

How can we PROMOTE Activities Week?

The key to the week is 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 complementary 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 speakers 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 7-13, 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 7-13. Help keep America’s youth strong.
5. School Activities + Academics = Curriculum Partners in Education Excellence is 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.

SAMPLE Public Service Announcements:

10-second

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

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, —(date)—. 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, —(date)—, by attending an event or supporting a fund raising effort, or both!”

39TH ANNUAL

NATIONAL HIGH SCHOOL ACTIVITIES WEEK



OCTOBER 7-13, 2018



GET INVOLVED

National “Be A Sport” Day

October 7, 2018

Public Announcements for High Schools

1. October 8 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 7 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 7 is **National “Be A Sport” Day**, and the (*—name of team—*) and 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 7 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 7. 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 7 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 7. A public service message from: (*—name of state association—*) and (*—radio or TV station—*).
2. On October 7, **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 7 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 2018, National “Be A Sport” Day serves to help “kick off” 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 7-13, 2018. 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)_____.

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SAMPLE

_____(School name)_____ High School has a busy schedule of events for **National High School Activities Week**, October 7-13, 2018, 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 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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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 rgarman@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:

Rod Garman - KSHSAA - NATIONAL ACTIVITIES WEEK
PO Box 495, Topeka, KS 66601-0495