



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.

3. 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.

4. 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.

5. 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.

6. 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.



7. 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.

8. 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.