

Dear Administrators, Coaches, and Students:

Greetings from the WIAA Executive Board and staff!

Welcome to the **Just Play Fair!** program. The information in the following pages has been designed to allow each member school to develop a sportsmanship and citizenship program that addresses the needs of that school and community. While recognizing that each school and its community have unique needs, the program also has been developed to encourage member schools to link with each other in cooperative efforts to promote sportsmanship and citizenship. The **Just Play Fair!** program is meant to support the efforts that member schools have been making with their student bodies, parents, and other fans to improve the atmosphere of their schools, especially during athletic contests. I believe the information provided in this booklet will assist all of us in taking sportsmanship and citizenship to a higher level.

The **Just Play Fair!** program is supported by the Washington State Board of Education, the Washington State School Directors Association, the Washington Association of School Administrators, the Washington Association of Secondary School Administrators, and the Washington State Coaches Association. WIAA appreciates the involvement of these associations in efforts to ensure that the message of sportsmanship and citizenship stays strong.

The WIAA staff pledge their assistance to all member schools in the effort to continue to make sportsmanship and citizenship the number one priority. Please let us know how we can help.

Keep up the good work!

Sincerely,

A handwritten signature in cursive script that reads "Mike Colbrese".

Mike Colbrese  
WIAA Executive Director



## Contents

	Page
Overview of Program	1
Program Criteria	2
Policy and Procedures	3
Program Timetable	4
Codes of Conduct	5-6
Suggested Codes of Ethics for Coaches and Players	7
Other Winning Ideas for Promoting Sportsmanship and Citizenship	8
Crowd Control Planning	9
Sportsmanship/Crowd Management Evaluation Form	10
Promotional Tips	11
<b>Just Play Fair!</b> Program Application	12
<b>Just Play Fair!</b> League Application	13



# **Just Play Fair!**

## **A Manual for Success**

***A Guide to help member schools of the Washington Interscholastic Activities Association develop a year-round sportsmanship and citizenship program.***

### **Sportsmanship is everybody's responsibility**

WIAA's vision for sportsmanship and citizenship is built on expectations. It calls on the school community--teachers, coaches, students, parents and directors of music, speech, debate and drama--to strive for sportsmanship in everything it does by teaching the values, long thought inherent in interscholastic activities.

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*Fair play necessitates that all competitors  
have the same chance for success.*

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The **Just Play Fair!** Program is the plan that drives WIAA's member schools and students mission of sportsmanship and citizenship. The program encourages schools to implement a year-round sportsmanship and citizenship program shaped by the participation of coaches, parents, teachers, and students. In addition, each school's

governing board is encouraged to adopt resolutions in support of the school's sportsmanship and citizenship program, setting the stage for district-wide planning based on the **Just Play Fair!** program goals and criteria. Schools that participate in the **Just Play Fair!** Program will receive a sportsmanship and citizenship banner from the WIAA.

This manual is designed to assist in the development of a sportsmanship and citizenship program for the school and community.

## ***Just Play Fair! Program Criteria***



Schools that participate in the ***Just Play Fair!*** Program must follow the guidelines, policies and procedures, promotions, and performance which the WIAA established for the program. Below are ideas and tips for fulfilling these requirements.

### **Policy**

Sample sportsmanship and citizenship school board resolutions:

Recognizing that participation in interscholastic activities is a privilege, the \_\_\_\_\_ School District requires that the conduct of student participants be exemplary at all times. Participants are representatives of the District and their school and must conduct themselves appropriately both while in school and out of school. Student participants who violate this policy are subject to being removed from the activity at the discretion of the coach, athletic director, event manager, or building principal.

The building principal, with input from coaches/advisors, parents, teachers and students, shall develop rules and/or conduct codes for all participants consistent with this policy and the rules adopted by the Washington Interscholastic Activities Association. These rules should contain a notice to participants that failure to abide by them could result in removal from the activity. The rules and conduct codes shall be reviewed by the building principal periodically at his/ her discretion and presented to the school board.

***Winning is for a day  
Sportsmanship and citizenship are for a lifetime.***



## **Just Play Fair!**

### **A Year-Round Program for WIAA Member Schools**

The WIAA's **Just Play Fair!** banner Program, creates opportunities for member schools to implement a year-round sportsmanship and citizenship program in their communities. Every WIAA member school is eligible to participate.

