it comes to guests and information. This is not going to be a bunch of talking heads arguing with each other. This is going to be news with interviews and information on all high school sports. Launched in October of 2023, the Peachtree Sports Network brings live, local sports programming to viewers across the Atlanta area and six markets in Georgia.

Peachtree Sports Network was created for live, local sports and sports programming just like this, Vice President and General Manager of WANF/WPCH Erik Schrader said. We're excited to add this daily show to the lineup and keep growing our sports fanbase here and throughout the state of Georgia.

Score Atlanta will also use the show to showcase its new high school football awards celebration on Dec. 8 at the new Teamsters Local 728 event hall in south Atlanta where for the first time Mr. and Miss Georgia will be crowned as the top high school football player and top flag

player in the state. Score has started its watch list and will have several segments during the week devoted to the top awards.

Led by Score Atlanta senior vice president Graham David and executive producer Roddy White, the show will be supported by a group of Scores writers, reporters and experts.

Through the companys 20-year history, our knowledge and expertise surrounding Georgia high school sports has grown almost as much as the sports themselves, said David. Over the years, we have delivered content through print and digital media as well as our high school games on TV. The expansion to a daily televised show gives us the reach we need to bring our content to every corner of the state in a way that reflects the times.

Score Atlanta is a full-service sports marketing company that in addition to high schools works with many of the professional sports teams in Atlanta. Started in 2004, Score owns the Corky Kell + Dave Hunter Classic and its various events, the Great Atlanta Bash, Drive for the GHSA State Title, the Georgia High School Football Hall of Fame, Georgia Elite Classic, National Signing Day Frenzy and Score Atlanta High School Football and Flag Media Days as well as the Score Atlanta Football and Flag Awards. Score also works closely with Arthur Blanks companies including Mercedes-Benz Stadium, the Atlanta Falcons and United, AMB Sports + Entertainment as well as the AMB Foundation. The companys partnerships include the Georgia Army National Guard, many of the states unions including GeorgiaConstructionCareers.com, IBEW Local 613 and Smart Local 85 as well as the U.S. Army, Gatorade, Sports Turf, the Cobb, Gwinnett, and Fulton County Sheriffs Offices, AJC.com and the Atlanta Journal-Constitution, the GHSA, import-export company Mud Pie and Northside Hospital among others. For more information, call Graham David at 513-600-6557 or email him at [GDavid@ScoreATL.com](mailto:GDavid@ScoreATL.com).

WANF and WPCH made a heavy sports investment in its home city when they launched PSN, broadcasting Atlanta Hawks and College Park Skyhawks games, the 2024 WNBA Atlanta Dream season, as well as high school football with Score Atlanta, the Atlanta Vibe (Pro Volleyball), Atlanta Hustle (Ultimate Disc League), Atlanta Gladiators, Savannah Ghost Pirates (ECHL), and Georgia Swarm (Lacrosse). WANF and WPCH have served Atlanta communities for more than 50 years with local news, weather, sports, and entertainment. WANF and WPCH are owned by Gray Television, Inc. (NYSE: GTN), which is based in Atlanta, Georgia. For more information visit <https://www.atlantaneewsfirst.com/>.