

Television sports startup includes Orange students

Students at Orange High School will partner with MSG Varsity, a new television network dedicated to high school sports and activities.

Officials with MSG Varsity said they are encouraging New Jersey high schools to join their network and become co-producers of its content. They said Orange's students and faculty will have access to curriculum and training in multimedia creation and distribution, which will allow them to become participants in telling their school's stories.

As part of the network's efforts to encourage student contributions, it will provide two scholarships to each partner school, said network officials. Those schools would award the scholarships to students who are deemed worthy through their participation and creation of content.

MSG Varsity was originated by Cablevision. It is not available on Orange's cable system, which is operated by Comcast. Network officials said the concept is based on three media services: • MSG Varsity is a 24-hour network dedicated to high school sports, academics and activities throughout the tri-state area. Network officials plan to broadcast more than 400 live-to-tape games and events each year. • MSGVarsity.com is an online site for school-specific editorial content, games, event highlights, scores and more. It brings together the network's professional and student-produced content, originating from an array of resources including participating schools.

- MSG Varsity Interactive is an interactive service that combines the Internet and television. MSG Varsity Interactive takes the network's professionally produced and school-generated content from the Internet and makes it available for viewing on television.