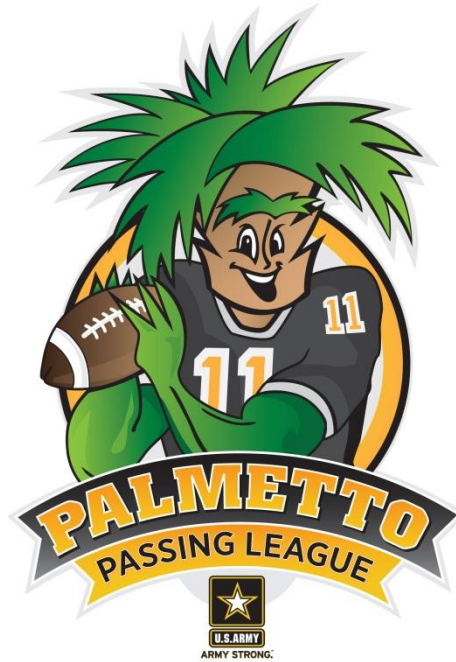
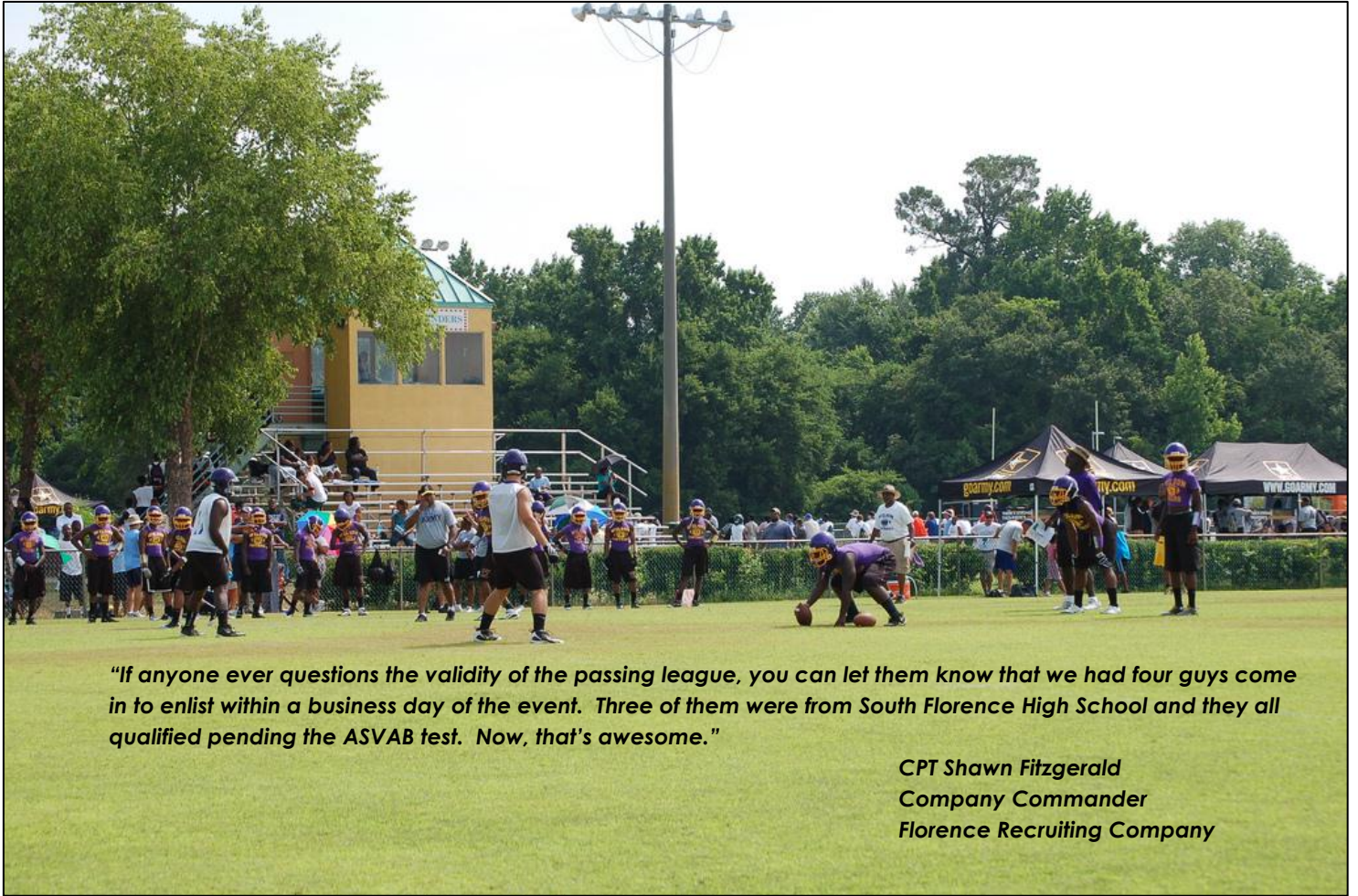




2011 Palmetto Passing League



"If anyone ever questions the validity of the passing league, you can let them know that we had four guys come in to enlist within a business day of the event. Three of them were from South Florence High School and they all qualified pending the ASVAB test. Now, that's awesome."

**CPT Shawn Fitzgerald
Company Commander
Florence Recruiting Company**

TSF Radio Network
2011 Palmetto Passing League
Executive Summary

Overview

TSF Radio Network's Palmetto Passing League (PPL) is a 7-on-7 football competition that featured more than 525 student-athletes from 20 high school football teams from throughout the Florence Recruiting Company's area of operation, generating 418 leads for the company.

What is a passing league?

As the name implies, a passing league highlights only the passing game. There are no running plays, the games are played on a shortened field, and there is no tackling in the traditional sense since players are tagged down. Passing leagues are gaining in popularity as a fun method of sharpening skills and maintaining conditioning in the off season.

Eligible Participants, Teams

PPL teams consist of high school student-athletes between the ages of 13-17 who have not yet graduated from high school. The teams must be associated with their high school football program. No club teams or all-star teams are allowed to participate.

Logo Development

Our design team worked on the logo identity for the campaign, coming up with several possible alternatives before deciding on the animated "Palmetto Pete" logo that brings the state tree to life as a football player that's dropping back to pass.

Direct Mail

TSF Radio Network mailed an introductory letter, registration forms, and a flyer to high school athletic directors and football coaches throughout the Pee Dee and Grand Strand region. In addition, the targeted schools received information about the PPL via e-mail, fax, and phone.

Radio Advertising

We included information about the PPL during our "Sports Flash" reports on our network affiliates throughout the state.

Earned Media

Press releases were distributed to the sports media, targeting media local to the participating teams, earning significant media coverage for the PPL, including coverage in *The Sun News*; *Florence Morning News*; *The Dillon Herald*; *The Item*; and *SCNow.com*, among others.

Host Facility

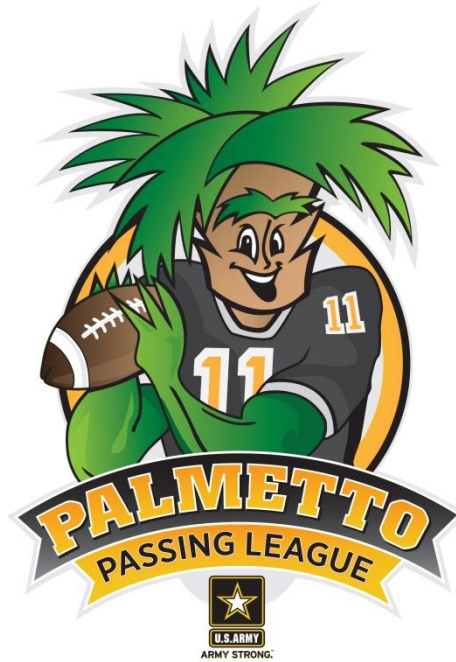
The Freedom Florence Recreation Complex hosted the first-ever Palmetto Passing League. It's central location to teams from throughout the Grand Strand, Pee Dee made it an ideal location for the event. In addition, the facility featured three football fields for our use during the day.

Participating Teams

Twenty teams from throughout the Florence Recruiting Company's area of operation participated in the inaugural Palmetto Passing League.

South Florence wins inaugural Palmetto Passing League

After 49 games during the single day of competition, South Florence won the inaugural PPL title with a 21-14 win over Cheraw in the championship game.



Palmetto Passing League 2011

Overview

The Palmetto Passing League (PPL) was an opportunity for high school football teams throughout South Carolina's Grand Strand and Pee Dee to engage in an athletic competition designed to help teams sharpen their passing game skills. For the U.S. Army's Florence Recruiting Company, recruiters had the opportunity to build relationships with student-athletes, coaches, and administrators from targeted high schools throughout the company's area of operation.

What is a passing league?

Passing league football is a non-contact 7-on-7 game played on a shortened field that features only the passing game. Many state associations prohibit contact during off-season drills, so passing leagues are very popular with high school football teams as a method of keeping their team in shape during the summer.

