



# NATIONAL HIGH SCHOOL ACTIVITIES WEEK

**OCTOBER  
9-15, 2011**



SPONSORED BY KANSAS STATE HIGH SCHOOL ACTIVITIES ASSOCIATION  
601 SW Commerce Place • Topeka, KS 66601-0495 • [www.kshsaa.org](http://www.kshsaa.org)

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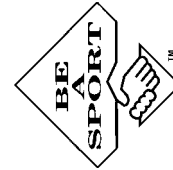


# NATIONAL HIGH SCHOOL ACTIVITIES WEEK



# OCTOBER

SUNDAY 9	MONDAY 10	TUESDAY 11	WEDNESDAY 12	THURSDAY 13	FRIDAY 14	SATURDAY 15	
<b>NATIONAL BE A SPORT DAY</b> <ul style="list-style-type: none"> <li>• Make up positive cheers, chants or songs</li> <li>• Print bookmarks with sportsmanship ideas; ask library to slip them into all books</li> <li>• Give incentives to faculty, staff and students "taught" being a sport</li> <li>• Make posters for contest</li> <li>• Use table tents in cafeteria, reading lounges or library for sportsmanship messages</li> <li>• Welcome visiting teams with announcement over PA system</li> </ul>	<b>NATIONAL FINE ARTS ACTIVITIES DAY</b> <ul style="list-style-type: none"> <li>• Recognize fine arts participants at pep rally</li> <li>• Invite middle school band students to perform with high school band at football game</li> <li>• Give program at elementary school or judge "Star Search" program</li> <li>• Do feature story in campus newspaper</li> <li>• Invite local actors or musicians for performance with students</li> <li>• Organize youth talent program for community</li> </ul>	<b>NATIONAL OFFICIALS/JUDGES DAY</b> <ul style="list-style-type: none"> <li>• Host breakfast for officials who help in sports and fine arts</li> <li>• Class competition of "You Make the Call;" feature questions on sports rules</li> <li>• Have round-table discussion with students, officials and parents</li> <li>• Post signs thanking officials</li> <li>• Donate sportsmanship related book or video to library on behalf of officials</li> <li>• Send certificates of recognition and appreciation letters to officials</li> </ul>	<b>NATIONAL YOUTH HEALTH AWARENESS DAY</b> <ul style="list-style-type: none"> <li>• Set aside a portion of practice time to discuss healthy lifestyle issues</li> <li>• Hold workshops on health issues; recognize school nurse, athletic trainer, team doctor</li> <li>• Create and display bulletin boards and posters dealing with healthy lifestyle issues</li> <li>• Offer pre-game meal with nutritional analysis</li> <li>• Offer students opportunity to "shadow" health professionals</li> <li>• Have students prepare directory of community agencies</li> </ul>	<b>NATIONAL COACHES SPONSORS ADVISORS DAY</b> <ul style="list-style-type: none"> <li>• Ask non-coaching faculty to be "coaches of the day"</li> <li>• Host breakfast for all sponsors and coaches</li> <li>• Honor different coaches and advisors each hour of the day</li> <li>• Play "Name that Coach" clue game</li> <li>• Recognize coaches, sponsors and their families during events</li> <li>• Let "fan of the week" sit on bench with team</li> </ul>	<b>NATIONAL FAN APPRECIATION DAY</b> <ul style="list-style-type: none"> <li>• Provide Booster Club members coupon for free pop and popcorn</li> <li>• Present free program to fans (based on school colors or other criteria)</li> <li>• Give school shirt to most avid fans (student and adult)</li> <li>• Offer tailgate party with refreshments</li> <li>• Introduce parents of cheerleaders during pre-game ceremony</li> <li>• Ask media to feature fan with longest attendance record at high school event</li> </ul>	<b>NATIONAL COMMUNITY SERVICE PARTICIPATION DAY</b> <ul style="list-style-type: none"> <li>• Participate in Special Olympics "Make the Point" program</li> <li>• Offer free admission to event to representatives of program advertisers</li> <li>• Hold open house; invite school board members, alumni, businesses and media to attend</li> <li>• Do radio or television public-service announcements with activities participants</li> <li>• Recognize business partners and school board members in programs</li> <li>• Offer school souvenirs at auction for funding community service project</li> </ul>	<b>THROUGH-OUT THE WEEK</b> <ul style="list-style-type: none"> <li>• Give morning or home room intercom announcements</li> <li>• Assembly/pep rally</li> <li>• Poster or essay contest</li> <li>• Mayoral proclamation</li> <li>• School phone messages</li> <li>• Write to local pastors asking them to recognize participants, parents or fans who are members of their organization</li> <li>• Ask local merchants to advertise discounts during week to those with ticket stub or program from school even</li> </ul>
<div style="border: 2px solid black; padding: 10px; display: inline-block;"> <h2>CHECK OUT THESE IDEAS!</h2> </div>							
<h2>THE CASE FOR HIGH SCHOOL ACTIVITIES IS STRONG — BE A PARTICIPANT!</h2>							



