

# Agenda

**HIGH SCHOOL TODAY PUBLICATIONS COMMITTEE  
AGENDA**

**February 10-11, 2018  
Hyatt Regency Indianapolis – Concept Room  
Indianapolis, Indiana**

**Saturday, February 10**

**8:30 a.m. – 11:30 a.m.**

**WELCOME**

1. Welcome – Bruce Howard
2. Staff Update – Bruce Howard
  - Erin Stockman joins our team
  - Bob Gardner retirement
  - Changes in Marketing/Events Department
3. Committee Update – Bruce Howard
  - Not in Attendance: Don Showalter, Jeannette Bruno, Matt Troha, Jim Vanderlin
  - Don Showalter, Jeannette Bruno – resigned from committee
  - Steve Amaro to join committee in August as Coach representative
  - Lee Green received NIAAA Award of Merit at 2017 AD Conference
4. General Information – Bruce Howard (key highlights of past six months will take place during lunch)

**HOUSEKEEPING**

5. Expense Report – Bruce Howard (Attachment)
6. Conflict of Interest Form, Indemnification Statement, Emergency Form – Bruce Howard (Attachments)
7. Committee Listing – Bruce Howard (Attachment)
8. Review Agenda, Plans for Meeting – Bruce Howard (Attachment)

**MINUTES**

9. Minutes from August 5-6, 2017, Meeting – Bruce Howard (Attachment)

## ADVERTISING

10. Update on Advertising Efforts – Bruce Howard
  - a. HST Ad Revenue
    - September 2017 (64) – 27 ads, 21 1/3 pages, \$24,063
    - October 2017 (56) – 24 ads, 18 2/3 pages, \$20,513
    - November 2017 (56) – 24 ads, 18 2/3 pages, \$20,563
    - January 2018 (56) – 24 ads, 18 pages, \$19,188
  - b. Printing-Shipping Costs/Ad Revenue
    - Printing/Shipping per-issue costs (Sept. 2017-Jan. 2018) -- \$49,042
    - Ad Revenue average for past four issues -- \$21,081
    - Advertising covered 43% of past four issues
    - NFHS Board continues to be committed to funding remainder
  - c. Advertising Plan for 2018-19
    - Signature sponsors (4) receive one full-page ad on covers (rotating) in every issue.
    - Next level of sponsors (5) receive one full-page ad in every issue.
    - Next level of sponsors (7) receive one full-page ad in four issues or ½-page ad in every issue.
    - Goal is to maintain 70% editorial, 30% advertising  
September 2017 (69% editorial, 31% advertising)  
October 2017 (69%, 31%)  
November 2017 (69%, 31%)  
January 2018 (70%, 30%)
    - 56-page issue – 16 to 20 ad pages
    - 64-page issue – 20 to 23 ad pages
11. Rate Card/Editorial Calendar – Bruce Howard/Kim Vogel (Attachment) -- new rate card updated after this meeting

## REVIEWS

12. Reviews of Past Four Issues – Chris Boone (Attachments)
  - a. September 2017
  - b. October 2017
  - c. November 2017
  - d. January 2018
13. Comments from Online Reviews – Bruce Howard (Attachments)
  - a. September 2017
  - b. October 2017
  - c. November 2017
  - d. January 2018

14. Feedback on Articles Submitted for Publication – Bruce Howard (Attachments)
  - a. Peer Support Teams on Increase for Athletic Trainers (Perry Denehy, Brian Robinson)
  - b. Should High School Athletes Take Supplements (Tavis Piattoly, Brian Robinson)
  - c. Sports Nutrition Advice for the Vegan and Vegetarian High School Athlete (Ennette Larson-Meyer, Brian Robinson)
  - d. Feeding Your Mind (Dan Gerdes, Don Showalter)
  - e. Just Say No (Dan Gerdes, Don Showalter)
  - f. How Much Can We Learn from a High School Debate Team? (Joseph Graves, unsolicited)
  - g. Help Student-Athletes Respond to Injuries Without Fear of Looking Weak (Chris Stankovich, Jeannette Bruno)
  - h. Running Effective AED Drills (Steve Amaro)
  - i. Successful Postseason Ceremonies (Steve Amaro)
  - j. Playing Multiple Sports Should Maintain Center Stage (Kraig Garber, Matt Troha)
  - k. Investing in Your Future (Scott Fitzgerald, unsolicited)

