Lasting partnerships with Olympia Entertainment and FSN Detroit, growing television partnerships and the continued broadening of youth and fan involvement all serve as testament to the innovative and dynamic role that the Central Collegiate Hockey Association continues to play on the national hockey scene.

The CCHA, through a partnership with Olympia Entertainment, has a long-standing commitment to FSN Detroit to showcase the league’s dozen schools in a professionally produced Game of the Week package and the nation’s first ever televised regular season game. CCHA hockey on FSN Detroit gets the same treatment, in terms of production qualities, as that enjoyed by professional sports. FSN Detroit has captured 19 EMMY Awards since 2000, including 21 over the last three years. Six of the 39 overall awards have been earned for CCHA-related programs or features, including this year’s statue won by Sharen Sasaki for her feature titled “The Ultimate Asset.”

In addition to the FSN Detroit partnership, the CCHA’s television exposure continues to grow through programming packages signed during the 2002-03 season with the Sports Television Network (CSTV), Ontario, Canada-based Leafs TV and Comcast Local. The CCHA was the 22nd college conference and the first hockey conference to strike an agreement with the nation’s first 24-hour cable network dedicated exclusively to college sports. Meanwhile, a wide-ranging menu of games is a staple of action on Leafs TV, which is owned and operated by the parent company of the NHL’s Toronto Maple Leafs. Comcast Local has previously shown CCHA games through agreements with individual member schools but 2007-08 marks the start of a formal relationship with the conference that will see 20 conference games shown on the Midwest sports network. The CCHA’s television agreements augment existing initiatives that continue to expand well-developed strategies in television, print, radio and internet media. The “Inside the CCHA” radio show, produced in cooperation with AM 1270, “The Sports Station,” in Detroit, Mich., was aired in seven CCHA markets this season, and also available weekly on the league’s official website, CCHA.com.

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