**CHECK OUT THESE IDEAS!**

**THE CASE FOR HIGH SCHOOL ACTIVITIES IS STRONG — BE A PARTICIPANT!**



# **NATIONAL HIGH SCHOOL ACTIVITIES WEEK**

## **OCTOBER 9-15, 2011**

**32nd Annual**

**KSHSAA observance of**

**National High School Activities Week**

2011 marks the 32nd observance of National High School Activities Week. This anniversary presents new opportunities to the KSHSAA and its member schools for promoting this important program. To increase the public's awareness and appreciation of activity programs, a special emphasis on **SPORTSMANSHIP** will be continued.

The National Federation Sportsmanship, Ethics and Integrity Committee has recommended the week-long celebration of values attendant to interscholastic activities highlight the membership's number one priority . . . **SPORTSMANSHIP!**

### **Emphasis on all activities spotlighted by special days of the week**

Planning and publicity are the key ingredients in gaining essential public, parental and student support of your activities program. National High School Activities Week is a great opportunity for intensified campaigning to inform and gain enthusiastic support of the activity program in your school system. To assist your efforts, the KSHSAA has mailed this information packet to all member schools with sample news releases, public service announcements and governmental proclamations which you can adapt to fit your particular needs. One of the most valuable resources of our nation, state and community are the coaches, sponsors and officials who devote hundreds of hours to developing girls and boys physically, mentally and emotionally (mind, body and spirit), through high school activities. These individuals need and deserve positive public recognition and support on their day. They need to know their hours of effort expended on behalf of young people throughout the school year is appreciated and acknowledged. Coaches and sponsors are an integral part of the Activities + Academics = Curriculum Partners equation for education excellence.

# What is National High School Activities Week?

National High School Activities Week was created by National Federation of High School Associations and the membership of the Kansas State High School Activities Association, to encourage student participation in and community support of high school athletic and activities programs. Other Facts:

## 1. DATES: October 9-15, 2011

## 2. CONGRESSIONAL RESOLUTION

In 1983, the United States Senate and House of Representatives passed a joint resolution proclaiming the third week in October as National High School Activities Week. Subsequently, President Ronald Reagan signed the resolution into public law.

## 3. SPECIAL EMPHASIS

For the past several years, the Kansas State High School Activity Association's membership has declared sportsmanship its Number One Priority. Activities Week presents an opportunity for the acknowledgement and advancement of the critical relationship between sportsmanship, ethics and integrity and interscholastic activity programs. To this end, the National Federation and its membership encourages high schools across the nation to initiate sportsmanship programs in their schools and communities.

