

Promotional Artwork:

The artwork contained in this brochure may be copied by schools and organizations to promote good sportsmanship and activities. We encourage you to reproduce the KSHSAA emblem showing the state of Kansas shaking hands as Academics + Activities = Curriculum Partners as shown on the inside back cover. The message to Kansans is visually succinct.



SAMPLE

Public Service Announcements:

10-second

“Join—(school name)—High School in celebrating National High School Activities Week, _____.”

15-second

“Communities across the country will be celebrating National High School Activities Week in October. Support —(school name)—High School’s celebration by attending, the—(event)—, on—(date)—, at—(time)—.”

30-second

“Join—(school name)—High School and schools across the country in celebrating National High School Activities

Week, _____ . Plan to attend the —(event)—, on —(date)— at —(time)—. Remember, School Activities + Academics = Curriculum Partners in Education Excellence.”

60-second

“School activities are only part of education, but they’re an essential part if we’re to develop well-adjusted youth to be the future leaders of—(home town)—. The activities program of—(school name) High School involves—(number)—percent of the school budget. That’s a tremendous bargain ... a great investment in—(town name)— future. Show your support of this program during National High School Activities Week, _____, by attending an event or supporting a fund raising effort, or both!”

Say “YES” to High School Interscholastic Activities

National “Be A Sport” Day

October 9, 2011

Public Announcements for High Schools

1. October 9 has been set aside as **National “Be A Sport” Day** by the (*—name of state association—*) The (*—name of team—*) urges your support of this day and asks that everyone here tonight exhibit courteous respect, show good sportsmanship and have fun. **“Be a Sport”** and support all participants. Thank you.
2. Good sportsmanship on the part of coaches, players and spectators is crucial to the future of athletics at all levels. The high school community has established October 9 as **National “Be A Sport” Day**, and the (*—name of team—*) asks that you maintain self-control and exhibit good sportsmanship during tonight’s game. **“Be a Sport”** and support all participants. Thank you.
3. Good sportsmanship is vital at all levels of athletics. October 9 is **National “Be A Sport” Day**, and the (*—name of team—*). I join with the nation’s 21,000 high schools to support the need for courteous behavior on the part of everyone in athletics. **“Be a Sport”**—the future of the game is at stake!
4. Don’t forget that October 9 is **National “Be A Sport” Day**. This is an effort of the high school community to renew our commitment to sportsmanship at athletic events. The (*—name of organization—*) encourages you to **“Be a Sport”** and support **National “Be A Sport” Day**.
5. **“Be a Sport”** and catch the spirit of good sportsmanship. That’s the intent behind the celebration of **National “Be A Sport” Day** on October 9. The (*—name of organization—*) joins the nation’s 21,000 high schools in urging you to exhibit good sportsmanship the next time you attend an athletic event.
6. Coaches, players and spectators all need a renewed commitment to good sportsmanship. The (*—name of organization—*) supports **National “Be A Sport” Day** on October 9 and joins with the high school community in urging your commitment to fair play, ethical behavior and integrity.

Public Service Announcements for Radio and Television

1. Good sportsmanship is learned, practiced and executed. Respect for the opponent, spectators, coaches and officials is a must at all levels of athletics. Join the nation’s 21,000 high schools and celebrate **National “Be A Sport” Day** on October 9. A public service message from: (*—name of state association—*) and (*—radio or TV station—*).
2. On October 9, **National “Be A Sport” Day** will be celebrated throughout the high school athletic community. It is a time to remember that our behavior should be characterized by generosity and genuine concern for others. Display good sportsmanship the next time you attend an athletic event. A public service message from (*—name of state association—*) and (*—radio or TV station—*).
3. Too often, we focus on poor displays of sportsmanship at athletic events. **National “Be A Sport” Day** on October 9 is a day set aside by the nation’s 21,000 high schools to emphasize the need for good sportsmanship at every level of athletics. **“Be a Sport”** support **National “Be A Sport” Day**. A public service message from (*—name of state association—*) and (*—radio or TV station—*).

FACT—National “Be A Sport” Day is a part of Kansas High School Activities Week, which was created by the National Federation of State High School Associations in 1980. The first National Sportsmanship Day celebrated by the National Federation and its member state high school associations was in 1989.

FACT—National “Be A Sport” Day was designated an official event during Activities Week to emphasize that sportsmanship is essential to realizing the objectives of interscholastic activities.

FACT—In 2011, National “Be A Sport” Day serves to help “kickoff” sportsmanship awareness programs sponsored by high schools across the nation. The NFHS and many of its member state associations stand ready to provide suggestions and materials to help high schools in their efforts to make **SPORTSMANSHIP THE NUMBER ONE PRIORITY....BE THE EXAMPLE!**

Sample News Releases

The following pages contain sample news releases to be used well in advance, and during, your observance of National High School Activities Week.

SAMPLE

_____(School name)_____ High School is joining schools across the country in celebrating **National High School Activities Week**, October 9-15, 2011. Athletic Director _____(A.D.'s name)_____ stated, "The week will emphasize the value of athletic and non-athletic activities programs to both the student participants and the community as a whole."

The activities program of _____(school name)_____ High School involves (number)_____ percent of the student body while using only _____(number)_____ percent of the school budget. That's a tremendous bargain, and the community needs to know it.

"Even more important are the educational experiences which activities provide our students. School activities are really laboratory courses in physical and emotional development. School activities programs are developing this community's future leaders."

_____(A.D.'s last name)_____ is urging community groups to support the week by any means they have. This might include raising funds for school activities, planning programs which highlight school activities and promoting attendance at school events. Groups interested in learning how they might assist the school in promoting "**Activities Week**" or the activities program in general should contact _____(A.D.'s last name)_____ at _____(telephone number)_____.

—30—

SAMPLE

_____(School name)_____ High School has a busy schedule of events for **National High School Activities Week**, October 9-15, 2011, and Activity Director _____(A.D.'s name)_____ is asking the community to make special efforts to support the faculty and students who are involved in school activities.

(Describe general promotions and day-by-day events in athletics, speech, music, etc., competitions are scheduled, include opponents, sites, times, etc.)

The _____(school name)_____ High School activities program involves (number)_____ percent of the school budget. _____(A.D.'s last name)_____ calls that "a tremendous bargain, a great investment." He adds that even more important are the educational experiences which the programs provide. "School activities are really laboratory courses in physical and emotional development."

National High School Activities Week was created by the membership of the National Federation of State High School Associations to encourage student participation in and community support of high school athletic and activities programs. The National Federation membership consists of a high school association in each state, including the Kansas State High School Activities Association, and represents approximately 21,000 schools nationwide.

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Special "Sportsmanship" Public Service

What is your school doing to celebrate National High School Activities Week?

Submit a brief summary telling how your school observed **National High School Activities Week** (**PICTURES ARE WELCOME!** --- email to dcherry@kshsaa.org) for possible use in future Activities Week promotional materials.

Include the following information:

Name of School _____

Contact Person _____ Title _____

Mailing Address _____

City _____ State _____ Zip _____ Phone (____) _____

Send with a one-page summary of your activities to:

David Cherry
KSHSAA - NATIONAL ACTIVITIES WEEK
PO Box 495, Topeka, KS 66601-0495