#### **HST ONLINE**

15. NFHS Website Update – Chris Boone
  - a. Email Blasts to NFHS Learn Database, Page Views – Erin Stockman (Attachment)
  - b. HST Flipbook Online – Kim Vogel
  - c. HST Page on Website – Chris Boone
  - d. Review Form/About Page on Website – Chris Boone

#### **EDITORIAL CONTENT/DIRECTION**

16. Plans for 2018-19 – Bruce Howard
  - a. Breakdown of articles (September 2017-January 2018) (Attachment)
  - b. State-by-State Highlights – Chris Boone
  - c. New Ongoing Feature – Affiliate Organizations
  - d. Ideas for New Ongoing Sportsmanship Feature
  - e. Review of Quick Hits Section – Bruce Howard, Kim Vogel
  - f. Email from Craig Murray (Attachment)
  - g. High School Today Authors (Attachment)
  - h. Copy Deadlines/Monthly Reminders
  - i. Other Feedback/Ideas

#### **GRAPHICS**

17. Update on Graphic Design – Kim Vogel
  - a. Feedback from Committee on Re-design of Magazine

## **QUICK HITS TOPICS**

18. Topics for Quick Hits Section (April, May, September, October)
  - a. NFHS Here for You – Bruce Howard (Attachment)
  - b. Around the Nation – Bruce Howard (Attachment)
  - c. It All Started Here – Chris Boone (Attachment)
  - d. Unusual Nicknames – Chris Boone (nicknames already determined – see logs)
  - e. Ask the Athletic Director – Dave Hoch (Dave to respond to requests)
  - f. From the Student Perspective – Bruce Howard (Attachment)
    - Questions for next four issues
    - Need four committee members to cover each question
  - g. For the Record – Chris Boone (Attachment) – Chris to determine featured record
  - h. Guess What Happened to Me Today? – Bruce Howard (Attachment)
    - Committee member rotation for next four issues
  - i. Helpful Websites/Apps – Chris Boone (Attachment)
    - Subjects for next four issues (Cody Porter to write)
  - j. Sports Venues – Chris Boone (Attachment)
  - k. Legal Brief – Lee Green

## **OTHER DEPARTMENT TOPICS**

19. Topics for Other Departments
  - a. Voices of the Nation – Bruce Howard (Attachment)
    - Questions for Next Four Issues
  - b. In Their Own Words – Chris Boone (Attachment)
    - Names for Next Four Issues

## **HST INDEX**

20. High School Today Index – Chris Boone (Attachment)

**11:30 a.m. – 12:45 p.m. – LUNCH IN ROOM (Share Highlights of Past Six Months)**

**12:45 p.m. – 1:15 p.m. – BREAK**

**1:15 p.m. – 4:30 p.m.**

**STORY IDEAS**

21. Story Ideas for Future Issues – Bruce Howard
  - a. Ideas from committee members on WiKi (Attachment)
  - b. National issues for possible features/other story ideas (Attachment)
  - c. Holdover story ideas (Attachment)
  - d. Suggested articles from online reviews (Attachment)
  - e. Q-and-A articles with state association directors on key topics
  - f. Sports Medicine Topics (next four issues) – Brian Robinson
  - g. Legal Topics (next four issues) – Lee Green
  - h. Ideas for “Ideas That Work” column
  - i. Story ideas from 2017 AD Conference workshops – Chris Boone (Attachment)

**4:30 p.m. – Adjourn**

**5:45 p.m. – Meet in Hotel Lobby**

**6:00 p.m. – Dinner at McCormick & Schmick’s**

**Sunday, February 11**

**8:30 a.m. – 11:30 a.m.**

**MARCH STORY LOG**

1. March Story Log – Bruce Howard (Attachment)

**STORY IDEAS**

2. Additional Story Ideas – Chris Boone

**STORY LOGS**

3. Future Story Logs – Bruce Howard (Attachment)
  - a. April 2018
  - b. May 2018
  - c. September 2018
  - d. October 2018
  - e. November 2018 (if possible)

## **TO-DO LIST**

4. Update Assignments on Committee To-Do List – Bruce Howard (Attachment)

## **FUTURE MEETINGS**

5. Future Meetings – Bruce Howard
  - a. August 11-12, 2018 – Hyatt (this is a change from original date)
  - b. February 9-10, 2019 – Hyatt

## **OTHER BUSINESS**

6. Other Business

**11:30 a.m. – Adjourn, Lunch**

# Housekeeping

**National Federation of State High School Associations  
PO Box 690  
Indianapolis, IN 46206**

**BOARD AND COMMITTEE EXPENSE REPORT**

Name: \_\_\_\_\_ Date Completed: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Travel Expenses to: Indianapolis, IN