To participate in the program, member schools must adopt a sportsmanship and citizenship plan that meets the program criteria and submit it to WIAA along with the attached application. Upon receipt of this information the WIAA will award a 3-foot by 5-foot **Just Play Fair!** Banner to each participating school. Each year that a school participates in the **Just Play Fair!** Banner Program it will receive a validation to indicate the year that this distinction has been achieved.

### **Sportsmanship Program Criteria**

In order to make this a "banner" of a program, a school must follow the guidelines below when writing its sportsmanship and citizenship program. Administrators are urged to use many resources in the community, including student groups, parents, cheerleaders, coaches, boosters and others. With input from many sources, all those in the community can feel a pride in ownership of the sportsmanship and citizenship program.

### **Policies and Procedures**

Participating schools must follow these policies and procedures:

1. Establishment of a sportsmanship and citizenship committee to coordinate the planning and implementation of the program.
2. Adoption of a sportsmanship and citizenship resolution or statement of beliefs by the school board of the member school.
3. Development of a code of conduct, written sportsmanship plan, and citizenship plan for players, coaches, spectators, cheerleaders and bands. This plan would include procedures for promoting and evaluating the sportsmanship and citizenship program, rebounding and recognizing good sports behavior, and reporting and acting on complaints of poor sports behavior.

### **Promotion**

A participating school must use at least five of the following methods to promote its sportsmanship and citizenship program:

1. Create peer assistance at middle level and elementary schools.
2. Produce radio or video public service announcements.
3. Include a **Just Play Fair!** message in event programs or other school publications.
4. Develop a **Just Play Fair!** recognition program.
5. Create a sportsmanship and citizenship handbook for players and coaches.
6. Print sportsmanship and citizenship ads in event programs/school newspaper.
7. Develop sportsmanship and citizenship game announcements.
8. Participate in league sportsmanship and citizenship activities.
9. Conduct in-school programs or pep rallies emphasizing sportsmanship and citizenship.
10. Invite speakers to emphasize sportsmanship and citizenship.
11. Produce sportsmanship and citizenship brochures, posters, flyers or banners.
12. Develop an in-school public address announcement program.
13. Develop a handout describing the school and community, support for officials, and the importance of sportsmanship and citizenship that is given to all officials visiting the school.
14. Create a media guide describing the school and its programs with emphasis placed on the importance of sportsmanship and citizenship.
15. Create a sportsmanship link with other sports groups or colleges in the community.

### **Evaluation**

During the course of each school year, participating schools should evaluate the benefits and successes of the program. They should also evaluate the promotional efforts, team and fan behavior, procedures to handle conflicts and recognition programs to reward good sports behavior.



## Just Play Fair! Program Timetable

### August/September

- Discuss the value of sportsmanship and citizenship with fall coaches and athletes.
- Create a committee consisting of school administrators, coaches, students/athletes, parents, etc., to develop a mission for the school that ties to the school district mission and discuss how to monitor the sportsmanship and citizenship efforts in your school
- Sponsor an evening assembly for fans of fall sports teams, using school team members, coaches and local officials, to emphasize the rule interpretations and changes for the coming season.
- Talk with your event security staff and public address announcers about their role during contests.
- Send the sportsmanship and citizenship plan to the WIAA office.
- Distribute the brochures and display posters promoting sportsmanship and citizenship.
- Hang the **Just Play Fair!** banner.
- Send press releases announcing school's involvement in the **Just Play Fair!** Program.
- Send public service announcements to local radio stations and newspapers.
- Address sportsmanship and citizenship at league meetings.

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### September/October/November

- Plan a competition between student organizations that promotes sportsmanship and citizenship (poster contest, etc.).
- As fall contests approach, emphasize good sportsmanship and citizenship in school announcements and publications.
- Discuss the value of sportsmanship and citizenship with winter coaches and athletes.
- Develop an editorial for the school newsletter to the public that discusses positive sportsmanship and citizenship efforts (adults or students).
- Sponsor an evening assembly for fans of winter sports teams, using school team members, coaches, and local officials, to emphasize rule interpretations and changes for the coming season.

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### December/January

- Send out winter public service announcements to local radio stations and newspapers
- Evaluate sportsmanship and citizenship efforts for fall sports.
- As winter contests approach, emphasize good sportsmanship and citizenship in school announcements, assemblies and publications.

