



Mark Koski Named CEO of NFHS Network

FOR IMMEDIATE RELEASE

Contact: Bruce Howard

INDIANAPOLIS, IN (August 29, 2017) —Mark Koski, director of sports, events and development at the National Federation of State High School Associations (NFHS) for the past 10 years, has been selected chief executive officer of the NFHS Network. Koski's appointment by the NFHS Network Board of Directors is effective September 1.

The NFHS Network, a joint venture between the NFHS, its member state associations and PlayOn! Sports, provides live and on-demand video of high school sports events through a digital network available at www.NFHSNetwork.com and on Apple TV. The NFHS Network, now in its fifth year of operation, covered more than 25,000 events last year involving 27 sports and activities.

Koski will continue to serve on the NFHS administrative staff as director of marketing and will divide his time between the NFHS Network headquarters in Atlanta and the NFHS office in Indianapolis.

"The NFHS Network Board of Directors sees in Mark Koski a person who has a powerful passion for the mission and potential of the NFHS Network," said Jack Roberts, president of the NFHS Network Board of Directors and executive director of the Michigan High School Athletic Association. "He was involved with the

Network when it was only an idea, has been instrumental in expanding its reach and has great ideas for furthering its success.

“Most important to the Board is that Mark has an excellent understanding of the needs of state high school associations, having served in the New Mexico association office and then serving all state associations during his decade on the NFHS staff; and he has gained the trust and respect of my counterparts across the country,” Roberts continued. “The hiring of Mark Koski and the location of the Network CEO in Indianapolis signal the next important phase in the development of the NFHS Network, which provides the NFHS its most significant tool ever for promoting the values of school-sponsored sports to students, schools and society.”

Since joining the NFHS staff in 2007, Koski has directed all major NFHS events and meetings. He also has been editor of the NFHS Soccer Rules Book and NFHS Field Hockey Rules Book and served on the NFHS Rules Review Committee.

Koski has been responsible for a tremendous growth in corporate partnerships for the NFHS the past five years as director of development. Currently, the NFHS has more than 20 corporate partners with total corporate revenue of \$2.2 million annually. He also has led the national #MyReasonWhy public relations campaign the past two years and has been staff liaison with the NFHS Network since its formation in 2013.

“We are excited about the opportunities that Mark’s appointment brings both to the NFHS and the NFHS Network,” said Bob Gardner, NFHS executive director. “We see the integration of NFHS marketing opportunities with the NFHS Network as a win-win for both organizations.”

Prior to joining the NFHS staff in 2007, Koski was assistant director of the New Mexico Activities Association (NMAA) for four years, where he served as director of corporate development. He helped the NMAA increase its annual corporate sponsorship revenue from \$27,000 to \$700,000. He also was instrumental in starting the NMAA Foundation, which raised more than \$100,000 in its first year of existence.

Koski graduated from Highland High School in Albuquerque, New Mexico, in 1995. He earned his bachelor's degree in physical education from the University of New Mexico in 2000, where he was a decathlete and 400-meter sprinter for the Lobo track and field team for four years, and his master's degree in sport administration from UNM in 2003. As a member of the National Interscholastic Athletic Administrators Association (NIAAA), Koski earned his Certified Athletic Administrator (CAA) status in 2005 and his Certified Master Athletic Administrator (CMAA) in 2007. He is currently in the final phase of receiving his doctorate in educational administration.

Prior to joining the NMAA, Koski was a physical education and special education teacher at Manzano High School in Albuquerque for three years. He served as head track and field coach at Manzano for one year, where he helped increase participation from 30 to 130 student-athletes. Koski also served as assistant football coach for three years and assistant track coach for two years.

During his time with the NMAA, Koski served on the NFHS Baseball Rules Committee and the NFHS Track and Field Rules Committee. At the state level, Koski was president-elect of the New Mexico Sports Hall of Fame Board of Directors and a member of the Board of Directors of the New Mexico Games and the New Mexico Track and Cross Country Coaches Association.

“I am grateful for the opportunity to take the NFHS Network to new heights as its chief executive officer,” Koski said. “After serving 10 years at the NFHS national office, I have learned how important and influential our state associations are to the success of the NFHS and our NFHS Network. Building and fostering relationships with the state associations has always been a priority of mine, and I will take that with me to the NFHS Network. Great things lie ahead for the NFHS, its member associations and our Network – I am honored to be a part of it.”



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 19,000 high schools and 11 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.

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