

## Ideas to Consider

# Promoting Sportsmanship



**Sportsmanship  
Matters**

1. Develop a Code of Sportsmanship approved by all levels of your administration and print a copy of it in event programs, on signs, banners and posters.
2. Review the Code of Sportsmanship with the student body, coaches, teams, cheerleaders and band members.
3. Begin a Sportsmanship column in your school newspaper and a social media campaign that identifies and recognizes groups and/or individuals who demonstrate good sportsmanship.
4. Send a letter to the visiting teams' principal, athletic director, coach and cheerleading squad welcoming them to your school.
5. Prepare and give to adult fans a sheet stating the following: "The (Name of your school) High School student body invites our adult fans to join us in demonstrating good sportsmanship."
6. Post "Welcome" signs in each team's locker room.
7. Have the P.A. announcer welcome guests.
8. Organize a sportsmanship committee to create and enhance positive relationships among the schools and communities involved in an athletic event.
9. Use pre-game announcements to help promote good sportsmanship throughout the contest.
10. Use social media to promote good sportsmanship throughout the year.

## Suggested Timetable

# Implementing a Sportsmanship Campaign

### August

- Distribute information with a sportsmanship focus to various publics
- Discuss the value of sportsmanship with fall coaches and athletes
- Create a committee made up of school administrators, coaches, student-athletes, parents, etc., to discuss and monitor the sportsmanship efforts in your school
- Sponsor an evening assembly for fans of fall sports teams, using school team members, coaches and local officials to emphasize rule interpretations and changes for the coming season



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- Talk with your crowd control event staff and public address announcers about how they can support good sportsmanship during events
- Launch a year-round program that invites administrators, coaches, athletes, students and non-school spectators to sign a pledge-card stating they will work to promote good sportsmanship

## September

- Develop and distribute social media content to promote your sportsmanship campaign
- Create and distribute brochures and display posters promoting the sportsmanship campaign
- Send news release to local media announcing your school's commitment to demonstrating good sportsmanship at high school athletic events
- Address the value of good sportsmanship in homerooms at school
- Use sportsmanship themes and graphics in printed materials produced at school
- Send fall public service announcements to local radio stations
- Discuss the possibility of attending the WIAA Sportsmanship Summit each even year or conducting a league/conference meeting each year, addressing sportsmanship and rating the sportsmanship at each school

## October

- Plan a creative competition between student organizations that showcases sportsmanship themes (poster contest, slogan contest, etc.) on social media
- Discuss sportsmanship, ethics and integrity as topics in the classroom with selected instructors
- Emphasize good sportsmanship in school announcements as fall tournaments approach
- Plan an activity around National Sportsmanship Day during High School Activities Week
- Conduct a league/conference meeting on sportsmanship, addressing immediate concerns and plans for remainder of school year

## November

- If teams advance to the State Tournament, identify winning the WIAA/Rural Mutual Sportsmanship Award as a priority
- Discuss the value of sportsmanship with winter coaches and athletes
- Develop an editorial for the school newsletter and a Letter to the Editor for your local newspaper addressing positive sportsmanship efforts
- Sponsor an evening assembly for fans of winter sports teams. Ask school team members, coaches and local officials to emphasize sportsmanship and explain rule interpretations and changes for the coming season

## December-January

- Send out winter public service announcement to local radio stations



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- Compile league/conference sportsmanship ratings for fall sports

## February

- If teams advance to the State Tournament, identify winning the WIAA Sportsmanship Award as a priority.
- Contact an editorial writer at a local newspaper or host of a local radio or television talk show about an editorial or special program on sportsmanship in society and your school's role in promoting it
- Emphasize good sportsmanship in school announcements and social media as winter tournaments approach
- Develop a school-wide essay or cartoon contest for students to have them communicate their thoughts on sportsmanship

## March

- Discuss value of sportsmanship with spring coaches and athletes
- Sponsor an evening assembly for fans of spring sports teams. Ask school team members, coaches and local officials to emphasize sportsmanship and explain rule interpretations and changes for the coming season

## April

- Send out spring public service announcement to local radio stations
- Compile league/conference sportsmanship ratings for winter sports
- Evaluate, recognize and reward those who participated in sportsmanship efforts

## May

- Evaluate your sportsmanship efforts and report your results to the community through letters, newsletters and social media that reach into homes
- Emphasize good sportsmanship in school announcements as spring tournaments approach
- Conduct a follow-up league/conference sportsmanship meeting to evaluate efforts made during the past year and to set goals for the coming year

## June

- If teams advance to the State Tournament, identify winning the WIAA Sportsmanship Award as a priority
- Compile league/conference sportsmanship ratings for spring sports
- Begin planning your sportsmanship program for the next school year