



New Mexico Activities Association *Public Service Announcements*



Pre-Game Announcements

Welcome to (today's/ tonight's) contest between _____ and _____ . As member schools of the New Mexico Activities Association, they would like to remind you that sportsmanship and the objectives of educational athletics are what set this event apart from other levels of competition. Your cooperation and support of the values promoted by these two schools is greatly appreciated.

The two schools participating in this event are members of the New Mexico Activities Association which have adopted the rules under which the games are conducted. A strong commitment to excellence, fair play and sportsmanship are all vital to this activity's success. _____ and _____ high schools appreciate your recognition of the values being taught at this event.

We are pleased to welcome you today to _____ high school. Good sportsmanship is one of the primary purposes of educational athletics. Our student-athletes recognize that judgment calls – by coaches, officials and themselves – are made in good faith and should be respected. Spectators can support both of these teams by refraining from derogatory or demeaning comments and cheers (today/ tonight). We hope that you will enjoy the game and support the students in a positive and sportsmanlike manner.

When _____ high school sponsors an athletic event, it considers it to be an extension of the classroom, with lessons learned as important as those coming out of a textbook. Perhaps the most important lesson is good sportsmanship, a course which will serve everyone well in the game of life. Remember to always -- Pursue Victory With Honor!

Welcome Announcements

_____ high school welcomes you (today's/ tonight's) game. Everyone wants to be famous and some people will do whatever it takes – good or bad – to be noticed. In (today's/tonight's) game, what will you become famous for? Please, be a good sport (today/ tonight).

_____ high school welcomes you to (today's/ tonight's) game. The New Mexico Activities Association would like to remind you that Pursuing Victory With Honor is the most important part of Sportsmanship. Without sportsmanship, these games lose their educational value.

_____ high school welcomes you to (today's/ tonight's) game. Sportsmanship is the Golden Rule of Athletics – treating other the way you wish to be treated. Sportsmanship asks us to focus on respect, because sportsmanship is a way of life.

_____ high school welcomes you to today's game. High school sports are a privilege to play and a privilege to watch. A privilege that depends on responsible conduct in school hallways, classrooms and playing fields. A privilege that depends on good sportsmanship. Good Sports Are Winners because they understand their responsibilities on and off the playing surface.

_____ high school welcomes you to today's game. Sportsmanship begins at home. It begins with an attitude that how you play matters more than the final score. So please, be a good sport today.

_____ high school welcomes you to today's game. Sportsmanship is not just a necessary part of high schools sports, it's the reason school sports exist. Sportsmanship is a way of life.

_____ high school welcomes you to today's game. The teams and athletes in today's competition are giving their best. They deserve the best from fans as well. Good sportsmanship brings out the best in all of us.

After Lineups Are Introduced – Introduce Officials

Your officials for today's game are _____ and _____. These officials are registered by the New Mexico Activities Association and like the coaches, are hired by (Name of your school) to help the athletes learn on the playing field. These individuals have worked hard to learn the rules and apply them fairly. We request you respect their honest efforts in administering this contest.

Your officials for today's game are _____ and _____. These officials are registered by the New Mexico Activities Association. They are hired by (Name of your school) with the mutual agreement of schools participating in this event. Their experience and integrity qualify them to administrate 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.

To Be Read During Breaks In The Action

Look at the most successful students in any school and what do you see? You see young people involved in athletics, speech, music, student council and other co-curricular activities. You see improved grade point averages and attendance records. You see our leaders of tomorrow. That's why academics and other school-sponsored activities are great curriculum partners. Support high school activities in your high school.

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. Remember to always Pursue Victory With Honor!

So you want to be a good sport? If you do, you'll have to follow the rules, and follow them without exception. OK...the first rule of good sportsmanship is to show respect. Rule number two is... see rule number one! When you really think about it, it's not that hard to be a good sport! Remember to always Pursue Victory With Honor!

Some people believe in convenience sportsmanship — in other words, to be a good sport only when it's to their advantage. Sportsmanship isn't something you chose to do at certain times; it's something that requires constant effort. (Name of School) High School reminds you that Good Sports Are Winners because they understand sportsmanship in educational athletics is a full-time job. Remember to always Pursue Victory With Honor!

Finishing first does not always mean you won. In fact, an attitude where you feel you have to win at all costs and show disrespect for your opponent, officials and the rules of the game in the process make you a loser. (Name of School) High School reminds you that Good Sports Are Winners because they know there's no excuses for poor sportsmanship.

High school sports are different from other levels of athletics because they promote lifelong values — including respect for others. (Name of School) High School reminds you that Good Sports Are Winners because they believe that Trash Talk is TRASH! Support the campaign to eliminate taunting from school sports. Remember to always Pursue Victory With Honor!

So much has been made lately of athletes and coaches being role models for fans, but in the end, who's a role model for who? Before you verbally abuse a player, coach or referee at an athletic event –THINK! Maybe it's time for the spectators to become role models for the participants. (Name of School) High School reminds you that Good Sports Are Winners!

Some people say trash talk in sports is harmless – just a “part of the game.” That may be true in college or professional sports, but in high school athletics – educational athletics — showing that kind of disrespect can get you kicked out of a game. It's a punishment that fits the crime. Games are meant to be played — not talked. (Name of School) High School reminds you that Good Sports Are Winners because they support the campaign to eliminate taunting from school sports.

Pretend for a moment that you're the only person in attendance at a high school game. Would your behavior include ridiculing impressionable 14 to 17-year olds, openly second-guessing coaches and berating officials? Probably not. So the next time you are in a crowd at a contest, act as if you were the only fan in the stands, and encourage the participants in a positive manner. (Name of School) High School reminds you that Good Sports Are Winners!

Your ticket to educational athletic events is a privilege to watch youngsters learn on the playing surface. One of the lessons taught today is one spectators can benefit from as well — the value of good sportsmanship. This is a classroom where respect should be accorded to all in attendance. (Name of School) High School reminds you that Good Sports Are Winners!

While the scoreboard reveals the winner of a high school athletic event, the real winners are those who display good sportsmanship. (Name of School) High School reminds you that Good Sports Are Winners because they treat competition as a game and not a war...they show genuine concern for an injured player, and they accept and respect the decisions of the officials. Remember to always Pursue Victory With Honor!

Trustworthiness, Respect, Ethics and Integrity are values important in our daily lives. On the playing field, they are translated into the words Sporting Behavior. Sporting Behavior is one of the strongest educational lessons and lifetime values taught by interscholastic athletics. Remember, Sporting Behavior - It's the Essence of the Game.

There's a misconception that the reason kids take part in high school sports is to earn college scholarships. In reality, students say the primary reason they play school sports is to have fun, and the percentage of those players who receive college scholarships is less than five percent. But what comes from the opportunity to compete has lifetime staying power, and is more valuable than a scholarship. Today's student participants are the leaders of tomorrow. Support your local school activities program.

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. Sporting Behavior - It's The Essence of the Game.

The product of high school sports is not championships, but the development of lifetime values such as respect. Interscholastic competition teaches respect, not only for the game, but for those who play it, coach it and watch it. The lessons of respect extend beyond the playing field and into the classroom and our daily lives. Remember to always Pursue Victory With Honor!

Interscholastic events are an extension of the classroom and the lessons learned in the gym and on the field are best learned when proper respect is accorded to all. Let your good sporting behavior show during the game and Pursue Victory With Honor at all times!