## 4. SPECIAL DAYS

- **Sunday, October 9, National "Be A Sport!" Day**—through promotion of "Be A Sport!" Day, the KSHSAA hopes that discussion is sparked, awareness is raised and action taken. Stands for proper behavior must be taken by players, coaches, officials, students, parents, fans, cheerleaders and administrators. Support *KSHSAA Rule 52, Citizenship / Sportsmanship*, throughout the year. Activities Week was developed to increase the public's awareness of the values and needs of activity programs. National Sportsmanship Day was started in 1989 as part of the National Federation's renewed effort to stress sportsmanship, ethics and integrity throughout the high school community.
- **Monday, October 10, National Fine Arts Activities Day**—established to promote the non-athletic activities for which the National Federation provides national services. A time to focus on the millions of students, coaches and sponsors involved in non-athletic activity programs.
- **Tuesday, October 11, National Officials/Judges Day**—established and proclaimed by the National Federation Officials Association (NFOA), a time to salute the 500,000 individuals who serve as contest officials and judges.
- **Wednesday, October 12, National Youth Health Awareness Day**—a time to address the problem of alcohol and other drug use in the nation's schools. The National Federation and National Wellness programs should be promoted throughout the country and state.
- **Thursday, October 13, National Coaches/Sponsors/Advisors Day**—this day has been set aside in cooperation with the National Federation Coaches Association (NFCA) to recognize and honor coaches/sponsors/advisors of all activities. Each school and community is urged to honor its high school coaching staff at assemblies, games or civic gatherings.
- **Friday, October 14, National Fan Appreciation Day**—a time to recognize loyal fans and teachers, for their support of athletic/activity programs.
- **Saturday, October 15, National Community Service/Participation Day**—a time to recognize the many student and community groups that support activities programs such as KAY, Student Council, PTA, etc.

**The case for high school activities is strong —  
Be a participant!**

STATE OF KANSAS

# Proclamation by the GOVERNOR

TO THE PEOPLE OF KANSAS, GREETINGS:

WHEREAS, The major purpose of high school activities should be an extension of the student's education and a wholesome vent for their energies and talents in other than a formal classroom setting; and

WHEREAS, Participation in activities encompasses all races and creeds, and teaches our youth that it is a privilege and an honor to represent his/her school; and

WHEREAS, The school and community should be made aware of how students feel about activity participation and what it has meant to them; and

WHEREAS, The general public should be made aware of the cooperation, dedication, leadership and other personal values gained by the students involved in the school's activities; and

WHEREAS, The men and women working in the school activities spend many hours guiding students in solving problems of school activities and everyday life:

NOW, THEREFORE, I SAM BROWNBACK, GOVERNOR OF THE STATE OF KANSAS, do hereby proclaim October 9-15, 2011 as:

## National High School Activities Week

in Kansas, and urge all citizens to reaffirm their support of school activities as a means to encourage the students involved and to show appreciation to the directors of those activities.



DONE At the Capitol in Topeka  
Under the Great Seal of the  
State this 26th day of  
August, A.D. 2011

BY THE GOVERNOR:

A handwritten signature in black ink that reads "Sam Brownback".





# NATIONAL BE A SPORT DAY

National High School Activities Week  
October 9 - 15, 2011



Sportsmanship remains the number one priority of the National Federation and the KSHSAA for the 2011-12 school year.

This slogan and logo was adopted by the National Sportsmanship Committee (NSC) which is composed of eight national organizations representing both amateur and professional levels of sports: National Federation of State High School Associations, National Collegiate Athletic Association, National Association of Intercollegiate Athletics, National Junior College Athletic Association, Major League Baseball, National Basketball Association, National Football League and the National Hockey League.

The National Federation Sportsmanship, Ethics and Integrity Committee has approved the *“Be A Sport”* logo and encourages its use again this year. The *“Be A Sport”* logo includes a handshake, which symbolizes the desired spirit of competition at all levels. The logo is being disseminated with-in each organization of the NSC and will be seen on television, at stadiums and arenas and in printed materials at every level of athletics.