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### January/February/March

- Contact an editor of a local newspaper or host of a local radio or television talk show about an editorial or special program on sportsmanship and citizenship; discuss your school's role in promoting sportsmanship and citizenship.
- Discuss the value of sportsmanship and citizenship with spring sponsors, contestants and parents.
- Sponsor an evening assembly for fans of spring teams, using school team members, coaches and local officials, to emphasize rule changes for the coming season.
- Evaluate sportsmanship and citizenship efforts for winter sports. (See Evaluation Form pg. 10)

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### April/May

- Send out spring public service announcements to local radio stations.
- Present your sportsmanship and citizenship evaluation program to the community through letters and newsletters that will reach into the home.
- As spring contests approach, emphasize good sportsmanship and citizenship in school announcements and publications.
- Conduct a follow-up sportsmanship and citizenship meeting, evaluating efforts made during the past year and setting goals for the coming year.



WASHINGTON INTERSCHOLASTIC  
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## ***Just Play Fair!***

### **School Board**

- Adopt policies/resolutions that promote the ideals of good sportsmanship and citizenship, ethics, and integrity.
- Serve as a positive role model and expect the same from parents, fans, participants, coaches, and other school personnel.
- Support and reward participants, coaches, school administrators and fans who display good sportsmanship and citizenship.
- Recognize the value of school activities as a vital part of education.
- Attend and enjoy school activities.

### **School Administrators**

- Develop a program for teaching and promoting sportsmanship and citizenship.
- Provide appropriate supervisory personnel for each interscholastic event.
- Support participants, coaches, and fans that teach and display good sportsmanship and citizenship.
- Recognize exemplary behavior and actively discourage undesirable conduct by participants, coaches and fans.
- Attend event whenever possible and function as a model of good sportsmanship and citizenship.

### **Coaches: (See Code of Ethics)**

- Follow the rules of the contest at all times.
- Accept the decisions of the contest officials and avoid public criticism of game officials/participants.
- Avoid offensive gestures or language.
- Display modesty in victory and graciousness in defeat.

### **Participants: (See Code of Ethics)**

- Show respect for opponents at all times.
- Accept the decisions of game officials.
- Avoid offensive gestures or language.
- Display modesty in victory and graciousness in defeat.
- Show respect for public property and equipment

### **Spectators:**

- Take part in cheers with the cheerleaders and applaud good performances.
- Work cooperatively with contest officials and supervisors in keeping order.
- Refrain from negative comments about officials, coaches/participants.
- Stay off the playing area at all times.
- Show respect for public property and equipment.

### **Cheerleaders:**

- Know the contest rules and cheer at proper times.
- Lead positive cheers that support and uplift your team.
- Encourage support for any injured participant.
- Show respect for opposing cheerleaders.

### **Bands:**

- Choose appropriate music and time for performing.
- Dress in school-approved uniforms.
- Show respect at all times for officials, opponents, and spectators,
- Show respect at all times for public property and equipment,
- Avoid offensive gestures or language.

### Officials

- Accept your role in an unassuming manner.
- Maintain confidence and poise, by controlling the contest from start to finish.
- Know the rules of the game thoroughly and abide by the established Code of Ethics.
- Publicly shake hands with coaches and/or both teams before the contest.
- Never exhibit emotions or argue with participants and coaches when enforcing rules.
- When watching a game as spectators, give the officials the same respect you expect to receive when working a contest.

### Media

- Report acts of sportsmanlike behavior without giving undue publicity to unsportsmanlike conduct.
- Refrain from making negative comments towards participants, coaches or contest officials.
- Recognize efforts of all whom participate in the contest.

### Participating Schools:

- Give a copy of the ***Just Play Fair!*** Code of Conduct to participants and to individuals purchasing tickets to the contest.
- Conduct a meeting with the student body to review the ***Just Play Fair!*** Code of Conduct prior to departure for the contest.
- Appoint adult supervisors for each contest in which their school participates (one supervisor per each 150 spectators). Supervisors will 1) be stationed in highly visible areas throughout the school's fan sections; 2) be responsible for the conduct of spectators in their areas; and 3) assist and inform security personnel and/or any member of the ***Just Play Fair!*** committee regarding acts of misconduct.





