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**For Immediate Release**

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## **NSAA Starts Farmers School Sportsmanship Program**

LINCOLN – The Nebraska School Activities Association is pleased to announce the Farmers School Sportsmanship Program for the 2009-10 school year. The annual award program is designed to recognize NSAA member high schools that establish and follow a quality sportsmanship program within their athletic activities.

“It has been said many times that sportsmanship is not a destination, but a journey,” says Dr. Jim Tenopir, executive director of the NSAA. “We need to continue our efforts to make sportsmanship a high priority among the coaches, athletes, parents, and fans of high school activities. Inappropriate conduct and the berating of officials and opponents have no place in education-based activities. The NSAA is thrilled to join a company like Farmers that is willing to assist our member schools in their efforts to continue moving toward excellent sportsmanship.”

“Farmers Insurance is proud to be the sponsor of the Nebraska School Activities Association’s sportsmanship program,” states Charles Browning, Vice President, Farmers Community Branding. “Instilling good sportsmanship in school curriculum and activities is an excellent step toward helping our young students today succeed in all of their pursuits in life. Farmers congratulates the NSAA for their continuing support of Nebraska’s students.”

NSAA member schools that meet the criteria below will receive The Farmers School Sportsmanship Banner to hang within their school.



**F A R M E R S**

### **School Sportsmanship Criteria**

1. Develop a school sportsmanship policy which is prominently posted within the school and if possible printed in the student and activity handbooks.
2. Promote awareness and involvement in sportsmanship and citizenship efforts by accomplishing three of the following (provide evidence to verify):
  - a. Attend NCA/NSIAAA Sportsmanship Summit (list names of student and adult participants)
  - b. Receive the NCA/NSIAAA Sportsmanship Award at the NSAA Girls and/or Boys State Basketball Championships (submit a copy of evaluation).
  - c. Utilize the NFHS “Sportsmanship. It’s up to you.” Materials (provide documentation to illustrate how the material was used).

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d. Print and announce sportsmanship messages at all spectator activities (provide copy of printed messages and scripts used).

e. Publicize/Highlight a public action by a student or coach from your school who exhibited good sportsmanship in the media (provide copy).

f. Conduct a school-wide or grade level sportsmanship essay contest submitting the winning essay to the NSAA for possible publication.

g. Conduct another appropriate project (describe the project in detail).

3. Promote awareness and involvement in sportsmanship and citizenship efforts by accomplishing one of the following (provide evidence to verify):

a. Develop a Mentoring/Positive Role Model program for elementary or middle grades (Provide details, who was involved, when and where the program took place. Provide examples of activities conducted with the elementary/middle grade students).

b. Develop and implement a school-wide sportsmanship recognition and awards program (Describe the program and give specific details, examples of awards, and photographs of the awards ceremony).

c. Develop a local publicity campaign to produce and present sportsmanship-related public service announcements, local bulletin boards and community service projects (provide photos or copies of articles).

d. Conduct a school or community sportsmanship workshop (describe the workshop and give specific details, date, and location, examples of topics, guest speakers, and participants and provide a copy of the workshop activities or photos).

4. Conduct an internal sportsmanship audit or evaluation involving students, staff and community to determine areas of success and specific areas needing improvement (provide details including: date(s), participants, methods of evaluating and results of audit as pertaining to strengths, weaknesses, and action plans to address areas evaluated).

5. If a coach is ejected during the 2009-10 school year, the school will not be eligible for the award. Multiple athlete ejections during the 2009-10 school year may also eliminate schools from receiving the award.

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