# **NATIONAL FINE ARTS ACTIVITIES DAY**

National High School Activities Week  
October 9 - 15, 2011

High schools in Kansas and across the nation will be recognizing and honoring their music and speech directors, coaches and conductors Monday, October 10, which has been declared "National Fine Arts Activities Day."

The Kansas State High School Activities Association (KSHSAA) is calling upon the State of Kansas to recognize the valuable contributions which dedicated professionals make to the education of young people and, through them, to the American society. Each school and community is urged to honor their high school fine arts staff members at school assemblies, through the news media and at civic gatherings.

One of the most valuable resources of our nation, state and community are the individuals who devote hundreds of hours to develop boys and girls mentally, physically and emotionally through interscholastic activities.

Over 75,000 high school musicians and an additional 12,000 debate and speech students participated in the interscholastic activity program of Kansas in 2010-11. Truly the time spent by instructors working with these thousands of young people is immeasurable.

Directors, coaches and conductors deserve public recognition and support this day. They need to know the hours of effort expended on behalf of millions of youngsters throughout the school year is appreciated and acknowledged. They are very deserving of the attention which they will receive on National Fine Arts Activities Day, October 10.



# NATIONAL OFFICIALS DAY

National High School Activities Week  
October 9 - 15, 2011

Sports officials and activity judges throughout the nation will be recognized and honored on Tuesday, which has been declared "National Officials Day."

The Kansas State High School Activities Association (KSHSAA) is calling all Kansans to recognize the valuable contributions these individuals make to all activity programs.

Officials regardless of sport or activity are an integral part of all activities. Their loyalty to the rules of the activity, with a neutral application of the rules is based on their desire to insure fairness for all contestants.

Judges and officials deserve public recognition and support on their day. They need to know their dedication is a service to the youth of the nation.

Judges and officials, the neutral component. Where would we be without them?



# **NATIONAL YOUTH HEALTH AWARENESS DAY**

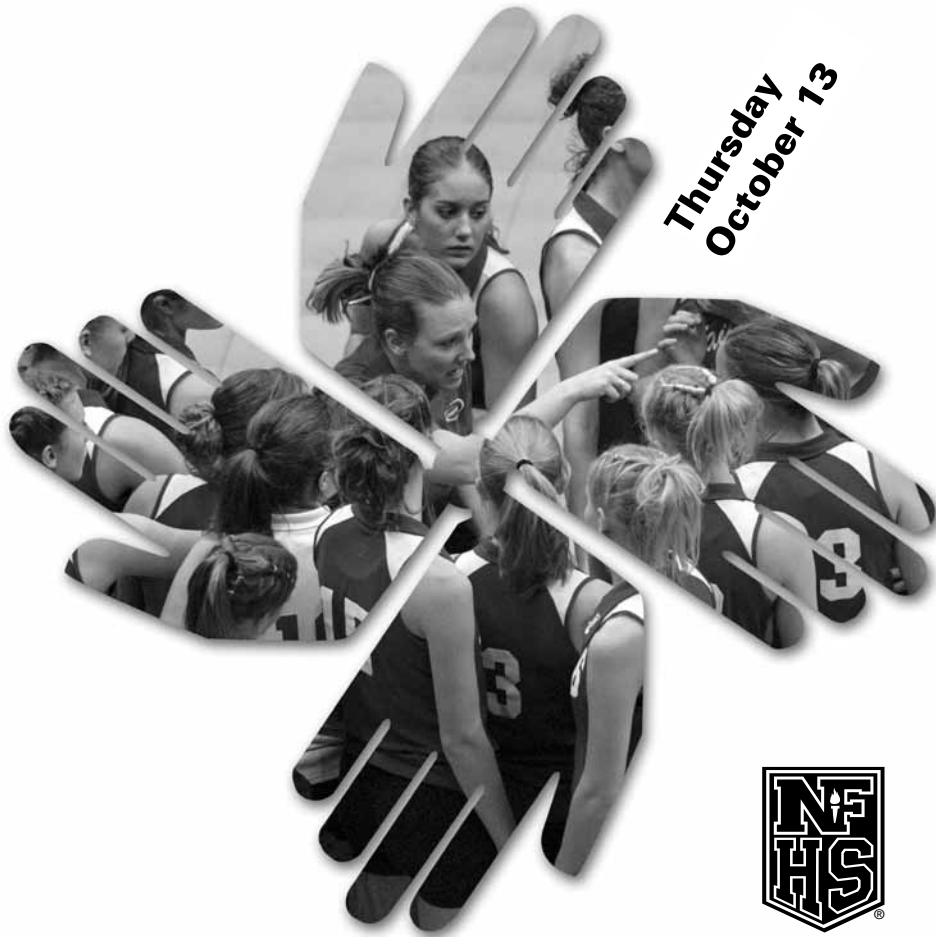
National High School Activities Week  
October 9 - 15, 2011