While high school basketball has AAU competition and high school baseball has traveling teams and American Legion, there is nothing for the high school football player who wants to remain in shape and sharpen their skills during the off season. The passing league provides that opportunity.

Organization of the Palmetto Passing League

Twenty teams participated in the U.S. Army's Palmetto Passing League at the Freedom Florence Recreation Complex on June 18. The teams were divided into five pools of four teams each. Each team was guaranteed to play four games during the event, with three pool play games and at least one game in the single-elimination championship round. The three pool play games were used to determine the seeding for the championship round. After pool play, all 20 teams were seeded for the single-elimination championship round.

In all, 49 games of 25-minutes each were played during the single-day of competition utilizing two, 100-yard fields, which enabled four games to be played at once, or two games on each field, simultaneously.

Under the direction of the U.S. Army's Florence Recruiting Company, "The Sports Flash" (TSF) Radio Network managed all aspects of the Palmetto Passing League. TSF Radio Network's duties included the following:

- developing the PPL logo;
- securing the host site;
- writing, distributing direct mail to encourage participation;
- contacting, securing participating teams;
- developing school database;
- drafting of PPL rules;
- serving as media relations contact;
- developing media database;
- writing and distributing press releases; and,
- managing the event.

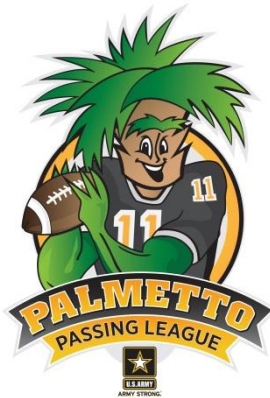
Palmetto Passing League "Palmetto Pete" Logo Development

Our design team worked to create a logo identity for the Palmetto Passing League. The logo had to convey a vigorously athletic message that appeal to the target audience. Ultimately, the final design featured an animated, athletic "Palmetto Pete" character. The animated Palmetto was dropping back to pass, surrounded by the Army's black and gold colors. The logo also included the U.S. Army's star logo.

In addition to the primary Palmetto Passing League logo, TSF Radio Network developed two secondary logos that could be used in appropriate situations. The vertical nature of the logo made this necessary for other documents that were used throughout the campaign. We removed designed elements from the "official" campaign logo to create two secondary logos.

The secondary logos consisted of the "PALMETTO PASSING LEAGUE" ribbons and the U.S. Army logo and the animated head of "Palmetto Pete."

Palmetto Passing League – Primary & Secondary Logos



"We wanted to start the recruiting school year off with something that made a bold statement regarding teamwork and dedication. We wanted an event that would make an impression in which every senior and junior athlete would remember the recruiter's face and what the Army stands for."

-CPT Shawn Fitzgerald



Participating Teams

The Palmetto Passing League targeted high schools in the U.S. Army's Florence Recruiting Company's area of operation. The company provided us with a "wish list" of the schools for the tournament, and we specifically targeted those schools for the event.

During the process of securing the participating teams, TSF Radio Network created a database of all of the schools in the Florence Recruiting Company's area of operation, including contact information for school administrators, athletic directors, and coaches.

In securing the participating teams for the Palmetto Passing League, TSF Radio Network engaged head football coaches, athletic directors, and principals in a variety of methods, including:

- letter introducing the PPL;
- press releases, notices sent via e-mail;
- faxed flyer introducing the PPL; and
- follow up via telephone.

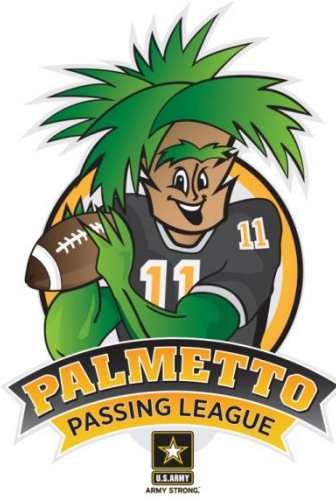
In addition, TSF Radio Network partnered with West Florence head football coach Trey Woodberry who served as our in-state coordinator for the PPL. Coach Woodberry was instrumental in working with the Freedom Florence Recreation Center, securing teams for the event, and providing guidance as we moved forward with the process of getting the tournament established in South Carolina.

Often, teams pay \$250-\$400 to participate in an event like the Palmetto Passing League. The U.S. Army's sponsorship of the event ensured that teams would not be charged to participate. That's a tremendous help to teams looking to participate in passing league events on budgets that are being continually slashed in a tough economy.

Direct Mail

TSF Radio Network drafted, distributed an introductory letter, a flyer, and a registration form that was distributed to all high school football coaches, athletic directors in the recruiting territory. Information about the PPL was also faxed to each school in the recruiting territory.

Although the direct mail copy indicated that the Palmetto Passing League was a FREE event for the first 16 teams that participated, this is a direct mail copywriting technique designed to trigger an immediate response from the target audience. This immediacy is part of the reason that the Palmetto Passing League secured 20 teams in the first two weeks after we launched the league.



April 11, 2011

I'm writing to introduce you to the Palmetto Passing League (PPL), a 7-on-7 passing tournament that will feature high school football teams from Florence, Dillon, Sumter, and Myrtle Beach. "The Sports Flash" (TSF) Radio Network and the U.S. Army Florence Recruiting Company created the PPL as an opportunity for your school to engage in a leadership-developing, team-building, and skill-enhancing competition this summer. The inaugural Palmetto Passing League event will be held at the Freedom Florence Recreation Center on Saturday, June 18.

The PPL is a FREE event for the first 16-teams that register. We've already received tremendous interest from schools that want to participate in the tournament, so register your team now to ensure that your team can participate in the event at no cost. Each team will receive 15 PPL tee-shirts and all participants and fans at the day of the event will have the opportunity to register for a drawing to win a Wii gaming console.

Each participating team will play a minimum of four games, with three pool play games to determine the seeding for the single-elimination championship round.

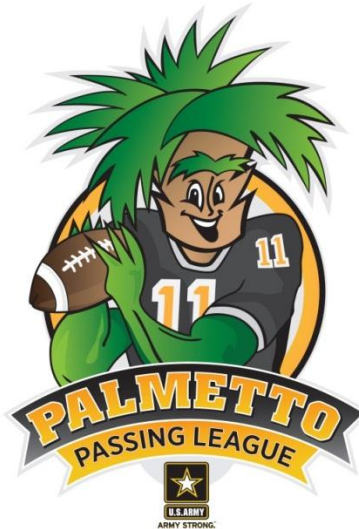
For additional information about the Palmetto Passing League, go online to www.TheSportsFlash.com and click on the Palmetto Passing League logo. To register, simply contact TSF Radio Network's Mike Sinnott at (517) 927-4570 or West Florence head football coach Trey Woodberry at (843) 616-1928 or e-mail me at ArmySTRONG.SC@TheSportsFlash.com or TheSportsFlash@aol.com.

We welcome your participation in the Palmetto Passing League. If you have any questions, please feel free to contact me at your convenience.

Thanks for your time,

Mike Sinnott
"The Sports Flash" Radio Network

"The Sports Flash" Radio Network - Your teams. Your scores.
Mike Sinnott - 517-927-4570 - TheSportsFlash@aol.com - www.TheSportsFlash.com



Introducing the 2011 Palmetto Passing League

FREE registration is now available for the first 16 schools that participate in the PPL.

The U.S. Army Florence Recruiting Company and "The Sports Flash" (TSF) Radio Network are teaming up for the 2011 Palmetto Passing League. This 7-on-7 passing tournament will feature high school football players from across the Pee Dee & Grand Strand region. The 2011 Palmetto Passing League will be held on June 18 at the Freedom Florence Recreation Complex.

Registration is now underway and we're offering FREE registration to the first 16 teams that register for the PPL.

For additional information, go online to www.TheSportsFlash.com and click on the Palmetto Passing League logo to visit the league's official web site.

If you have any questions, please contact TSF Radio Network's Mike Sinnott at (517) 927-4570 or West Florence head football coach Trey Woodberry at (843) 616-1928. E-mail your questions to ArmySTRONG.SC@TheSportsFlash.com or TheSportsFlash@aol.com.

Register now – for FREE – for the 2011 Palmetto Passing League!



Faxes

In addition to the direct mail, TSF Radio Network also faxed a flyer to the targeted high school, encouraging their participation. Like the direct mail, we used the offer of FREE registration to trigger early registration in the PPL.

Phone Calls

As the direct mail was sent to the coaches, TSF Radio Network also followed up with phone calls to the head coaches and athletic directors, encouraging teams to participate in the Palmetto Passing League. The phone calls were an extremely effective method of generating interest in the passing league. We timed the phone calls to reach the coaches at nearly the same time that they received their introductory letters about participating in the PPL.

Registered Teams

Two weeks after we launched the campaign, TSF Radio Network had secured 16 teams for the tournament and eventually had 19 teams, filling out the 20 team slots at the tournament. We targeted the high schools that were specific to the Florence Recruiting Company.