Meeting Date(s): February 10-11, 2018 (Travel dates February 9-11)

Purpose: High School Today Publications Committee Budget Program #: 475

**NOTE: Our audit firm requires all receipts to be attached, if possible and when applicable. Itemized restaurant receipts must be attached (in compliance with IRS) as well as credit card receipts.**

Reimbursable Expenses

870-001 – Air Travel, Baggage Fees & Tips \_\_\_\_\_

870-002 – Auto Miles - \_\_\_\_\_ @ 54.5¢ \_\_\_\_\_

870-003 – Taxi/Shuttle & Tips \_\_\_\_\_

870-003 – Parking - Tolls \_\_\_\_\_

870-004 – Car Rental & Gas \_\_\_\_\_

872-000 – Meals & Tips \_\_\_\_\_

874-000 – Hotel & Tips \_\_\_\_\_

874-000 – Other Gratuities \_\_\_\_\_

\_\_\_\_\_ – Miscellaneous (itemize on back) \_\_\_\_\_

TOTAL \_\_\_\_\_

I certify the above report is correct and all receipts are included, and no excludable charges have been requested for reimbursement:

Advance \$ \_\_\_\_\_

Signed: \_\_\_\_\_

Cash Expenditure \$ \_\_\_\_\_

Date: \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Approved by: \_\_\_\_\_

**ALL CASH AND CREDIT RECEIPTS MUST BE ATTACHED**

*Excludable charges include:*

Movies, honor bar, personal expenses, alcoholic beverages, health club, personal phone calls, etc.

**Accounting Use Only:**

**Approved By/Date:** \_\_\_\_\_

**Entered By/Date:** \_\_\_\_\_

**Voucher #:** \_\_\_\_\_

**DAILY ITEMIZED EXPENSES**

DAY/DATES							
AIR TRAVEL, BAGGAGE FEES & TIPS							
AUTO MILES							
TAXI/SHUTTLE & TIPS							
PARKING & TOLLS							
CAR RENTAL & GAS							
BREAKFAST & TIPS							
LUNCH & TIPS							
DINNER & TIPS							
HOTEL & TIPS							
OTHER GRATUITIES							
MISCELLANEOUS							
TOTALS *							

**OVER**

*\* Totals carry over to front*

# **National Federation**

## **Conflict of Interest Statement**

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The Board of Directors of the NFHS requires that each person serving as a committee or Board member, agent or employee of the NFHS performs his or her duties without influence or the appearance of influence by any other business or financial interest.

Potential conflicts of interest include, but are not limited to, a person's direct financial or close personal interest in a company or product which could be affected by a decision of a committee on which the person serves. An interest in a sport camp, sporting goods manufacturer or insurance company holds potential for a conflict.

The NFHS is not critical of such interests. It merely requests that persons disqualify themselves from service to the NFHS on matters relating to such interests.

If a member of the Board of Directors, any NFHS committee or any agent or employee of the NFHS should have or develop a conflict of interest, such person shall:

1. Immediately identify the conflict in writing to the president and/or executive director; and
2. Remove himself or herself from any discussion or decisions involving the matter in conflict.

In case of doubt about the existence of a conflict, a member should submit the questions and the relevant facts to the president and/or executive director for a decision.

## **Speaking Agent Policy**

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The President, Executive Director and Chief Operating Officer are the only individuals authorized to speak on behalf of the NFHS except as outlined below.

Rules Editors are hereby designated as speaking agents for their committees regarding issues within their committees' jurisdiction, provided, however, that where practicable, communications with third-parties about matters of advocacy or controversy should be discussed in advance with the President, Executive Director or Chief Operating Officer.

The Executive Director may designate additional speaking agents on specific topics or issues.

If a committee member is contacted by a third-party about an NFHS-related issue, the committee member should reference this policy and ask the inquiring party to contact a designated speaking agent.

I have read both of the above and agree to comply:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Committee)

INDEMNIFICATION OF  
NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS  
OFFICERS, DIRECTORS, EMPLOYEES, COMMITTEE MEMBERS AND AGENTS

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Section 1: The National Federation of State High School Associations (NFHS) shall indemnify any person who was or is a party or is threatened to be made a party to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative (other than an action by or in the right of the NFHS) by reason of the fact that he/she is or was a director, officer, employee, or agent of the NFHS, or is or was serving at the specific written request or with the written approval of the NFHS Executive Committee as a director, officer, employee, committee member or agent of another corporation, partnership, joint venture, trust or other enterprise, against expenses (including attorneys' fees), judgments, fines and amounts to be paid in settlement actually and reasonably incurred by him/her in connection with such action, suit or proceeding if he/she acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the NFHS, and, with respect to any criminal action or proceeding, had no reasonable cause to believe his/her conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that the person did not act in good faith and in manner which he/she reasonably believed to be in or not opposed to the best interests of the NFHS, and with respect to any criminal action or proceeding, had reasonable cause to believe his/her conduct was unlawful.