Schools across the United States will once again focus attention on the issue of chemical health—tobacco, alcohol and other drug abuse by designating Wednesday, as Youth Health Awareness Day.

The Kansas State High School Activities Association has developed a program of support services to all member middle/junior high and senior high schools in Kansas. Wellness KANSAS reaches in excess of 100,000 Kansas students (grades 7-12) with messages of chemical health annually through their involvement in school activities.

This year's Youth Health Awareness Day activities throughout Kansas and the nation will include:

1. Parental and community support for students through symbolic acts and sponsorship of activities for students
2. Coaches setting aside a portion of practice time to discuss chemical health issues with athletes
3. Student panel discussions and forums
4. Guest speakers and school assemblies
5. Audio visual media presentations
6. Patches and insignias worn by students and athletes
7. Senior high school athletes visiting younger students and teaching refusal and decision-making skills
8. Special banners, posters and team run-throughs for interscholastic contests
9. Resolutions and proclamations in support of students' efforts by boards of education and city governments
10. Special public address announcements made at activity events and media promotions.



# **NATIONAL COACHES/SPONSORS ADVISORS DAY**

National High School Activities Week  
October 9 - 15, 2011

The Kansas State High School Activities Association is calling upon the State of Kansas to recognize the valuable contributions which coaches/sponsors/advisors make to the education of young people and, through them, to the American society. Each school and community is urged to honor its school activities staff at school assemblies, at halftimes of games and other events, or at civic gatherings on October 13.

Among the most valuable resources of our nation, state and community are the coaches who devote hundreds of hours to developing girls and boys mentally, physically and emotionally (mind, body and spirit), through interscholastic athletics/activities. Truly, the time spent by coaches working with the millions of youngsters competing in interscholastic athletic programs is immeasurable.

Coaches/sponsors/advisors need public recognition and support on their day. They need to know the hours of effort expended on behalf of millions of youngsters throughout the school year is appreciated and acknowledged. They are very deserving of the attention which they will receive on **National Coaches/Sponsors/Advisors Day**.

This national observance was first authorized by Public law 92-409, passed by Congress in August, 1972, and signed by Former President Richard Nixon. Through the joint efforts of the National Federation Coaches Association, the National Sporting Goods Association and the National Federation of State High School Associations, this special day was set aside to draw attention to the interscholastic program, to recognize our best coaches/sponsors/advisors, and to motivate all coaches to do the best possible job of educating boys and girls through interscholastic programs.



# **NATIONAL FAN APPRECIATION DAY**

National High School Activities Week  
October 9 - 15, 2011

Your ticket to an interscholastic athletic event is a privilege, a privilege to watch youngsters learn on the playing field. One of the lessons taught to players is one spectators can follow as well—that of good sportsmanship. Unruly behavior is unacceptable in the classroom, and the athletic field is a classroom.

*“One person practicing good sportsmanship  
is far better than fifty others  
preaching about it.”*

*—Knut Rockne—*



# NATIONAL COMMUNITY SERVICE PARTICIPATION DAY

National High School Activities Week  
October 9 - 15, 2011

The Kansas Association for Youth (KAY) is a character-building, leadership training, service organization directed by the KSHSAA. This nationally acclaimed program provides students an opportunity to learn to assume their citizenship responsibilities by providing service to their school, community, nation and world. These service projects produce an awareness and put citizenship into action.