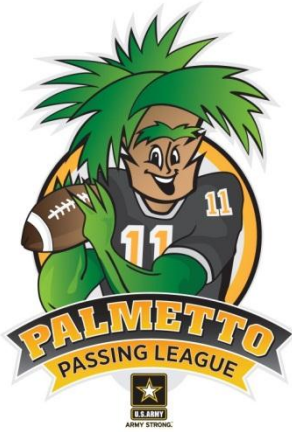
Palmetto Passing League - 2011

**Cheraw
Conway
Creek Bridge
Darlington
Dillon
East Clarendon
Hannah Pamplico
Hemingway
Kingstree
Lakewood
Lamar
Latta
Lee Central
Loris
Marlboro County
North Myrtle Beach
South Florence
Sumter
West Florence
Wilson**

After each team committed to participate in the Palmetto Passing League, TSF Radio Network mailed a packet of information to each team that included:

- letter thanking the school for their participation in the PPL;
- a team registration form;
- participant release forms; and
- one-page overview of the PPL rules.

TSF Radio Network used the U.S. Army's lead card as part of our participant release forms, including the lead card artwork on the participant release form that each student-athlete had to sign to participate in the PPL.



May 20, 2011

I want to thank you for your participation in the Palmetto Passing League (PPL) presented by the U.S. Army. The event is scheduled for Saturday, June 18 at the Freedom Florence Recreation Complex. The Coaches Meeting will begin at 8:10 AM with the first game at 8:30 AM. As of April 29, we have 18 teams participating in the event. I have enclosed release forms for each of your participating student-athletes, a team information form, and an abridged version of the PPL rules and penalties.

I have enclosed 15 release forms for your student-athletes. The U.S. Army lead card is doubling as the participant release form. The student-athlete needs to fill out the form completely, and we need the signature of each participant's parent or guardian. If you need more than 15 release forms, please make a copy of one of the enclosed release forms, or download a release form from the PPL web site, which you can access by visiting www.TheSportsFlash.com.

We must have a signed participant release from every student-athlete competing in the event, or they will not be allowed to compete. The release forms can be turned in when your team checks in on the day of the event, or you can send them to us via e-mail, fax, or regular mail.

The PPL rules are pretty standard seven-on-seven rules. A more detailed version of the PPL rules is available for download at our web site. For safety reasons, we do require helmets and mouthpieces to be worn at all times during competition.

We recommend that you bring along a light-colored and dark-colored shirt for the event. The PPL tee-shirts could be worn during competition, but they will be white in color. We have 15 PPL tee-shirts for each team, and we will distribute those to you on the day of the event.

If you have any questions, please feel free to contact me at your convenience. I'm available at (517) 927-4570 or by e-mail at TheSportsFlash@aol.com or ArmySTRONG.SC@TheSportsFlash.com. West Florence's Trey Woodberry is serving as our tournament coordinator and is available at (843) 616-1928.

Thanks for your participation,

Mike Sinnott
"The Sports Flash" Radio Network

"The Sports Flash" Radio Network - Your teams. Your scores.
Mike Sinnott - 517-927-4570 - TheSportsFlash@aol.com - www.TheSportsFlash.com

I'M INTERESTED IN OPPORTUNITIES IN THE U.S. ARMY.
Visit www.goarmy.com to find out more about Army and Army Reserve Opportunities.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ BIRTH _____

PHONE _____ YEARS OF SCHOOL COMPLETED _____

LANGUAGES SPOKEN _____

E-MAIL _____

- ☐ Armor, Artillery, Infantry
- ☐ Airborne and Ranger Training
- ☐ College Loan Repayment
- ☐ Money for Continuing Education
- ☐ 2 Year Enlistment Option
- ☐ Skill Training
- ☐ Delayed Entry Program
- ☐ Cash Bonus
- ☐ Travel and Benefits
- ☐ Army Reserve Opportunities

ARMY STRONG.

8791 954 July 2009



I, the undersigned parent/legal guardian of _____ authorize said child's full participation in the *PALMETTO PASSING LEAGUE*, including all related activities. It is my understanding that participation in activities that make up the *PALMETTO PASSING LEAGUE* is not without some inherent risk of injury. As such, in consideration of my child's participation in the *PALMETTO PASSING LEAGUE*, I covenant not to sue the *PALMETTO PASSING LEAGUE*, its financial sponsors, TSF Radio Network, the U.S. Army, Freedom Florence Recreation Complex, the City of Florence, their officers, servants, agents or employees and release, waive, and discharge said parties from any and all liability, claims demands, action, and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by my child, whether caused by the negligence of the releases, or otherwise while participating in such activity, or while in, or upon the premises where the activity is being conducted. I also give my permission for any emergency medical care or treatment by a physician, surgeon, hospital, or medical care facility that may be required, including transportation and accept responsibility for the cost.

Without the signature of the parent/legal guardian, the individual named above will not be allowed to participate in any *PALMETTO PASSING LEAGUE* event.

SIGNATURE:	DATE:
PRINT NAME:	
EMERGENCY CONTACT PHONE NUMBER:	

Securing the Host Site - Freedom Florence Recreation Complex

TSF Radio Network secured the host site for the Palmetto Passing League at Florence Freedom Recreation Complex. The central location was perfect for an event that targeted teams from the Grand Strand, Pee Dee regions of South Carolina. This centralized location ensured a reasonable travel distance for all of the participating teams.

In determining possible sites for the PPL event, TSF Radio Network considered several possible locations, based on our established minimum requirements for a facility to host the event, including:

- two (2) 100-yard fields;
- one (1) 100-yard field (artificial surface), is possible;
- registration tables;
- a field house/locker room facilities;
- restrooms;
- concessions;
- public address system;
- scoreboard; and,
- stadium lights.

In an ideal situation, a facility needs to have an artificial turf field. With an artificial turf field, it would be possible to play the tournament rain or shine, if the rain is moderate without severe weather. With grass fields, rain could wipe out your tournament, if the conditions become unsafe for the competitors.

Unfortunately, the only artificial turf field in the region is located at Myrtle Beach High School. That field was unavailable for the event. In addition, Myrtle Beach's location was not centrally located for all of the participating teams.

Entering into a contract with the City of Florence, TSF Radio Network secured two fields for the day of the event, enabling us to play four games, simultaneously. TSF Radio Network secured the fields for Saturday, June 18.

Fields

PPL events are played on 40-yard fields. The requirement of two (2), 100-yard fields enables four games to be played simultaneously, which ensures pool play and the single-elimination tournament play can be reasonably completed in a single day.

Restrooms

The restroom facilities need to be open, available to the public throughout the day.

Concessions

A concession stand was manned throughout the day by the Florence Youth Football Boosters as a fundraising opportunity for the local youth football organization. Concessions are an opportunity for the high school's athletic department or the booster club to use the PPL event as a fundraising opportunity. This helps to strengthen the Army's bond with the community.

Public Address System

A public address system is required for all host sites. The PA system ensures the timely communication between game management and all participating teams and fans in attendance at the event. This is also a safety issue in regards to quickly communicating with those on site during an occurrence of inclement weather.

The use of the wireless microphone is helpful when planning on-field presentations or any kind of opening ceremonies for the event. The wireless microphone is not required, but highly recommended. A wireless microphone gives the Army the opportunity conduct a presentation, drawings to all of those in attendance at the event.

During the Palmetto Passing League, a recruiter handling the announcing duties, reminding fans, teams of the upcoming games, the opportunity to register to win a Wii gaming console, and the scores of the games. The PA Announcer kept the teams, spectators informed and everything moving forward on schedule throughout the day.

Scoreboard

A working scoreboard is extremely helpful, but not necessary. Since the scores of each game are kept at each field, the scoreboard is for the timing of the event only. One operating scoreboard can keep time for the entire event, since games are supposed to start simultaneously. In addition, time for each game is kept on separate stop watches should the facility lose power during competition.

The PA Announcer also informs the teams of time remaining for each game, announcing the time remaining with 15 minutes, 10 minutes, and 5 minutes remaining in each game.

Stadium Lights

In the unlikely event that the games run beyond daylight hours, then stadium lights would be necessary to complete the event. The host site must have at least one field with lights.



Army: Host Site Requirement

Each host site must meet the U.S. Army's requirements for locations for the utilization of the following assets:

- exhibit area for Army recruiting assets (Humvee, football toss, pull-up bar, etc.);
- booth space for the distribution of U.S. Army information;
- conference room, locker room for Army presentation; and
- high-profile signage locations throughout facility.



TSF Radio Network worked with the Florence Recruiting Company to ensure that the host site had all of the requirements for hosting the event.

TSF Radio Network worked out monetary arrangements for the host site, including:

- renting of the facility;
- securing, compensating on-site medical personnel for event;
- securing, compensating on-site security, if necessary;
- compensating the game officials, if necessary; and,
- renting any necessary game-management equipment.



Event Management

TSF Radio Network, our on-site partner coach, and the U.S. Army provided the game management for the Palmetto Passing League. The event management included:

- registering teams upon arrival;
- setting up, breaking down of tables, tents, chairs;
- providing water for all competitors;
- coordinating with food vendors, concessions staff;
- assigning officiating crews to particular games;
- interpreting rules;
- scheduling of games;
- ensuring a high-level of sportsmanship, fair play; and
- providing security for the venue, along with a variety of other duties.