Section 2: The NFHS shall indemnify any person who was or is a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the NFHS to procure a judgment in its favor by reason of the fact that he/she is or was a director, officer, employee or agent of the NFHS or is or was serving at the specific written request or with the written approval of the NFHS Executive Committee as a director, officer, employee, committee member or agent of another corporation, partnership, joint venture, trust or other enterprise against expenses (including attorneys' fees) actually and reasonably incurred by him/her in connection with the defense or settlement of such action or suit if he/she acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the NFHS and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his/her duty to the NFHS unless and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses which such court shall deem proper.

(more)

Section 3: Any indemnification under Sections 1 or 2 (unless ordered by a court) shall be made by the NFHS only as authorized in the specific case upon a determination that indemnification of the director, officer, employee, committee member or agent is proper in the circumstances because he/she has met the applicable standards of conduct set forth in Sections 1 and 2, and has acted with such care as an ordinarily prudent person in a like position would use under the same or similar circumstances. Such determination shall be made (1) by the Executive Committee by a majority vote of a quorum consisting of Executive Committee members who were not parties to such action, suit or proceeding, or (2) if such a quorum is not obtainable, or, even if obtainable a quorum of disinterested Executive Committee members so directs, by independent legal counsel in a written opinion, or (3) by the National Council of the NFHS.

Section 4: Expenses (including attorneys' fees) incurred in defending a civil or criminal action, suit or proceeding may be paid by the NFHS in advance of the final disposition of such action, suit or proceeding as authorized in the manner provided in Section 3 upon receipt of an undertaking by or on behalf of the director, officer, employee, committee member or agent to repay such amount unless it shall ultimately be determined that he/she is entitled to be indemnified by the NFHS as authorized in this indemnification provision.

Section 5: The indemnification provided by this section shall not be deemed exclusive of any other rights to which those indemnified may be entitled under any bylaw, agreement, vote of shareholders or disinterested directors or otherwise, both as to action in his/her official capacity and as to action in another capacity while holding such office, and shall continue as to a person who has ceased to be a director, officer, employee, committee member or agent and shall inure to the benefit of the heirs, executors and administrators of such a person.

Section 6: The NFHS may purchase and maintain insurance on behalf of any person who is or was a director, officer, employee, committee member or agent of the NFHS, or is or was serving at the request of the NFHS as a director, officer, employee, committee member or agent of another corporation, partnership, joint venture, trust or other enterprise against any liability asserted against him/her and incurred by him/her in any such capacity or arising out of his status as such, whether or not the corporation would have the power to indemnify him/her against such liability under the provisions of this indemnification provision.

Section 7: The intent of this indemnification is to include NFHS representatives to organizations such as National Sports Governing Bodies, etc.

Section 8: This indemnification policy shall be effective for acts and/or omissions occurring on or after August 15, 1992, and shall remain in effect until amended or terminated by the NFHS Executive Committee or its successor.

Source: NFHS Board—Nashville, Tennessee

Date: June 25, 1993



## EMERGENCY CONTACT INFORMATION

(To be held by the NFHS staff person for the duration of this meeting)

(Please Print)

Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

### \*EMERGENCY CONTACTS:

(First Contact):

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Cell     Home     Work

(Next of Kin – if Different):

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Cell     Home     Work

### DISCLAIMER:

*\*This information is intended to be held by an NFHS staff person at the site of the meeting. The NFHS makes no representation that the NFHS staff person has medical training, or that any intervention will be successful.*