The *KAY Handbook* contains numerous ideas for service projects. Some community service ideas include:

**ADOPT-A-HIGHWAY**—Assist in cleaning up litter on the highway roadside. KDOT is looking for non-profit groups of individuals (over 11 years of age) to adopt 2-3 miles of highway. KDOT provides safety vests, bags and a roadside sign, designating your groups adoption. They ask that you clean the highway three times a year. Please call your area KDOT office for information, or (785) 296-3585.

**BLOODMOBILE** — Assist with publicity and registration; encourage donors to give.

**CLEAN UP & BEAUTIFICATION BRIGADE** — Rake leaves, pull weeds and pick up trash in the city park, etc. Clean up roadways leading into the community. Paint park benches or areas with graffiti, etc.

**COMMUNITY RUMMAGE SALE** — Organize a community-wide rummage sale; secure site, publicize, offer to pick up items; arrange for concessions, etc.

**HEALTH FAIR** — Distribute brochure on a wide variety of topics; provide cholesterol screening, etc.

**SENIOR CITIZENS** — Offer an “errand-running” service for the elderly in your community. Offer to do odd jobs for those unable to maintain their yards.

**WALKER SAFETY** — Draw a map of safe areas around town and provide mileage for each route.

**WINTER SAFETY MEETINGS**—Promote safety. Hold a community-wide assembly on severe winter driving, being stranded, survival and winter car maintenance.

# Proclamation by the Governor

The major purpose of high school activities should be an extension of the student's education and a wholesome vent for their energies and talents in other than a formal classroom setting.

Men and women working in school activities spend many hours guiding students in solving problems of school activities and everyday life.

In signing the proclamation shown on page 5 of this activity booklet, the Honorable, Governor Sam Brownback invites all citizens to reaffirm their support of school activities as a means to encourage the students involved and to show appreciation to the directors of those activities.

Below, Governor Sam Brownback is shown signing the proclamation designating the week of October 9-15, 2011 as National High School Activities Week in Kansas.

**“One individual cannot do it all, and the sum of the team’s efforts is far greater than the individual. . . .”**

*Elisabeth M. Wilson, Emmaus, Pennsylvania*



*Governor Sam Brownback and KSHSAA Executive Director Gary Musselman and Assistant Executive Directors Cheryl Gleason and David Cherry meet for the signing of the proclamation.*

# How can we PROMOTE Activities Week?

The key to the week is involvement TOTAL INVOLVEMENT of school and community groups. Here are some suggestions:

1. Select a prominent person from your community to serve as chairperson of "Activities Week" and develop a public awareness program (news releases and conferences, radio and television appearances, etc.), using the community chairperson's involvement and reputation. This chairperson may agree to assist in, or direct (under school supervision) the week's activities and promotion.
2. Mail letters to the leaders of civic groups in your community informing them of "Activities Week," and each special emphasis day. (*See sample letter in this brochure.*)
3. Mail a letter to your mayor requesting his/her support of National High School Activities Week.
4. Request a proclamation be signed by your mayor designating National High School Activities Week in your community. (*See sample proclamation in this brochure.*) Incorporate the Governor's Proclamation in your message. Indicate the federal government recognizes that school academics and activities are both complimentary and necessary to the proper development of future United States citizens.
5. Deliver a news release in September and October on "Activities Week" (and each special emphasis day) to the newspaper, radio and television offices in your community. (*Sample news releases are included in this brochure.*) Supplement this release with reports on the scope and value of your interscholastic program and the special events planned in conjunction with "Activities Week."
6. Distribute "spot" public service announcements to radio and television stations in your area. Distribute promotional messages to newspapers, radio and television. (*See sample messages and public service announcement scripts in this brochure.*)
7. A speaker's bureau could be developed to be used by the various civic and community groups. These speakers could be scheduled to address groups during "Activities Week" and be available for the remainder of the school year to promote your activities programs.
8. Arrange for newspaper, radio and television coverage of activities planned by school administration/faculty, students, student organizations and community to observe "Activities Week." This is done by accurately informing media well in advance, of names, places and specific events.
9. Put an announcement in the student newspaper and in each athletic contest program during September and October promoting National High School Activities Week.
10. Plan and actively promote activities to involve faculty, students and community each day of National High School Activities Week.