Recruiters from the Florence Recruiting Company were assigned to a variety of duties during the game day for each event, serving as field managers, game managers, and school liaisons.

Field Managers

Two U.S. Army soldiers worked as field managers. The field manager is responsible for ensures that everything runs smoothly on each field, answers any questions regarding the game rules, keeps an accurate score of each game, and reports the final scores to the tournament score coordinator. In addition, the field manager is responsible for settling any disputes regarding the enforcement of the rules.

Game Managers

Four soldiers worked as game managers and were responsible for individual games. The game managers were responsible for keeping the "official" score of each game, running the four-second clock for the quarterback, and ensuring the prompt placement of the ball marker at the line of scrimmage.

In addition, TSF Radio Network provided game-day management of the event while the U.S. Army provided manpower to assist in the management of the event. Recruiters worked as game managers, field managers, and team liaisons. The PPL would not have been a success without the professional assistance of the soldiers assigned to the U.S. Army's Florence Recruiting Company.

The abridged version of the rules was drafted from a more extensive rules document that outlined the rules of play; conduct of coaches, athletes; and tournament procedures. The tournament procedures included the rules for determining the field for the single-elimination tournament.

"My favorite part of today was the competition and just playing the football that I love, even if we didn't win. This is the first Army event that I've been to, and I really like how they brought all of the teams together."

Joshua Brown
Junior
Darlington High School



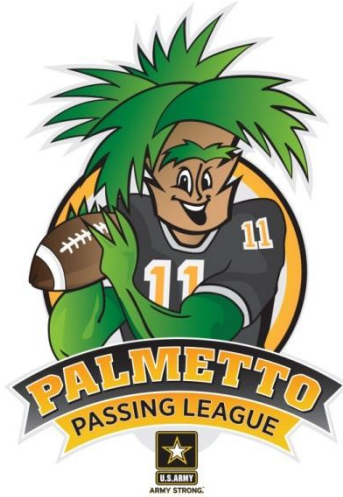
Drafting PPL Rules

TSF Radio Network drafted the rules of the Palmetto Passing League, based on a composite of several different passing leagues from throughout the country. During the process, our goal was to draft rules that ensured a fair, safe competition for the participating student-athletes while setting a high standard of sportsmanship among the competitors that aligned itself with Army values.

After the initial draft, TSF Radio Network sought feedback on the rules from several head football coaches in Pennsylvania, including: West Florence's Trey Woodberry; Conway's Chuck Jordan; and Hemingway's Ken Cribb. The coaches made suggested rule changes that were implemented into the official PPL rules of play.

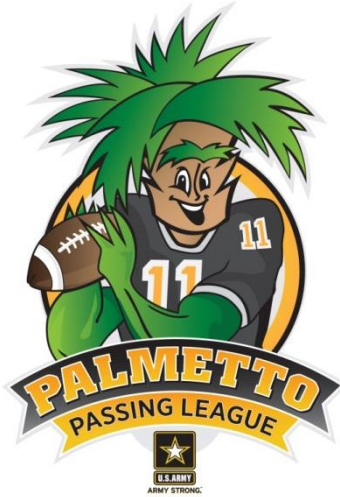
TSF Radio Network distributed the rules to all of the participating schools via e-mail and made the rules available for download at the "official" PPL web site. In addition, a one-page document that included an abridged version of the rules and penalties were distributed to the coaches on the day of the event.





Palmetto Passing League – Rules Overview

1. Field is 40-yards (1.a); a first-down is 20-yards and two first-downs without a penalty results in a touchdown for the offense (5.b).
2. All offensive plays must be forward passes. No shovel passes; no double passes; and no tailback screens (5.a). No running plays are allowed.
3. Participants must wear mouth pieces and helmets at all times during competition (2.d – 2.d.4).
4. The quarterback must release the ball in four (4) seconds, or the play would be blown dead, resulting in an incomplete pass (5.f.1-5.f.2).
5. On each down, seven players per team; on offense, a center, quarterback, and five eligible receivers; on defense, seven defenders for each down. (2.f – 2.f.1b)
6. One hand or two-hand touch required to "tackle" the ball carrier. (6.a)
7. No blocking. (5.i)
8. All games are 25-minutes with a running clock. (3.a)
9. Six (6) points are scored on a touchdown. (9.a)
10. Point After Attempt is a PASSING PLAY, no kicking. (9.a) One (1) point is scored on a PAT from the 5-yard-line and two (2) points scored on a PAT from the 10-yard-line. (9.b.1-9.b.2). An intercepted pass during a PAT is a dead ball and no points are scored.
11. An interception returned by the defense beyond the 40-yard-line is a touchdown (6) with the extra-point to follow. (7.c.2 – 7.c.3) SEE ALSO (9.e – 9.d.2)
12. A safety is recorded when a legal pass is completed to an eligible receiver and the defensive player "tackles" the ball carrier behind the 40-yard-line. Two points awarded to the defensive team, and the defensive team will take possession at the 40-yard-line. (9.c)
13. Overtime is three plays from the 15-yard-line (9.f.2) and teams are required to go for two-points on all conversions in overtime (9.f.4).
14. Fumbles which hit the ground are dead balls at the spot of the fumble. (8.a) Muffed snap that hits the ground is a dead ball and a loss of down. (8.c) Fumbles may be recovered in the air before the ball hits the ground. (8.a.1)



Palmetto Passing League – Penalties

1. Defensive pass interference is an automatic first-down at the spot of the foul. (7.a)
2. Offensive pass interference is a five-yard penalty and a loss of down. (7.b)
3. Defensive holding is a 10-yard penalty and repeat the down.
4. Taunting or "trash talking" will not be tolerated. First unsportsmanlike offense is a five (5) yard penalty; second offense is 15-yards and automatic first down; and third unsportsmanlike penalty results in the automatic ejection from the game. (10.j – 10.k.2)
5. Unnecessary roughness or excessive force by shoving, pushing, or striking a blow is a penalty, resulting in an automatic first-down at the spot of the foul. (6.a.1) Officials have the discretion to eject any player from the game. Decision to eject a player is entirely at the discretion of the game official and cannot be appealed (6.a.2)
6. Illegal procedure results in a five-yard penalty (5.j)
7. No offensive foul can take the ball beyond the 40-yard-line.
8. Offense has 25 seconds to put the ball in play once it has been marked for play. Failure to snap the ball in 25-seconds is a 5-yard delay of game penalty with two delay of game penalties on the same possession resulting in a turnover with no points awarded to the defense. (3.i – 3.i.2)



Media Relations

Throughout the campaign, TSF Radio Network generated free media coverage for the Palmetto Passing League. TSF Radio Network drafted press releases and distributed the releases to the media throughout the Florence Recruiting Company.

We kept the media updated as the Palmetto Passing League moved forward with each milestone of its inaugural seasons, including:

- formation of the Palmetto Passing League;
- decision on Freedom Florence as the host site;
- participating teams as they entered the tournament;
- adoption of the PPL's official rules; and,
- recap of the action of the PPL event, including game results.

In addition to targeting all of the major media outlets in the Florence-Myrtle Beach market, TSF Radio Network also specifically targeted the community media outlets that cover each of the participating schools. TSF Radio Network pitched the media stories related to local high school football teams and their off-season participation in the Palmetto Passing League.

Media advisories were distributed the week of the event; the day before the event; and the day of the event. In addition, TSF Radio Network contacted media outlets during the day of the event to encourage media coverage of the event. If coverage was not possible, TSF Radio Network called media outlet at the end of the day to give them the result of the championship game.

TSF Radio Network's earned media efforts were successful in generating a tremendous amount of media coverage of the Palmetto Passing League, with coverage in the following publications:

- The Sun News;
- The Florence Morning News;
- The Dillon Herald;
- SCNow.com;
- The Sumter Item; and,
- WBTW-TV, News 13, among others.

Similar stories:

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"The first thing I'm going to ask them if they want to play to win or showcase themselves," he said. "Either is fine with me."

Baseball all-star games

The state's best baseball players also are gearing up for the all-star games to be played in Myrtle Beach from Thursday through Saturday.

The South Carolina/North Carolina Select All-Star games will be played at Coastal Carolina's Watson

Stadium. Game one will begin at 7 p.m. Thursday and the second and final Select game will be at 2 p.m. Friday.

The South Carolina North-South All-Star series will be played at The Ripken Experience, with game one starting at 7 p.m. Friday. Game two will be played at 11 a.m. Saturday.

Both games will feature some local talent, with four St. James players - fresh off their Class AAA state championship - playing in the events.

Sharks shortstop Gunnar Heidt, who was also named the S.C. Baseball Coaches Association's Class AAA player of the year, will play alongside teammate Tanner English in the South Carolina/North Carolina Select series.

In the North-South series, high school teammates Anthony Cossentino and Gunnar Kines, the High School Sports Report's AAA player of the year, will play for the South's AAA-AA team, as will Myrtle Beach's Alex Roberts and Waccamaw's Dylan Lee.