## **2017-18 HIGH SCHOOL TODAY PUBLICATIONS COMMITTEE**

Superintendent	Darrell G. Floyd Enid Public Schools 500 S. Independence Enid, Oklahoma 73701 Home: 918 Blue Stem Rd Enid, Oklahoma 73703	<a href="mailto:dgfloyd@enidk12.org">dgfloyd@enidk12.org</a> Phone: 580-366-7000 Cell Phone: 254-592-9328
Principal	Michael Schaefer Principal Gresham High School 1200 North Main Avenue Gresham, OR 97030	<a href="mailto:Schaefer9@gresham.k12.or.us">Schaefer9@gresham.k12.or.us</a> Phone: 503-674-5532 Cell Phone: 541-659-3728
School Board	Jim Vanderlin <i>FL address: (Jan – March)</i> 14300 66th St. N Lot 801 Clearwater, FL 33764 <i>IN address: (April – Dec)</i> 2647 Montgomery St Lake Station, IN 46405	<a href="mailto:jrvanderlin@gmail.com">jrvanderlin@gmail.com</a> FL Phone: 727-408-5451 Cell Phone: 219-512-3950 IN Phone: 219-962-3805
State Association Assistant Director	Treva Dayton 177 The Oaks Blvd Elgin, TX 78621	<a href="mailto:tkdayton@utexas.edu">tkdayton@utexas.edu</a> Cell Phone: 512-497-6297 Home: 512-303-7029
State Association Media Director	Matt Troha Illinois High School Assoc. 2715 McGraw Drive Bloomington, IL 61702-2715	<a href="mailto:mtroha@ihsa.org">mtroha@ihsa.org</a> Cell Phone: 309-530-6143 Work: 309-663-6377 Home: 309-379-8883
Athletic Trainer/ NATA	Brian Robinson Retired Home: 1152 Thackeray Palatine, IL 60067	<a href="mailto:brobinsonatc@gmail.com">brobinsonatc@gmail.com</a> Cell Phone: 847-721-9524 Home: 847-991-6772
Fine Arts	Steffen Parker 141 Butternut Road, Williston, VT 05495	<a href="mailto:sparker@vpaonline.org">sparker@vpaonline.org</a> Home Phone: 802-878-2898 Cell Phone: 802-343-6282
High School Athletic Director	David Hoch 1207 Peachtree Road Fallston, MD 21047	<a href="mailto:DavidHochretAD@gmail.com">DavidHochretAD@gmail.com</a> Phone: 410-877--1957
High School Coach	Don Showalter National Director for Coach Development – USA Basketball	<a href="mailto:dshowalter@usabasketball.com">dshowalter@usabasketball.com</a> Work Phone: Fax: Home Phone: Cell Phone: 319-936-0310

Legal Counsel	Lee Green 13531 Hauser Street, #208 Overland Park, Kansas, 66221	<a href="mailto:Lee.Green@bakeru.edu">Lee.Green@bakeru.edu</a> Phone: 785-594-8336 Fax: 785.594.4570 Cell Phone: 913-708-3565 Home: 913-708-3565
High School Activities Director	Jeannette Bruno Assistant Principal Marlboro High School 95 N. Main Street Marlboro Township, NJ 07746	<a href="mailto:jbruno@frhsd.com">jbruno@frhsd.com</a> Phone: 732-617-8393, x6002 Cell Phone: 732-904-4885
Contest Official	Tim Leighton Communications Coordinator Minnesota State High School League 2100 Freeway Blvd. Brooklyn Center, MN 55430	<a href="mailto:tlighton@mshsl.org">tlighton@mshsl.org</a> Work Phone: 763-560-2262 Cell Phone: 651-226-5591
	Bruce Howard NFHS PO Box 690 Indianapolis, IN 46206	Work Phone: 317-822-5724 Cell Phone: 317-496-4140 Fax: 317.822.5700 E-mail: bhoward@nfhs.org
	Chris Boone NFHS PO Box 690 Indianapolis, IN 46206	Work Phone: 317-822-5711 Cell Phone: 317-809-5878 Fax – 317.822.5700 E-mail: cboone@nfhs.org

# Minutes

**MINUTES OF THE  
NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS  
HIGH SCHOOL TODAY PUBLICATIONS COMMITTEE MEETING**

**Hyatt Regency Indianapolis**

**Indianapolis, Indiana**

**August 5-6, 2017**

**High School Today Publications Committee** members present: David Hoch (Maryland, High School Athletic Director); Treva Dayton (Texas, State Associations); Brian Robinson (Illinois, Athletic Trainer); Lee Green (Kansas, Legal Counsel); Steffen Parker (Vermont, Fine Arts); Darrell Floyd (Oklahoma, Superintendent); Tim Leighton (Minnesota, Officials); Matt Troha (Illinois, Media Director); and Michael Schaefer (Oregon, Principal). NFHS staff members present: Bruce Howard, Chris Boone, Kim Vogel and Cody Porter. Committee members not in attendance: Don Showalter (Iowa, High School Coach); Jim Vanderlin (Indiana, School Boards); and Jeannette Bruno (New Jersey, High School Activities Director). The meeting was called to order at 8:30 a.m. by Mr. Howard.