## SAMPLE

### Promotional Messages:

1. During the week of October 9-15, communities across the United States will make an investment in America's greatest resource, its youth—by celebrating National High School Activities Week. Please call your school to learn how you can help.
2. The membership of the Kansas State High School Activities Association coordinates interscholastic activities programs for almost 800 middle/junior and senior high schools in Kansas. The activities range from football to forensics and from basketball to band. Thousands of boys and girls enjoy these programs and are educated through them. School activities are the other half of education.
3. Because they're fun, high school activities attract thousands of participants each year. But school activities also educate, helping boys and girls develop mentally, physically and emotionally. The Kansas State High School Activities Association urges you to support this valuable part of education.
4. America's greatest resource, its youth—needs the continual guidance, friendship and leadership provided through participation in high school athletics. Without another great American resource—the high school coach—this would not be possible. The Kansas State High School Activities Association strongly urges all communities and schools to honor coaches during National High School Activities Week, October 9-15. Help keep America's youth strong.
5. School Activities + Academics = Curriculum Partners in Education Excellence, are supported by approximately two percent of the school budget in most communities. That's the best bargain in education. The Kansas State High School Activities Association urges you to support high school activities which educate boys and girls with unmatched economic efficiency.

# 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](mailto: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**

## Announcements for Radio and Television Stations

When (*—name of school—*) Sponsors an athletic event, we consider it to be an extension of the classroom, with the lessons to be learned as important as those coming from a textbook. Among those lessons is good sportsmanship, a course which will serve everyone well in the game of life. Catch the spirit of good sportsmanship. A public service message from (*—name of school—*) and (*—your station's call letters—*).

The roots of good sportsmanship are derived from one simple word—"Respect." Respect for an opponent, spectators, coaches and game officials. Catch the spirit of good sportsmanship and remember to display it the next time you attend an athletic event. A public service message from (*—name of school—*) and (*—your station's call letters—*).

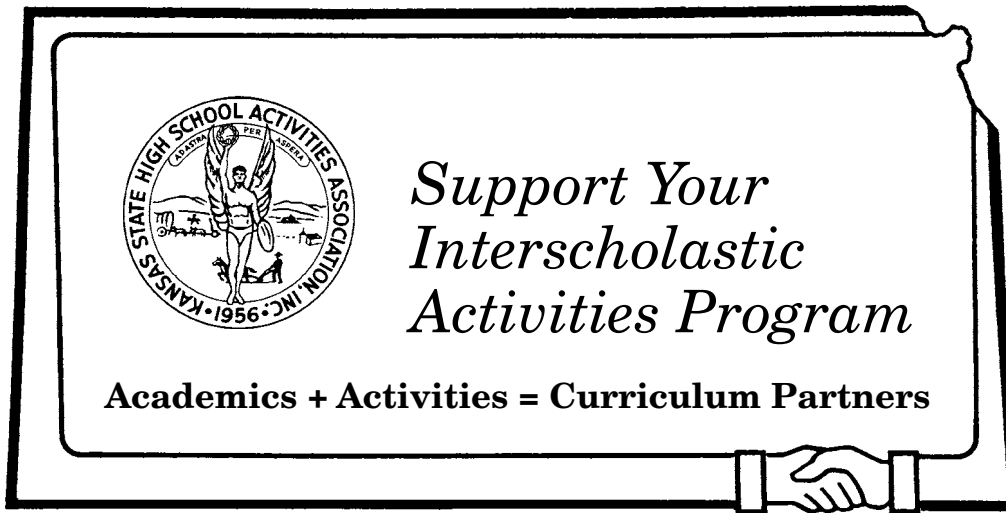
## Public Address Announcements for Use at Home Events