The North-South event will include a skills challenge that includes a home run derby, which is set for 4:30 p.m. Thursday at Myrtle Beach High School. Players from that event will then make their way over to CCU to watch game one of the Select series.

Summer passing leagues

The start of the high school football season is still more than two months away, but in the next several weeks there will be a run of area teams participating in various passing leagues.

One of the first is Saturday in Florence, when area teams Conway, North Myrtle Beach and Loris will join 16 others from around the state for the 2011 Palmetto Passing League. The league is being presented by the U.S. Army's Florence Recruiting Company and is being managed by the Sports Flash Radio Network.

The event will include three preliminary games for each team to determine seeding for a single-elimination tournament to follow. Like most passing leagues, the seven-on-seven games will feature only quarterbacks, running backs, receivers and defensive backs. The games are non-contact.

For North Myrtle Beach coach Perry Woolbright, these leagues are the next step in turning things around for the Chiefs. The second-year coach is still thinking long term after his squad failed to win a game last year.

"We're going to go out there and run the plays we're going to use for the season," Woolbright said. "Some people get caught up in [winning] the seven-on-seven.

"We'd like to win on Saturday and win a championship. But it's not the end of the world. ... It's different than when we have the pads on."



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Smith, Solomon showcase skills in Palmetto Passing League

By [LOU BEZJAK](#)

Published: June 18, 2011

[» 1 Comment](#) | [Post a Comment](#)

FLORENCE, S.C. --

FLORENCE — [Kwinton Smith](#) already is having a busy summer.

The Dillon senior receiver has been spending most of his weekends on the road visiting colleges. [Smith](#) is regarded as one of the top receivers in the state and has offers from 14 schools including [South Carolina](#), Clemson, [Auburn](#), [Florida](#), LSU, [Virginia Tech](#) and [Alabama](#).

"It seems like I have been traveling every weekend just about," [Smith](#) said Saturday during a break from the [Palmetto Passing League](#) at Freedom [Florence](#). "I have been to [Georgia](#), [Alabama](#), LSU, [Auburn](#) and I'm going to [Florida](#) next week.

"You don't get to spend time like you want to but you get to see the campus and meet the coaches. It's been pretty fun."

[Smith](#), 6-foot-5, 190 pounds, caught 42 passes for 809 yards and a school-record 15 touchdowns in helping the Wildcats to their third straight Class 2A championship appearance.

[Smith](#) said all the extra attention, especially the constant phone calls, is a little to get used to but he is trying to manage it the best he can.

"The phone rings all the time and every where you got people asking you where you are at," said [Smith](#), who was sporting an LSU hat Saturday. "I'm not person that likes all the attention but I just try not to get the big head and try to stay calm. I just want to do whatever I can to help the team win."

[Smith](#) said he hopes to announce his choice during the middle of [football](#) season.

Smith wasn't the only marquee receiver at the passing league on Saturday as Hemingway's Jabril Solomon has been getting a lot of looks and has six offers including East Carolina, Clemson, N.C. State, Alabama, Wake Forest and Nebraska.

Solomon, also a standout defensive back, is coming off a breakout season last year. The 6-2, 180-pounder had 1,141 yards receiving and 15 touchdowns and also led the Pee Dee with 10 interceptions.

"I'm pretty excited," Solomon said. "I'm a senior and ready to go to college and go to the next level."

Solomon said he doesn't have a preference on playing offense or defense and probably wait until February to make his choice. He says he would to gain about 20 pounds to get to around 200 for the season and improve on his route running.

"I got to try and work harder because defenses will try to double me up," Solomon said.

South Florence won the inaugural Palmetto Passing League by defeating Cheraw 28-14 in the championship. The Bruins went unbeaten in the 20-team event and defeated Lamar in the semifinals before beating the Braves in the title game.

West Florence and Wilson each went 2-2 in the tournament. Sumter defeated the Knights in the elimination round, while Lee Central ousted the Tigers.



Pee Dee, Grand Strand teams converge for passing league

By [LOU BEZIAK](#)

Published: June 16, 2011

» 0 Comments | [Post a Comment](#)

FLORENCE — With the graduation of Kaleb Griffin, South Florence has big shoes to fill at quarterback this season.

So, Bruins coach Lynn Fleming will take full advantage of the 10 passing leagues that are allowed by the South Carolina High School League in helping him make a decision as to who his next QB will be.

One of those dates includes Saturday's inaugural Palmetto Passing League at Freedom Florence. The one-day event will feature 20 teams from the Pee Dee and Grand Strand.

"These passing leagues help us and are a big part of what we do whether we are trying to find a quarterback or not," Fleming said. "These things help with confidence, timing, and it allows us to evaluate receivers and defensive guys as well."

Fleming said Te'von Johnson and Ethan Grainger will share time Saturday in the race to replace Griffin, who threw for 2,853 yards and 22 touchdowns last season and will be at Presbyterian College in the fall.

"Both guys have done a good job for us in the spring," Fleming said. "We are just dividing it up right now and rolling with both of them."

The event is being put on by the U.S. Army Florence Recruiting Office and The Sports Flash Radio Network. TSF launched the Pennsylvania Passing League last year and 32 teams played in it.

"It's just kind of a neat idea," West Florence coach Trey Woodberry said. "When we first started talking about it, we thought we would have 10 teams but we have 20 teams and probably would have had more but South Carolina is doing their passing league on the same day."

"But this is a good deal and all the teams are from the Pee Dee and Grand Strand. Hopefully, this can become an annual event."

All three Florence public schools will take part in the 7-on-7 event. Each team is guaranteed three 25-minute games, and a single-elimination tournament will take place after each team has played three games.

Each team will start on the other team's 40-yard line and have four downs to get to the 20-yard-line for another set of downs. Quarterbacks have four seconds to complete a pass.



South Florence wins 2011 Palmetto Passing League Championship

The South Florence Bruins won the inaugural Palmetto Passing League title with a 21-14 win over Cheraw in the PPL Championship Game. The Bruins finished the tournament 7-0, winning its pool with wins over Hannah Pamplico, Lee Central, and Lakewood. In the single-elimination championship round, South Florence knocked off North Myrtle Beach (20-0), Sumter (19-12), and Lamar (25-12) in the semi-finals. Cheraw finished 6-1 in the tournament with its first loss of the event in the championship game.



Palmetto Passing League - June 18, 2011 @ Freedom Florence

Pool A	Pool B	Pool C	Pool D	Pool E
Cheraw 3-0	Lamar 3-0	South Florence 3-0	Dillon 2-1*	Hemingway 2-1*
Sumter 2-1	West Florence 2-1	Lee Central 2-1	Conway 2-1	Wilson 2-1
Marl. Cty 1-2	Loris 1-2	Lakewood 1-2	East Clarendon 1-2	Conway "B" 1-2
Creek Bridge 0-3	No. Myrtle Beach 0-3	Kingstree 0-3	Kingstree 0-3	Darlington 1-2

Game 1

Pool A - 8:30 AM	Pool B - 8:30 AM	Pool C - 9:00 AM	Pool D - 9:00 AM	Pool E - 9:35 AM
F1 - Cheraw 14, Crik Bridge 12	F3 - Lamar 14, Loris 0	F1 - Lee Cntl 20, Lakewood 12	F3 - Conway 14, Kingstree 0	F1 - Darlington 14, HEM 12
F2 - Sumter 14, Marlboro Cty 8	F4 - West Florence 19, NMB 6	F2 - S. Florence 19, Han Pam 8	F4 - Dillon 8, East Clarendon 0	F2 - Wilson 34, CON 13

Game 2

Pool A - 9:35 AM	Pool B - 10:10 AM	Pool C - 10:10 AM	Pool D - 10:45 AM	Pool E - 10:45 AM
F3 - Sumter 12, Creek Bridge 0	F1 - Lamar 12, NMB 6	F3 - S. Florence 19, Lakewood 0	F1-EC 20, Kingstree 13	F3 - Wilson 12, Darlington 6
F4 - Cheraw 16, MRL CTY 6	F2 - West Florence 19, Loris 12	F4 - Lee Central 12, Han Pam 0	F2 - Dillon 18, Conway 14	F4-Hem. 22, Conway B 0

Game 3

Pool A - 11:20 AM	Pool B - 11:20 AM	Pool C - 11:50 AM	Pool D - 11:50 AM	Pool E - 12:25 PM
F2 - MAR Cty 26, Crik Bridge 12	F4 - Lamar 13, W. Florence 12	F2 - Lakewood 8, Han Pam 6	F4 - Conway 30, EC 14	F3 - Conway B 12, Dar. 7
F1 - Cheraw 27, Sumter 22	F3 - Loris 24, NMB 0	F1 - S. Florence 29, Lee Cntl 14	F3 - Dillon 28, Kingstree 8	F4-Hem 19, Wilson 6

*Won pool based on head-to-head tiebreaker.



