

Pee Wee Wow!

Inside Kids Sports News Network



by Rob Farren

Under The Radar, anchored by Amy Storm and Brien Blakely focuses on players, coaches and team support staff that generally go unnoticed.

Little League baseball. Pee Wee Football. It seems like every kid in the country plays some form of organized youth sports. With the rise in popularity of events such as the Little League World Series in recent years, it's only natural that a network devoted solely to organized youth sports would spring up. Enter the Kids Sports News Network.

FIRST AND TEN The origin of the LA-based Kids Sports News Network (KSNN) actually stretches back many years. Having a child that was involved in sports, Jacob and Micah Giles came up with the idea of making DVDs featuring coverage of games, using broadcasters performing interviews and creating mock

news conferences about youth sporting events. The DVDs then sold to the teams or organizations, which would in turn distribute them to the families of the involved kids. The idea proved popular. It was designed to put the kids in a position similar to that of pro athletes: on TV and in the spotlight.

The DVD business had been going for about five years when, taking note of the evolution of cable as a means of broadcasting, they decided to take it to another level by actually showing their content on TV.

An immediate concern of the fledgling network was funding and cost-effectiveness. Stuart Rosen, COO of KSNN, states that although advertising is still the basis for funding programming, the sports

leagues themselves want to be involved.

"It will give them a chance to show themselves off and attract more kids to their organizations," said Rosen. When the redesigned KSNN website launches, the exposure will be even greater.

Through their association with the organizations, and in turn their sponsors, they intend to build a network to help bring their vision to an even larger audience.

BIG LEAGUE DREAMS A group that KSNN has recently covered a couple of games for locally is CHUSA, the Chino Hills USA Youth Baseball League. The league played some games at the Big League Dreams Sports Park in Chino, which is a group of parks that are replicas