Good evening. (*—name of school—*) welcomes you to (*—name of stadium / field / gymnasium—*) for tonight's game/contest. We remind you that interscholastic events are an extension of the classroom, and that lessons are best learned when the proper respect is given to everyone. Please, let your good sportsmanship show during the game/contest. And now, let's meet the starting lineups . . .

# KANSAS MEDIA

For more information including a full listing of all affiliates,  
please see the Media menu at [www.kshsaa.org](http://www.kshsaa.org)

The screenshot shows the KSHSAA website interface. At the top is a banner with the KSHSAA logo and the text "The official site of the Kansas State High School Activities Association". Below the banner is a navigation menu with options: Athletic, Non-Athletic, Schools, Officials, Media, and a search bar. The "Media" option is circled in black, and a dropdown menu is visible with options: Login, General Information, Media Listing (highlighted), and PSA. The main content area features a "Mission of the KSHSAA" section with a photo of a school building and a "continue >>>" link. Below this is an "ANNOUNCEMENTS & EVENTS" section with three items: "Updated 2011-2012 Concussion Guidelines & REQUIRED Parent/Student Consent Form", "KSHSAA Pre-Participation Physical Exam Form", and "High School Sports Participation Continues Upward Climb". Each item includes a brief description and a link for more information. On the right side, there is a "Kansas School Photos" section with a "Slideshow" button and a "KSHSAA LINKS" sidebar with various navigation options like "New Topics", "School & League Search", "Approved Schools & Events", "General Information", "Meetings & Announcements", "Classifications", "Sportsmanship", "Sports Medicine & Safety", "KSHSAA Calendar", "Other Links", and "About the KSHSAA". At the bottom right, there is a "HEAT INDEX CALCULATOR" and a "KSHSAA Merchandise" section.



## Academics + Activities = Curriculum Partners



*Gary Musselman*  
*KSHSAA Executive Director*

Documented reports and statistics from the high schools of Kansas continue to support the belief that activities and participation in activities play a dynamic role in the lives of youth of our state.

More and more of our schools report the “holding power” of the activities program. Those students engaged in any phase of the extracurricular program show a drop-out rate far below that of the uninvolved student. Over 90 percent of those students who drop out of school at the senior high level have never been involved in any activity as representatives of their school!

Grade point averages of students in athletics, speech, music, cheerleading, club programs, etc., rank well above those students who choose not to participate. Interestingly enough, the statistics point out “the more participation the better the GPA!”

The loss of school instructional time, documented by reports from member schools, clearly shows students miss more instructional class time for family vacations, medical reasons, parental excuses, vocational activities, etc., than they do for all KSHSAA-sponsored school activities combined.

It is a privilege for our staff to work with and for the youth of Kansas by providing “THE OTHER HALF OF EDUCATION.”

**National High School Activities Week**  
**October 9-15, 2011**

# **SOMEBODY IS WATCHING**

**There are little eyes upon you,  
And they're watching night and day:  
There are little ears that quickly  
Take in every word you say;  
There are little hands all eager  
To do anything you do;  
And a little one who's dreaming  
Of the day they'll be like you.**

**You're the little childrens' idol,  
You're the wisest of the wise,  
In their little minds about you,  
No suspicions ever rise;  
They believe in you devoutly,  
Hold all that you say and do,  
They will say and do, in your way  
When they've grown up like you.**

**There are wide-eyed little children,  
Who believe you're always right,  
And their ears are always open  
And they're watching day and night;  
You are setting an example  
Every day in all you do,  
For the little ones who are waiting  
To grow up and be like you.**

*Adapted. Source Unknown*



Printing Department