Palmetto Passing League - June 18 @ Freedom Florence Championship Bracket - 20 Teams

PLAY-IN GAMES @ 1:30 PM

G 31 @ F1 - NMB 25, HANNAH PAMPUJO 6

G 32 @ F2 - LAKEWOOD 20, KINGSTREE 16

G 33 @ F3 - CREEK BRIDGE 7, CONWAY "B" 0

G 34 @ F4 - LORIS 20, E. CLARENTON 0

<u>1st Round</u>	<u>QTRS</u>	<u>Semi-Finals</u>	<u>Championship</u>	<u>Semi-Finals</u>	<u>QTRS</u>	<u>1st -Round</u>
S. Florence G 39 NMB 20 0	S. Flo. 19 G 45 F1 – 3:10	S. Flo. 25			Cheraw 32 G 35 Crk Bridge 6	Cheraw G 35 Crk Bridge 13 F1 – 2:05 6
Sumter 14 G 40 W. Flo. 12	Sumter 12 G 46 F2 – 2:35		South Florence	Cheraw 27 G 43 F3 – 3:10	MRL City 26 G 36 Conway 8	MRL CTY G 36 Conway 25 F2 – 2:05 8
Hemingway G 41 Lakewood 18 0	Heming. 12 G 46 F2 – 3:10	Lamar 21	South Florence 21 G 48 F1 3:40	Cheraw 14 G 47 F2 3:40	Loris 6 G 44 F4 – 3:10	Loris 21 G 37 Dillon 8 F3 – 2:05
Lamar G 42 Darlington 14 13	Lamar 13 G 46 F2 – 3:10	Lamar 13		Lee Cntl 6 G 44 F4 – 3:10	Lee Cntl 12 G 38 Wilson 8	Lee Cntrl G 38 Wilson 12 F4 – 2:05 8

PPL Seeding

- As a general rule, teams seeded 1-20 by points scored during pool play.
- The five (5) pool winners are the top five seeds, arranged in descending order by points scored.
- Bottom eight teams, by points scored, will have play-in games to meet top 4 pool winners
- Seeding tie-breakers are (a) head-to-head; (b) pool play record; and (c) lowest point differential (subtracting PTS FOR, PTS AGAINST)

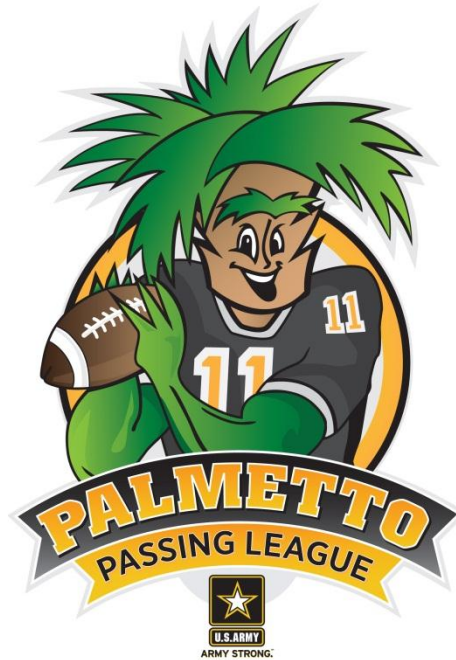


This was a really good experience for us. We've gotten a lot of good reps against a lot of quality teams so it's been really fun. The Army recruiters have been great. Everything's going really smoothly; it's been a really good experience."

*-Lynn Fleming
Head Football Coach
South Florence High School*

*Press Clippings &
Media Releases*





U.S. Army's Florence Recruiting Company launches Palmetto Passing League

The seven-on-seven passing tournament to feature high school teams from company's recruiting territory

**FOR IMMEDIATE RELEASE
17 MARCH 2011**

**CONTACT: Mike Sinnott, TSF Radio Network
(517) 927-4570 or TheSportsFlash@aol.com**

FLORENCE, SC - The U.S. Army's Florence Recruiting Company is proud to announce the launch of the Palmetto Passing League, a seven-on-seven high school football passing league that will begin play in the late spring/early summer of 2011. The Palmetto Passing League (PPL) will focus on the high schools of the battalion's Florence Recruiting Company, which includes the high school football teams in Florence, Dillon, Sumter, and Myrtle Beach.

The PPL will consist of a single-day 16-team tournament in which all participating teams are guaranteed to play a minimum of four games. Each team will play three games in pool play to determine the seeding for the 16-team single-elimination tournament. South Carolina High School League-certified officials will be used to officiate the games based on PPL rules.

The PPL is a traditional seven-on-seven non-contact passing league played on a shortened field with only passing plays from the line of scrimmage. The games feature quarterbacks, wide receivers, running backs, and defensive backs, giving them an opportunity to sharpen their skills in a fun, competitive atmosphere.

"The Sports Flash" (TSF) Radio Network will manage the Palmetto Passing League. In 2010, TSF Radio Network launched the Pennsylvania Passing League, which featured 32 teams playing in

two divisions with more than 600 student-athletes participating. The National Football League's Pittsburgh Steelers invited the Pennsylvania Passing League's division winners to play an exhibition at halftime of their 2010 preseason opener at Heinz Field. The 2011 Pennsylvania Passing League begins on June 11 with the PPL West Division at Gateway High School, outside of Pittsburgh. The PPL East Division will be played on June 25 at Susquehanna Township High School, outside of Harrisburg.

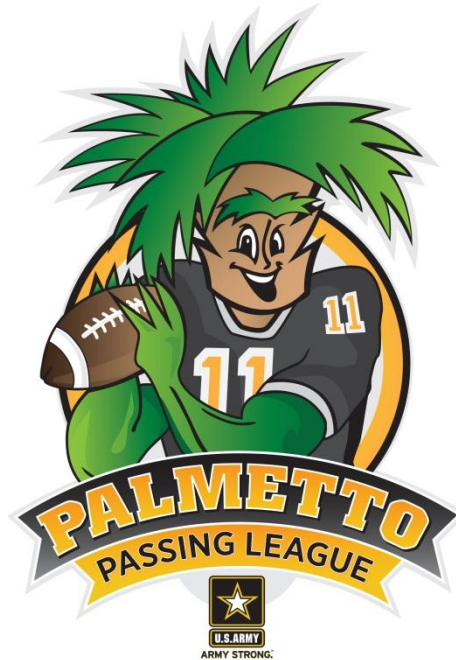
The U.S. Army's title sponsorship of the PPL ensures that teams will not be charged to participate. At this time, TSF "The Sports Flash" (TSF) Radio Network is working to secure a host site and teams to participate. TSF Radio Network expects to announce shortly a host site for the tournament in the next few weeks.

If your school is interested in participating or even hosting a Palmetto Passing League event, please contact TSF Radio Network's Mike Sinnott at (517) 927-4570 or via e-mail at TheSportsFlash@aol.com. For additional information about the Palmetto Passing League, visit the official PPL web site at www.TheSportsFlash.com/PALMETTO. At the site, visitors can learn about the latest information regarding the PPL, download the official rules of play, and registration forms.

The United States Army is charged with protecting America's freedom and preserving peace. The Army trains and equips its soldiers to be the best, especially when it comes to their job, leadership, and soldiering skills. With more than 150 jobs available in many exciting fields, the U.S. Army provides many job training and leadership training opportunities. From working with computers to assisting doctors to fixing helicopters, there's an Army job that's right for you. For more information, go online to www.GoArmy.com.

"The Sports Flash" Radio Network provides 190 radio stations in 13 states with customized, local sports reports, reaching 2.5-million listeners each week. In addition to its traditional radio advertising campaigns, TSF Radio Network has expanded into sports marketing, managing tobacco prevention campaigns that target high school students in several states, including: Kentucky; Montana; North Carolina; South Carolina; and Wyoming. Since 2006, TSF Radio Network has managed the Army Iron Man campaign; the Army STRONG Wrestler of the Year; and HOOP STARS of the Year campaigns for U.S. Army Recruiting battalion's across the country. In 2010, TSF Radio Network expanded into event management, sponsorship with its creation of the Pennsylvania Passing League. For more info about the TSF Radio Network, contact Mike Sinnott at (517) 927-4570.





Florence Freedom Recreation Complex to host the inaugural Palmetto Passing League

Florence facility to host the seven-on-seven tournament on Saturday, June 18

FOR IMMEDIATE RELEASE
7 April 2011

CONTACT: Mike Sinnott, TSF Radio Network
(517) 927-4570 or TheSportsFlash@aol.com

FLORENCE, SC - The U.S. Army's Florence Recruiting Company is proud to announce that the Florence Freedom Recreation Complex will host the first-ever Palmetto Passing League (PPL) event on June 18. The seven-on-seven tournament will feature high school football teams from Florence, Dillon, Sumter, and Myrtle Beach.

The single-day event will feature a minimum of 16 teams, with each team guaranteed to play a minimum of four games. Each team will play three games in pool play to determine the seeding for the 16-team single-elimination tournament.

The PPL is a traditional seven-on-seven non-contact passing league played on a shortened field with only passing plays from the line of scrimmage. The games feature quarterbacks, wide receivers, running backs, and defensive backs, giving them an opportunity to sharpen their skills in a fun, competitive atmosphere.