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## SUGGESTED CODES OF ETHICS

### Coaches

A coach is to properly educate students through participation in interscholastic competition. Each athlete should be treated as though he/she were the coach's own, and the child's welfare shall be uppermost at all times. In recognition of this, the Washington Interscholastic Activities Association acknowledges the following guidelines:

- The coach must be aware that he or she has a tremendous influence either good or bad, in the education of the student-athlete and, thus, shall never place the value of winning above the value of instilling the highest desirable ideals of character.
- The coach must constantly uphold the honor and dignity of the profession. In all personal contact with the student-athlete, officials, athletic directors, school administrators, the state high school athletic association, the media and the public, the coach shall strive to set an example of the highest ethical and moral conduct.
- The coach shall be acquainted thoroughly with the contest rules and is responsible for their interpretation to team members. The spirit and letter of rules should be regarded as neutral agreements. The coach shall not try to seek an advantage by circumvention of the spirit or letter of the rules.
- Coaches shall actively use their influence to enhance sportsmanship and citizenship by their spectators, working closely with cheerleaders, pep club sponsors, booster clubs and administrators.
- Contest officials shall have the respect and support of the coach. The coach shall not indulge in conduct that will incite players or spectators against the officials. Public criticism of officials or players is unethical.
- Before and after contests, rival coaches should meet and exchange friendly greetings to set the correct tone for the event.

### Players

As a student participating in my school's interscholastic activities, I understand and accept the following responsibilities:

- I will respect the rights and beliefs of others and will treat others with courtesy and consideration.
- I will be fully responsible for my own actions and the consequences of my actions.
- I will respect the property of others.
- I will show respect and obey the rules of my school and the laws of my community, state and country.
- I will show respect to those who are responsible for enforcing the rules of my school and the laws of my community, state and country.

## Other Winning Ideas for Promoting Sportsmanship and Citizenship

- Use the **Just Play Fair!** theme to create a one-week promotion at your school focusing on sportsmanship and citizenship. Promotions could include a poster or essay contest.
- Develop a speaker's bureau. Administrators and coaches and selected student-athletes could talk with local, adult civic organizations about the **Just Play Fair!** campaign. Student-athletes could deliver talks to students in the junior high and elementary schools to stress good sportsmanship and citizenship.
- Principals and superintendents could write commentaries for school district newsletters.
- Send public service announcements to local radio and television stations on a quarterly basis (see enclosed samples).
- Have school board develop a policy stressing that attendance at an athletic event is a privilege, and that inappropriate behavior by any party will be dealt with appropriately.
- Encourage the fine arts advisors to incorporate good sportsmanship and citizenship themes into their competitions. Send local media press releases stating that your school has joined the **Just Play Fair!** campaign to promote good sportsmanship and citizenship.
- Use the **Just Play Fair!** ad in your own school publication
- Place articles in your school's souvenir program that promote good sportsmanship and citizenship.
- Create banners/posters that convey the messages of good sportsmanship and citizenship and welcome opponents to your school.
- Create a sportsmanship and citizenship report card for visitors to your school to fill out and return after contests.
- Create a "warning ticket" to hand to those who exhibit poor sportsmanship and citizenship in the stands.
- If you, your athletes, your spectators, etc., felt they were treated particularly well while visiting another school for an event, encourage them to write a letter to the principal or athletic director of that school. Chances are the school may share that letter with its constituents.
- Have your public address announcer or participants read a pre-game or time out statement encouraging sportsmanship and citizenship and proper respect for the opponents and game officials.
- If a team you played during the regular season, or a school from your conference/section, advances to a state tournament, have your coaching staff send a good luck message before the event; attend the event as a show of support; or send a congratulatory note after the tournament.
- Report good sportsmanship and citizenship when it happens to your opponents, the media and the WIAA.

# Crowd Control Planning



Although there are no magical secrets to crowd control, the following ten important suggestions need emphasis by administrators and event managers in crowd control: crowd control:

1. Establish written behavioral standards and expectations for coaches, players, students, song and cheerleaders, spectators, and management personnel. Communicate them in a variety of ways, expect them to be followed, and do something when they aren't.
2. Establish/communicate policies and emergency procedures regarding: a) fire; b) drinking and possession of alcoholic beverages, c) possession, use, or sale of drugs; d) medical emergencies; e) bomb threats; f) lost and found articles; g) bringing foods, beverages, radios and tape decks into the gym or stadiums; h) alternatives in case of score clocks, light, or other facility failures, and its transportation. Written emergency procedures should be clearly understood by the public address announcer.
3. Identify supervisors and ushers by use of jackets, armbands or badges, and expect them to be active and visible to quickly identify and discourage problems.
4. Expect/encourage management personnel, supervisors, and security people to avoid becoming too involved in watching the event and to be observant, active, and consistent in applying rules and procedures.
5. Be consistent in applying policies and rules; be supportive of your management and supervisory personnel.
6. Avoid seating bands or spectators near the visiting team bench and the visiting team spectator seating area.
7. When someone is behaving in an undesirable way, or violating standards of good citizenship, do something about it. Actions speak louder than words. Inaction allows the establishment of undesirable examples and habits that can mushroom, lead to more serious problems, and result in negative learning.
8. Have admissions, ticket sales, and parking lot personnel observe and screen people for possession of alcoholic beverages, intoxication and abnormal or suspicious behavior. Alert crowd control supervisors to observe behavior and whereabouts of potential problem people
9. Supervise the rest rooms.
10. Establish precise job descriptions, expectations, and authority of all working personnel and inform them of all rules, regulations and emergency procedures.

