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NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

NEWS RELEASE

NFHS Announces New Corporate Partnership with CMC Neptune

**FOR IMMEDIATE
RELEASE**
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Contact: Mark

INDIANAPOLIS, IN (November 12, 2020) — The National Federation of State High School Associations (NFHS) and the NFHS Network have announced custom music solutions provider CMC Neptune as a new corporate partner.

After launching Neptune Custom Music Solution in 2009, CMC Neptune expanded with Neptune GameTime, a service that allows schools and universities to create unique “radio stations” for use in their sports venues and weight room facilities.

Utilizing a team of specialists that examines the language and meaning of song lyrics, Neptune GameTime ensures music selections that are suitable for all age groups, saving event coordinators from spending valuable time and energy screening songs. Among its other features, GameTime provides its partners with the ability to craft

personalized disc jockey messaging and designate music for specific situations such as pregame, time-outs and baseball and softball walk-ups, and offers opportunities to generate revenue through station advertisement sales.

Following GameTime, CMC Neptune released Neptune FIT and Neptune FEC – programs designed for fitness centers and family entertainment centers, respectively – as well a second major product line centered on internet safety and digital citizenship called Neptune Navigate, which helped the organization grow from 10 partners in 2010 to more than 1,400.

“CMC Neptune is an excellent fit as a corporate partner for the NFHS, and we are thrilled to welcome them into the fold,” said Dr. Karissa Niehoff, NFHS executive director. “Thanks to the Neptune GameTime product, high school athletic administrators can trust that the music being played in their facilities is both high-quality and appropriate for everyone in attendance, which allows them to focus their energy on other aspects of their daily agendas.”

As part of the three-year agreement, CMC Neptune will become the “Official Custom Music Solution of the NFHS,” will receive opportunities to advertise on the NFHS website and in the NFHS’ *High School Today* magazine, will be publicized on NFHS social media channels and will be offered an exhibit space at the annual National Athletic Directors Conference, including the 2020 virtual conference.

“We are very excited to be partnering with the NFHS as their official custom music solution for high school athletics. Our company’s mission – to save our partners time and provide them with peace of mind – aligns well with the mission of NFHS,” explained Neptune GameTime’s President and Founder Eric Jontra. “Neptune GameTime not only enhances the gameday experience with carefully-screened lyric-safe music, but it also serves as an excellent platform to promote local sponsors and to reinforce good sportsmanship conduct for fans

local sponsors and to reinforce good sportsmanship conduct for fans and players alike.”

“Coaches and athletic directors want to provide a high-energy environment for their athletes on gameday, and that includes music. Profanity filters aren’t enough,” added Cecily Hill, Neptune GameTime’s Director of Revenue. “Streaming music providers can filter out music with foul language, but they can’t screen out inappropriate content. High school administrators do not want to be embarrassed by gameday music that contains profanity or by music that glorifies drinking, drug use, violence, and sexual activity.

“Unfortunately, that requires hours of careful screening to ensure that the lyrics are family-friendly, time that would be better spent focused on their student-athletes and their program. Neptune GameTime allows high school athletic administrators to reclaim that time – and gives them peace of mind – by providing them with pre-screened music that is 100% lyric-safe.”

Online link to article: <https://www.nfhs.org/articles/nfhs-announces-new-corporate-partnership-with-cmc-neptune/>

This press release was written by Nate Perry, coordinator of media relations at the National Federation of State High School Associations (NFHS).

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About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,500 high schools and 12 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

About Neptune GameTime

Neptune GameTime provides high school athletics and administration peace of mind with our customized music solution. GameTime provides 100% guaranteed family-friendly music thus eliminating the need to ever screen songs again. GameTime gives high schools their own customized radio station, complete with school branding and custom messaging. Every one of the 30,000+ songs in our database have been screened for both language and lyrics, so that you can rest assured they will be safe for your sports events without coaches and staff having to do the screening. With the ability to sell ads and sponsorships on “their radio station”, many high schools turn a healthy profit for their athletic programs. Learn why over 1,000 schools across the nation already use Neptune GameTime at www.neptunenow.com, and be sure to follow us on Twitter @NeptuneGameTime.

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A banner for the National Coach Certification Program. The background is dark blue with a red and white diagonal pattern on the right side. The text "NATIONAL COACH CERTIFICATION PROGRAM" is in white at the top. Below it, "Get Started Today!" is in a white script font. On the left, there are two logos: "AIC Accredited Interscholastic Coach" and "CIC Certified Interscholastic Coach". To the right of the logos, "NFHSLearn.com" is written in white.



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