The Florence Freedom Recreational Complex is a multi-use facility built in 1990 and operated by the City of Florence. The complex is design to host various state, regional, and national-level tournaments. The complex has two press box control towers that include computerized scoreboards, public address capabilities, restrooms, and umpire's locker room, as well as two full-service concession stands. Freedom Florence is located off of Pamplico Highway at 1515 Freedom Boulevard. For more information, call 843-669-4597 or 843-665-3253 or go online to www.CityofFlorence.com/freedom/.

"The Sports Flash" (TSF) Radio Network will manage the Palmetto Passing League. In 2010, TSF Radio Network launched the Pennsylvania Passing League, which featured 32 teams playing in two divisions with more than 600 student-athletes participating. The National Football League's Pittsburgh Steelers invited the Pennsylvania Passing League's division winners to play an exhibition at halftime of their 2010 preseason opener at Heinz Field. The 2011 Pennsylvania Passing League begins on June 11 with the PPL West Division at Gateway High School, outside of Pittsburgh. The PPL East Division will be played on June 25 at Susquehanna Township High School, outside of Harrisburg.

The U.S. Army's title sponsorship of the PPL ensures that teams will not be charged to participate. At this time, TSF "The Sports Flash" (TSF) Radio Network is working to secure a host site and teams to participate. TSF Radio Network expects to announce shortly a host site for the tournament in the next few weeks.

If your school is interested in participating or even hosting a Palmetto Passing League event, please contact TSF Radio Network's Mike Sinnott at (517) 927-4570 or via e-mail at TheSportsFlash@aol.com. For additional information about the Palmetto Passing League, visit the official PPL web site at www.TheSportsFlash.com/PALMETTO.htm. At the site, visitors can learn about the latest information regarding the PPL, download the official rules of play, and registration forms.

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20 teams to compete in the inaugural Palmetto Passing League on June 18

Freedom Florence to host the seven-on-seven tournament on Saturday, June 18

FOR IMMEDIATE RELEASE
14 June 2011

CONTACT: Mike Sinnott, TSF Radio Network
(517) 927-4570 or TheSportsFlash@aol.com

FLORENCE, SC - The U.S. Army's Florence Recruiting Company is proud to announce 20 teams have registered to compete in the inaugural Palmetto Passing League (PPL) at the Freedom Florence Recreation Complex on June 18. On Tuesday 14 June, Kingstree committed to play in the first-ever event this Saturday.

Palmetto Passing League - 2011

**Cheraw
Conway
Creek Bridge
Darlington
Dillon
East Clarendon
Hannah Pamplico
Hemingway
Kingstree
Lakewood
Lamar
Latta
Lee Central
Loris
Marlboro County
North Myrtle Beach
South Florence
Sumter
West Florence
Wilson**

Each team guaranteed to play a minimum of four games with three games in pool play to determine the seeding for the 20-team single-elimination tournament. The PPL is a traditional

seven-on-seven non-contact passing league played on a shortened field with only passing plays from the line of scrimmage. The games feature quarterbacks, wide receivers, running backs, and defensive backs, giving them an opportunity to sharpen their skills in a fun, competitive atmosphere.

"The Sports Flash" (TSF) Radio Network will manage the Palmetto Passing League. In 2010, TSF Radio Network launched the Pennsylvania Passing League, which featured 32 teams playing in two divisions with more than 600 student-athletes participating. The National Football League's Pittsburgh Steelers invited the Pennsylvania Passing League's division winners to play an exhibition at halftime of their 2010 preseason opener at Heinz Field. The 2011 Pennsylvania Passing League begins on June 11 with the PPL West Division at Gateway High School, outside of Pittsburgh. The PPL East Division will be played on June 25 at Susquehanna Township High School, outside of Harrisburg.

For more information about the Palmetto Passing League, go online to the official PPL web site at www.TheSportsFlash.com/PALMETTO.htm. For additional information, contact TSF Radio Network's Mike Sinnott at (517) 927-4570 or West Florence's Trey Woodberry at (843) 616-1928, or via e-mail at TheSportsFlash@aol.com or armystrong.sc@thesportsflash.com.

The Florence Freedom Recreational Complex is a multi-use facility built in 1990 and operated by the City of Florence. The complex is design to host various state, regional, and national-level tournaments. The complex has two press box control towers that include computerized scoreboards, public address capabilities, restrooms, and umpire's locker room, as well as two full-service concession stands. Freedom Florence is located off of Pamplico Highway at 1515 Freedom Boulevard. For more information, call 843-669-4597 or 843-665-3253 or go online to www.CityofFlorence.com/freedom/.

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South Florence wins inaugural Palmetto Passing League at Freedom Florence

South Florence beats Cheraw, 21-14, in the Palmetto Passing League Championship Game

FOR IMMEDIATE RELEASE
19 June 2011

CONTACT: Mike Sinnott, TSF Radio Network
(517) 927-4570 or TheSportsFlash@aol.com

FLORENCE, SC – South Florence earned the first-ever Palmetto Passing League (PPL) title with a 21-14 win over Cheraw in the PPL Championship Game at Freedom Florence Recreation Complex on Saturday, June 18. The Bruins finished 7-0 during the event, winning its pool with wins over Hannah Pamplico, Lee Central, and Lakewood. In the single-elimination championship round, South Florence knocked off North Myrtle Beach (20-0), Sumter (19-12), and Lamar (25-21) in the semi-finals. Cheraw finished 6-1 with its first loss of the event in the championship game.

More than 500 student-athletes on twenty teams from the Grand Strand and Pee Dee competed for the inaugural Palmetto Passing League title. The teams included: Cheraw; Conway; Creek Bridge; Darlington; Dillon; East Clarendon; Hannah Pamplico; Hemingway; Kingstree; Lakewood; Lamar; Lee Central; Loris; Marlboro County; North Myrtle Beach; South Florence; Sumter; West Florence; and Wilson. The U.S. Army Florence Recruiting Company was the title sponsor of the event.

Each participating team play at least four games with three pool play games and one-game in the single-elimination championship round. The PPL is a traditional seven-on-seven non-contact passing league played on a shortened field with only passing plays from the line of scrimmage. The games feature quarterbacks, wide receivers, running backs, and defensive backs, giving them an opportunity to sharpen their skills in a fun, competitive atmosphere.

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Sports

[20 Teams to Compete in Inaugural Palmetto Passing League on June 18](#)

June 16, 2011

By [admin](#)

The U.S. Army's Florence Recruiting Company is proud to announce 20 teams have registered to compete in the inaugural Palmetto Passing League (PPL) at the Freedom Florence Recreation Complex on June 18.

[Read more »](#)

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[Dixie Youth Major League Week 9: Dillon Family Dental Giants Claim Title](#)

June 16, 2011

By [admin](#)

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South Florence Wins Inaugural PPL Title

June 29, 2011

By [Chris Chestnut](#)

South Florence won the inaugural Palmetto Passing League title with a 21-14 win over Cheraw at Freedom Florence Recreation Complex on Saturday, June 18.

More than 500 student athletes competed in the tournament, including teams from Dillon, Conway, Creek Bridge, Darlington, East Clarendon, Hannah-Pamplico, Hemingway, Kingstree, Lakewood, Lamar, Lee Central, Loris, Marlboro County, North Myrtle Beach, Sumter, West Florence, and Wilson.

Dillon won Pool D in a head-to-head tiebreaker with Conway. In Game 1, Dillon defeated East Clarendon 8-0, and in Game 2, they downed Conway 18-14. Game 3 saw Dillon eliminate Kingstree with a 28-8 win.

Dillon advanced to the championship bracket to face Loris, but was eliminated 21-8. Loris was in turn eliminated by Lee Central 12-6, and Lee was eliminated by Cheraw 27-6 on the way to being defeated by South Florence.

South Florence dominated the field in every game, defeating Hannah Pamplico 19-8, Lakewood 19-0, and Lee Central 29-14 to win Pool C. In the championship bracket, they defeated North Myrtle Beach 20-0 before downing Sumter 19-12 and Lamar 25-21.

The PPL is a traditional seven-on-seven non-contact passing league played on a shortened field with only passing plays from the line of scrimmage. The games feature quarterbacks, wide receivers, running backs, and defensive backs, giving them an opportunity to sharpen their skills in a fun, competitive atmosphere. Each participating team plays at least four games with three pool play games and one game in the single-elimination championship round. The U.S. Army Florence Recruiting Company was the title sponsor of the event.

Below are the final pool and bracket results. Click the image to view at full size.