## Evaluation

During the course of each school year, participating schools are encouraged to evaluate the effectiveness of their sportsmanship and citizenship program. Things to evaluate include:

- promotional activities
- team and fan behavior
- school procedures to handle conflicts
- recognition programs to reward good sports behavior
- crowd control plans

(See attached evaluation form pg. 10)

**PLAYERS WHO LEARN THE ESSENCE OF SPORTSMANSHIP HAVE LEARNED SELF-RESPECT, RESPECT FOR THEIR OPPONENTS, AND THE ABILITY TO IDENTIFY WITH THE FEELINGS OF OTHERS...**

**-UNITED STATES TENNIS ASSOCIATION**



WASHINGTON INTERSCHOLASTIC  
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## Sportsmanship/Crowd Management Evaluation



School: \_\_\_\_\_ Event: \_\_\_\_\_ Date: \_\_\_\_\_

### ACCEPTABLE BEHAVIOR: Recommended Actions

#### Fans:

1. Applauding during introduction of players, coaches and officials
2. Applauding at end of contest
3. Accepting all decisions of officials
4. Leading fans in positive school yells
5. Showing concern and respect for injured player (regardless of team)
6. Encouraging surrounding people to display only sportsmanlike conduct

#### Players:

7. Coaches/players seeking out opposing coaches and participants to recognize them for performance during and after contests
8. Shaking hands with opponents who foul out while (both sets of fans recognize players performance with applause)
9. Applauding at end of contest
10. Showing concern and respect for injured player (regardless of team)

### UNACCEPTABLE BEHAVIOR:

Circle YES or NO

- |   |        |
|---|--------|
| 11. Yelling or waving arms during opponent's free-throw attempt   | YES NO |
| 12. Being Disrespectful by using derogatory yells, chants, songs, gestures or body markings/paintings   | YES NO |
| 13. Refusing to shake hands   | YES NO |
| 14. Displaying negative attitude toward opponents, teammates, coaches or officials with inappropriate cheers, language, music and/or behavior | YES NO |
| 15. Taunting opponents (gestures, banners, etc.)  | YES NO |
| 16. Using profanity or displaying anger   | YES NO |
| 17. Booing  | YES NO |

### Actions that will not be tolerated: Contest will be stopped until actions are terminated

18. Holding up newspapers while opposing teams are being introduced
19. Turning around and facing opposite direction while teams are being introduced

# 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)*.



WASHINGTON INTERSCHOLASTIC  
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## **JUST PLAY FAIR! SCHOOL PROGRAM APPLICATION**

School Name \_\_\_\_\_

School District \_\_\_\_\_

Address \_\_\_\_\_

Telephone ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Principal \_\_\_\_\_

Athletic Director \_\_\_\_\_

Program Coordinator \_\_\_\_\_

Principal's Signature \_\_\_\_\_

Date \_\_\_\_\_

Please mail your application and sportsmanship plan to:

**Washington Interscholastic Activities Association**

435 Main Avenue South, Renton, WA 98057

425-687-8585 • 425 687-9476 fax



WASHINGTON INTERSCHOLASTIC  
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## **Just Play Fair! League Application**

League Name \_\_\_\_\_ WIAA District: \_\_\_\_\_

# Schools in League: \_\_\_\_\_

League Rep: Name: \_\_\_\_\_

School: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Our league requests \_\_\_\_\_ Just Play Fair! banners for the members of the league.

Please mail your application and sportsmanship plan to:

**Washington Interscholastic Activities Association**

435 Main Avenue South, Renton, WA 98057

425-687-8585 • 425 687-9476 fax