



General Information About Public-Service Announcements

A majority of state associations are involved, to some extent, in television and/or radio broadcasts of interscholastic sports. The 1991 Radio and Television Survey indicated sport events were broadcast on radio in at least 46 states and on television in at least 39 states. This measure of high school sports programming also indicates the magnitude of opportunities potentially available for state associations to educate the public about the values and needs of interscholastic programs and encourage sportsmanship.

Several state associations received guaranteed air time for their messages, either instead of or along with, radio and/or television rights fees. Generally, the time is allotted during broadcast of regional and state championship events. A few state associations have negotiated broadcast of their PSAs for other than event-related purposes as a part of their rights fees.

State associations that have been successful in having PSAs broadcast on both radio and television for messages other than upcoming events suggest establishing a relationship with their respective state broadcasters' association. Almost

every state broadcasters' association participates in a NCSA (noncommercial sustaining announcement) campaign. However, the degree of involvement in this effort varies among states. For instance, some state broadcasters' associations will help identify specific stations within the state that will help with the actual production of dubbing, as well as distribution of radio PSAs. Also, these broadcasters' associations can provide such information as a directory of all radio stations within each state and appropriate contact persons at the stations.

Finally, many state broadcasters' associations publish a newsletter for distribution to radio and/or television stations. The newsletter can carry notice of upcoming public-service campaigns of nonprofit organizations and encourage participation by radio and television stations. These state broadcasters' associations also can be helpful in documenting the broadcast of PSAs within the state and reporting this information to state associations. In summary, the state broadcasters' association is an important resource for getting our PSAs on the air!

Public-Service Announcements

- 1 Every society needs articulate and persuasive leaders. Many of today's leaders, whether politicians, attorneys or actors, were involved in high school forensics. High school activities and academics make great curriculum partners. Support forensics programs in high school, where tomorrow's leaders are trained. A public-service message from your state high school association.
- 2 The importance of teamwork often is learned on the field, court or in a band, or during a concert or play. In fact, most of us learned to play by the rules, respect authority and value commitments through high school activities. Participation in high school co-curricular activities teaches the positive values that also apply to our daily lives. A public-service message from your state high school association.
- 3 Respect for the coaches, officials, opponents, and other spectators is necessary at all levels of athletics and activity programs. At interscholastic contests, everyone's behavior should be characterized by generosity and genuine concern for others. Display this respect the next time you attend a high school event. A public-service message from your state high school association.
- 4 Your ticket to an interscholastic athletic event is a privilege, a privilege to watch high schoolers compete and learn on the playing field. One of the lessons taught to players is one that spectators can follow as well – that of good sportsmanship. Unruly behavior is unacceptable in the classroom, and the athletic field is a classroom. A public-service message from your state high school association.
- 5 An educational environment is critical to the success of high school athletics and activity programs. An important part of that environment is perspective. Without proper perspective, the lessons learned lose their value. The ability to show that a feeling of self-worth is more important than the outcome of any game is a vital lesson. A public-service message from your state high school association.
- 6 Where do high school students learn about competition, free enterprise, or morals? What about values and how to succeed in our society? Students learn these in uniquely staged high school activity programs. You can be a part of this valuable learning experience by supporting your local high school by attending athletic events, as well as music and speech competitions. Join your friends at the main event... meet them at a high school game! A public-service message from your state high school association.
- 7 Good role models are more important than ever in today's society. Whether you know it or not, you can serve as a role model for others. Set an example with your display of good sportsmanship every time you attend a high school athletic event. Everyone appreciates the positive values portrayed by acts of good sportsmanship. A public-service message from your state high school association.
- 8 Good sportsmanship is a virtue that is learned, practiced and executed. Respecting opponents, spectators, coaches and officials is necessary at all levels of athletics and activity programs. Everyone's behavior should be characterized by generosity and genuine concern for others. The next time you attend a high school event, be a role model for good sportsmanship. A public-service message from your state high school association.
- 9 Ethics, integrity and respect are values important in our daily lives. These values are learned through participation in interscholastic activity programs. Coaches should set a good example for players and fans. Participants should treat opponents with respect, as well as to officials and judges. Fans should be fans, not fanatics. A public-service message from your state high school association.