

Promotional Tips



Sportsmanship Announcements

Sample Game Announcements:

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



Good evening, *(name of school)* welcomes you to *(name of stadium/field/gymnasium)* for tonight's game. One of the goals of high school athletics is learning lifetime values. Sportsmanship is one such value that makes these games an educational experience. Remember to sport a winning attitude! And now let's meet the starting lineups...

(After lineups are introduced –introduce officials)

The officials for tonight's game are *(name of official)* and *(name of official)*. These individuals are registered with the Washington Interscholastic Activities Association. Their experience and integrity qualify them to administer the rules of the game. An attitude of good sportsmanship should be upheld by all spectators, players and coaches no matter what their personal feelings or loyalties may be in this contest.

(For use during breaks in action)

Admission to an interscholastic event is a privilege, and with that privilege comes responsibility—responsibility to conduct oneself in a manner where the game is enjoyable for other fans and participants. *(Name of school)* reminds you to sport a winning attitude! — on the court *(field)* and in the stands.



Sample Pregame Announcements

This game is being played according to the rules of the Washington Interscholastic Activities Association. These rules provide for fair competition among players. Spectators can also help promote good sportsmanship by observing the rules of fair play. Each one is requested to take personal responsibility for keeping this game at a high level of good sportsmanship.

Sample Announcements for Radio and Television Stations

PSA #1

The score of any athletic event is generally forgotten over time, but the actions of the players, coaches and spectators are remembered. The next time you attend a high school game, think of how history will remember you. Good sports show you how to play the game. A message from *(school name)* and *(station name)*.

PSA #2

Ethics, integrity and respect are values important in our daily lives. On the playing field, they are translated into the word sportsmanship. Sportsmanship is one of the strongest educational lessons and lifetime values taught by school activities. Remember sportsmanship—it's how you play the game. A message from *(school name)* and *(station)*.

PSA #3

Winning, the "number one" syndrome, is the number one problem in interscholastic activities. High school activities are truly educational in nature, and among the values learned are those associated with good sportsmanship. Being number one in sportsmanship is educationally more important than being "number one." Sportsmanship—it's how you play the game. A message from *(school name)* and *(station name)*.

Sample News Release

(Name of school) takes part in Just Play Fair! Program.

(Name of school) has joined forces with the Washington Interscholastic Activities Association to promote sportsmanship throughout the state through the Just Play Fair! campaign.

New this year, the Just Play Fair! Program is part of a continuing, grass roots effort to stress and reward the positive values of sportsmanship behavior.

"So many times, we take for granted that our coaches and athletes, as well as student body and other spectators, know what is acceptable behavior at high school events," said *(name of principal)*. "We are constantly bombarded with so many images of unsports-like behavior, that it becomes important to emphasize at the interscholastic level the proper respect that should be accorded to one's opponents during a game and the officials administering that contest."

The Just Play Fair! campaign will see schools across the state engage in a vigorous public relations effort aimed at all students and adult groups in the community.

"We feel that sportsmanship just doesn't end with students," *(name of principal)* said. "It is necessary to have parents and other adult spectators set the tone for our students with their exemplary behavior at events."

Additional information about the Just Play Fair! campaign may be obtained by contacting *(name of principal)* at *(telephone number)*.