

## **SAMPLE PUBLIC SERVICE ANNOUNCEMENTS**

1. A well-rounded education is one that is not only academically oriented, but one that also includes physical, social, and emotional development. Interscholastic athletics provide “the other half of education.” The MIAA encourages you to support your local high school athletic teams throughout the school year.

2. The Massachusetts Interscholastic Athletic Association is committed to good sportsmanship. Sportsmanship, citizenship, and responsibility are the trademarks of high school activities. Support school activities with your own display of good sportsmanship and help encourage America’s youth to accept the responsibility which freedom demands. Support your local high school. See the future of America on display. Attend high school competitions in your community.

4. More than 200,000 students will participate in approximately 100,000 high school sport competitions among the MIAA’s 360 member schools this year. The Massachusetts Interscholastic Athletic Association encourages you to support your local high school athletic programs and the students who participate in them.

5. Interscholastic athletics allow thousands of high school students at MIAA member schools to strive to be champions in 33 sports. High school activities have the potential to inspire maximum performance, to provide quality competition, and to foster the development of the highest standards of sportsmanship among players, coaches, officials, and spectators. Quality of competition and maximum student participation in each sport are goals of the Massachusetts Interscholastic Athletic Association. Let us all assume the responsibility of assuring that every high school athletic competition represents a positive educational experience for the participating students. Please lend your personal support to the efforts of school leaders in your community.

6. High school sports provide “an extension of the classroom” where students learn to pursue excellence, the value of working with others toward a common goal, playing within the structure of established rules, discipline, loyalty, and emotional control. The MIAA urges you to demonstrate your support for these values and for our young people by attending high school competitions in your community.

7. The MIAA is committed to the welfare of student athletes throughout the Commonwealth and to the fairness of competition among its member schools. More than 200,000 students from 360 member schools will participate in interscholastic athletics during this current academic year. Thousands of these boys and girls enjoy additional educational experiences by qualifying for championships in 33 different sports sponsored by the MIAA. The game you are listening to/watching is a culmination of one of these activities. On behalf of high school students across the Commonwealth, the MIAA thanks you for your support of their educational programs.

8. Have you ever heard a parent say, “My kids are too busy in athletics and in school activities to get involved in drugs.” Unfortunately, being busy is no guarantee that kids will

not experiment or abuse mood-altering chemicals. Take the first step: talk about it in your family and with your school. Do it soon.

9. When is the best time to talk to your child about athletics and the use of mood-altering chemicals? Try talking together when there is no pressing problem. Let your child know what your expectations are and where the boundaries are in your family. And, above all, keep talking together.

10. Have you ever heard a parent say, "My kids may drink a little, but at least they're not into drugs." Let's eliminate these myths right now – alcohol is a drug! Let's help our young people learn the facts about drug use and help them make responsible decisions regarding mood-altering chemicals.

11. The MIAA recognizes the use of mood-altering chemicals as a significant health problem for many adolescents, resulting in negative effects on behavior, learning, and the total development of the student athlete. Let's help our young people learn the facts about drug use and help them make responsible decisions regarding mood-altering chemicals. Talk about it in your family and with your school. Do it soon.

12. The aims, the organization, and the policies of the MIAA are based on the philosophy that interscholastic activities, although a privilege and not a right, are important parts of the educational process. They should be encouraged, directed, and supported by a statewide organization. This organization's leaders should be representative of the state's schools and promote the further development of students' health and well being. The Massachusetts Interscholastic Athletic Association urges your support of this philosophy through your attendance at all local and state events. The MIAA and all its member institutions thank you.

13. Educational investigators have conducted studies which repeatedly demonstrate that students involved in interscholastic programs find increased educational opportunities. These opportunities are available to them as a result of participation, higher grade point averages than those who do not participate, better attendance records, and fewer discipline problems. This significant information is brought to you by the MIAA as we continue to strive for excellence as the other half of education.

14. The Massachusetts Interscholastic Athletic Association annually sanctions the sportsmanship awards to students, adults, and schools for exemplary behavior. The intent is to enhance the educational ideals sought by the MIAA and to encourage sportsmanship as a major objective in their experience as a participant. This is just another example of activities enhancing student development in a unique and motivating laboratory for learning. Your support and encouragement of these important ideals is appreciated.