Palmetto Passing League - June 18, 2011 @ Freedom Florence

Pool A	Pool B	Pool C	Pool D	Pool E
1. Dillon 21-14 2. Conway 18-14 3. Kingstree 28-8 4. East Clarendon 8-0	1. Conway 18-14 2. Dillon 21-14 3. East Clarendon 8-0 4. Kingstree 28-8	1. Dillon 21-14 2. Conway 18-14 3. East Clarendon 8-0 4. Kingstree 28-8	1. Dillon 21-14 2. Conway 18-14 3. East Clarendon 8-0 4. Kingstree 28-8	1. Dillon 21-14 2. Conway 18-14 3. East Clarendon 8-0 4. Kingstree 28-8

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20 Teams to Compete in Inaugural Palmetto Passing League on June 18

June 16, 2011

By [admin](#)

By Mike Sinnott

FLORENCE, SC – The U.S. Army's Florence Recruiting Company is proud to announce 20 teams have registered to compete in the inaugural Palmetto Passing League (PPL) at the Freedom Florence Recreation Complex on June 18.

The 2011 Palmetto Passing League includes Cheraw, Conway, Creek Bridge, Darlington, Dillon, East Clarendon, Hannah Pamplico, Hemingway, Kingstree, Lakewood, Lamar, Latta, Lee Central, Loris, Marlboro County, North Myrtle Beach, South Florence, Sumter, West Florence, and Wilson.

Each team guaranteed to play a minimum of four games with three games in pool play to determine the seeding for the 20-team single-elimination tournament. The PPL is a traditional seven-on-seven non-contact passing league played on a shortened field with only passing plays from the line of scrimmage. The games feature quarterbacks, wide receivers, running backs, and defensive backs, giving them an opportunity to sharpen their skills in a fun, competitive atmosphere.

"The Sports Flash" (TSF) Radio Network will manage the Palmetto Passing League. In 2010, TSF Radio Network launched the Pennsylvania Passing League, which featured 32 teams playing in two divisions with more than 600 student-athletes participating. The National Football League's Pittsburgh Steelers invited the Pennsylvania Passing League's division winners to play an exhibition at halftime of their 2010 preseason opener at Heinz Field. The 2011 Pennsylvania Passing League begins on June 11 with the PPL West Division at Gateway High School, outside of Pittsburgh. The PPL East Division will be played on June 25 at Susquehanna Township High School, outside of Harrisburg.

For more information about the Palmetto Passing League, go online to the official PPL web site at www.TheSportsFlash.com/PALMETTO.htm. For additional information, contact TSF Radio Network's Mike Sinnott at (517)

927-4570 or West Florence's Trey Woodberry at (843) 616-1928, or via e-mail at TheSportsFlash@aol.com or armystrong.sc@thesportsflash.com.

The Florence Freedom Recreational Complex is a multi-use facility built in 1990 and operated by the City of Florence. The complex is designed to host various state, regional, and national-level tournaments. The complex has two press box control towers that include computerized scoreboards, public address capabilities, restrooms, and umpire's locker room, as well as two full-service concession stands. Freedom Florence is located off of Pamplico Highway at 1515 Freedom Boulevard. For more information, call 843-669-4597 or 843-665-3253 or go online to www.CityofFlorence.com/freedom.

The United States Army is charged with protecting America's freedom and preserving peace. The Army trains and equips its soldiers to be the best, especially when it comes to their job, leadership, and soldiering skills. With more than 150 jobs available in many exciting fields, the U.S. Army provides many job training and leadership training opportunities. From working with computers to assisting doctors to fixing helicopters, there's an Army job that's right for you. For more information, go online to www.GoArmy.com.

"The Sports Flash" Radio Network provides 190 radio stations in 13 states with customized, local sports reports, reaching 2.5-million listeners each week. In addition to its traditional radio advertising campaigns, TSF Radio Network has expanded into sports marketing, managing tobacco prevention campaigns that target high school students in several states, including: Kentucky; Montana; North Carolina; South Carolina; and Wyoming. Since 2006, TSF Radio Network has managed the Army Iron Man campaign; the Army STRONG Wrestler of the Year; and HOOP STARS of the Year campaigns for U.S. Army Recruiting battalion's across the country. In 2010, TSF Radio Network expanded into event management, sponsorship with its creation of the Pennsylvania Passing League. For more info about the TSF Radio Network, contact Mike Sinnott at (517) 927-4570.

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Palmetto Passing League Schedule and Update

June 17, 2011

By [Chris Chestnut](#)

Latta has withdrawn from the Palmetto Passing League, leaving the event with 19 teams. To ensure that each team gets at least three games in pool play, Cheraw, Lamar, and West Florence will have an additional game in pool play. The games begin at 8:30 AM tomorrow morning with pool play.

Click to schedule below to view at full size.

 Palmetto Passing League - June 18, 2011 @ Freedom Florence				
Pool A Cheraw vs. Lamar (8:30 AM) West Florence vs. Dillon (9:00 AM) Latta vs. Dillon (9:30 AM)	Pool B Cheraw vs. Dillon (8:30 AM) West Florence vs. Dillon (9:00 AM) Latta vs. Dillon (9:30 AM)	Pool C Cheraw vs. Dillon (8:30 AM) West Florence vs. Dillon (9:00 AM) Latta vs. Dillon (9:30 AM)	Pool D Cheraw vs. Dillon (8:30 AM) West Florence vs. Dillon (9:00 AM) Latta vs. Dillon (9:30 AM)	Pool E Cheraw vs. Dillon (8:30 AM) West Florence vs. Dillon (9:00 AM) Latta vs. Dillon (9:30 AM)
Game 1				
Pool A 8:30 AM 11 - Cheraw vs. Dillon	Pool B 8:30 AM 12 - West Florence vs. Dillon	Pool C 8:30 AM 13 - Latta vs. Dillon	Pool D 8:30 AM 14 - Cheraw vs. Dillon	Pool E 8:30 AM 15 - West Florence vs. Dillon
Game 2				
Pool A 9:00 AM 12 - Cheraw vs. Dillon	Pool B 9:00 AM 13 - West Florence vs. Dillon	Pool C 9:00 AM 14 - Latta vs. Dillon	Pool D 9:00 AM 15 - Cheraw vs. Dillon	Pool E 9:00 AM 16 - West Florence vs. Dillon
Game 3				
Pool A 9:30 AM 13 - Cheraw vs. Dillon	Pool B 9:30 AM 14 - West Florence vs. Dillon	Pool C 9:30 AM 15 - Latta vs. Dillon	Pool D 9:30 AM 16 - Cheraw vs. Dillon	Pool E 9:30 AM 17 - West Florence vs. Dillon

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Four local teams in Palmetto Passing League

BY MICHAEL CHRISTOPHER mchristopher@theitem.com | Posted: Friday, June 17, 2011 5:37 pm

The high school football season is not too far away, and four local teams are using Saturday's inaugural Palmetto Passing League at Freedom Florence Recreation Complex in Florence to prepare.

The PPL is a 7-on-7 non-contact passing league on a shortened field with only passing plays from the line of scrimmage. The league will showcase 19 teams from around the state, including Sumter, Lakewood, Lee Central and East Clarendon.

"Seven-on-7 is an animal in and of itself, said SHS head coach Paul Sorrells. "It's not real football, but gives you time to work on your timing, routes, adjustments, coverage's and gives you a chance to do what you've been doing against somebody else other than yourself."

The other teams involved will be Cheraw, Conway, Creek Bridge, Darlington, Dillon, Hannah-Pamplico, Hemingway, Kingstree, Lamar, Loris, Marlboro County, North Myrtle Beach, South Florence, West Florence and Wilson.

Of the four local teams only Lee Central and Lakewood will compete in the same pool. Both teams will face one another beginning at 9 a.m. on Saturday.

Each team is guaranteed to play a minimum of four games with three games in pool play to determine the seeding for the single-elimination tournament.

"It was a chance to get out there and compete against a lot of different teams," said Lakewood head coach Chris Collins. "We'll get a lot of different looks at one time and kids enjoy competing against someone else other than themselves. Our No. 1 thing is we've got a lot of new faces in the defensive secondary so we're trying to get them as much attention as we can, let them see as many different looks as we possibly can."

East Clarendon (Pool D)

9:00 a.m. - vs. Dillon (Field 4)

10:45 a.m. - vs. Kingstree (Field 1)

11:50 a.m. - vs. Conway (Field 4)

Lakewood (Pool C)

9:00 a.m. - vs. Lee Central (Field 1)

Stallions make semifinals in passing league

From staff reports | Posted: Monday, June 20, 2011 1:47 pm

The Lee Central High School varsity football team made the semifinals of the inaugural Palmetto Passing League over the weekend.

The Stallions went 2-1 in pool play with wins over Lakewood (20-12) and Hannah-Pamplico (12-0) before losing to eventual champion South Florence (29-14). Lee Central beat Wilson and Loris in the first to rounds of the bracket play before falling to runner-up Cheraw.

Sumter made the quarterfinals after going 2-1 in pool play and 1-1 in the bracket play. The Gamecocks defeated Marlboro County (14-8), Creek Bridge (12-0) and fell to Cheraw 27-22 in the pool and beat West Florence 14-12 before being eliminated by South Florence 19-12.

Lakewood and East Clarendon each went 1-2 in bracket play. The Gators beat Hannah-Pamplico 8-6, but fell to SF 19-0 in addition to falling to LC. The Wolverines beat Kingstree 13-0 and fell to Dillon 8-0 and Conway 30-14.