

PEACHTREE SPORTS NETWORK

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SCORE ATLANTA AND HIGH SCHOOL SPORTS TO GET BIG BOOST FROM NEW PEACHTREE SPORTS NETWORK

In a move to broadcast more high school sports throughout the state of Georgia, Score Atlanta has joined the new Peachtree Sports Network (PSN) which will launch Oct. 1 on Gray Television stations.

The network will make its debut in Atlanta but soon will air on Gray-owned stations in Albany, Augusta, Columbus, Macon and Savannah.

“Peachtree Sports Network finally allows us to cover the entire state with our games,” said Score Atlanta president I.J. Rosenberg. “It also allows us to highlight games in other sports as well as create ancillary shows on both high school sports and recruiting. One of our big goals here is to reach beyond football and begin giving other sports coverage during their seasons. Metro Atlanta has been great to Score but we have always wanted to reach down to the south part of Georgia and everyone in the state.”

Score Atlanta will broadcast 33 high school football games this season and three middle school games which include the 11 games of the Corky Kell + Dave Hunter Classic, four from the Great Atlanta Bash, 10 regular season and four playoff games in the Drive for the GHSA State Title and four All-Star games in the Georgia Elite Classic. Score opened the season televising three middle school games in an event called the Sheriff’s Cup Invitational, an All-Star matchup between four Atlanta counties. On Oct. 21, Score will broadcast a show from the Georgia High School Football Hall of Fame during its second annual induction ceremony and in July will feature Georgia High School Media Days.

Score had been broadcasting games on Peachtree TV for the past five years, but will now move to PSN, which for over the air customers will be on WPCB station 17.2 and on cable station channel 245 for Comcast and Spectrum users. The games will continue to air on the Atlanta News First app and the National Federation High School Network while all game replays can be seen on Score Atlanta’s YouTube channel. The first game that will broadcast on PSN will be the Oct. 6 showdown in Cartersville when the Purple Hurricanes host Cass at 8 p.m.

Also, Score will soon be announcing a four-game TV package for high school basketball that will come under the Corky Kell + Dave Hunter Classic banner as well as a high school baseball tournament in March.

The Peachtree Sports Network will also include professional sports including the College Park Skyhawks of the NBA G-League, the minor league hockey teams from Atlanta (Gladiators) and Savannah (Ghost Pirates), the Georgia Swarm lacrosse team in Gwinnett and the ultimate frisbee franchise, the Atlanta Hustle.

“Georgia’s love of high school sports rivals that of any state in the union,” said WANF and WPCB Vice President and General Manager Erik Schrader. “We’re thankful to have Score Atlanta leading the way on broadcasting so many live events, and I know the new opportunities on PSN will allow for expanded coverage of more sports across the entire state moving forward.”

Added Rosenberg, “This network is going to be one-stop shopping for high school sports. There is an audience not just for live high school sporting events but shows will feature everything from football to basketball to baseball to soccer and lacrosse. It will also be a chance to give visibility on the recruiting side to players in all sports, and not just the top players but those that need visibility to advance to the next step to play in college.”

Founded in late 2003, Score Atlanta is a full-service sports marketing company with a high school division which provides scores, previews and recaps of all high school sports for the AJC.com. It also works closely with the Georgia High School Association on their championships and recently tested out the new video replay rules at this year’s Corky Kell + Dave Hunter Classic which the GHSA will implement for the championships in December.

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