**1. Welcome.** Mr. Howard welcomed everyone to the meeting. Committee members provided updates on their personal lives during the past six months. Mr. Howard showed the DVD of the Summer Meeting Luncheon, where Steffen Parker, David Hoch and Lee Green received NFHS Citations. He also shared information about Kathy Brady's memorial service and the plans for her successor on the staff.

**2. Committee Update.** Mr. Howard informed the committee that Don Showalter has resigned from the committee, effective with the February 2018 meeting. The committee discussed a possible replacement. Mr. Schaefer and Mr. Troha mentioned possible replacements. It was suggested that we have someone from the western part of the United States, as well as the need for a minority member of the committee. Mr. Howard will work on a possible replacement. Mr. Vanderlin (back issues) and Ms. Bruno (scheduling conflicts) were unable to attend.

**3. NFHS Housekeeping Items.** Mr. Howard explained the expense report and asked committee members to return it, along with detailed receipts. Mr. Howard also explained the other forms – Conflict of Interest, Indemnification Statement and the Emergency Form – and asked committee members to complete the Conflict of Interest and the Emergency Forms and return them during the meeting.

**4. Minutes from the February 11-12, 2017 Meeting.** There were no changes to the minutes from the February 2017 meeting.

**5. Advertising.** Mr. Howard reported on the continued growth of advertising in High School Today. He reported on advertising revenue from the past four issues, noting that revenue averaged \$22,938 per issue and covered 46 percent of the printing and shipping costs, which averaged about \$49,500 per issue. He discussed the advertising plan for 2017-18 and said the goal remains for each issue to be approximately 70 percent editorial and 30 percent advertising. He said the Board of Directors continues to be supportive of printing and shipping the magazine to our 75,000 school leaders.

**6. Reviews.** Mr. Boone led the committee through a review of the past four issues (February-May 2017). Mr. Green said he received a lot of feedback (not all positive) from the transgender article in the February issue. Mr. Howard stressed the continued need to obtain reviews from as many people as possible since we obtain useful information from these individuals. He noted that it would be good to get more reviews from principals and superintendents. In response to Mr. Leighton's question, Mr. Hoch offered suggestions for getting people to complete the review form. He has a standard letter and sends to people who he meets at AD Conference, etc. He continues to follow up with people to ensure they complete the form.

**7. Feedback on Articles Submitted for Publication.**

a) **What is it Like to be a Schuyler Warrior?** – The general consensus of the committee was that the topic should be pursued but to not use this particular article as is. Mr. Howard will pursue having someone write this article and include an interview with the author as a part of the article. The goal is to make a positive story about how to incorporate everyone into a school's athletic program. The racial/ethnic makeup of the athletics teams should mirror the community.

b) **A Student-Athlete's Greatest Tool** – The general consensus was that the article was too researched-based and would need to be rewritten. Perhaps could be condensed to an Ideas That Work article.

c) **Making Your New School Feel Like C.A.S.A.** – It was suggested to just focus on the four ideas and eliminate the lead material. It does need to be rewritten – Mr. Howard will tackle that. There was a question about whether the CASA was the author's idea or whether he had taken that from a previous article.

**8. HST Online.** Mr. Boone shared information related to the number of individuals who opened the HST email blasts through the Learning Center. Mr. Leighton noted that a strong cover story is key factor in getting people to open the emails. It was mentioned that we should ask state

associations to encourage schools to push the magazine. Mr. Boone also discussed plans to have all articles from previous issues available on the website.

**9. Editorial Content.** Mr. Howard reviewed the breakdown of articles for the past four issues, all of which were 56-page issues. The state-by-state section will start with the September issue as Tim Leighton has submitted the first review of Section 1. Mr. Howard said the state association sportsmanship profiles that we've been doing for a couple of years has reached the end since it is hard to find information on the remaining states. He asked for suggestions for a different sportsmanship focus. Mr. Green mentioned the Champions of Character Program. It also was suggested that we could ask readers to send sportsmanship ideas. Mr. Troha mentioned Illinois' "Sport a Winning Attitude" program. Mr. Floyd mentioned Rachel's Challenge and Great Expectations.

**10. HST Authors.** Mr. Howard noted the attachment of the authors of articles for HST. A total of 285 individuals have written at least one article in the 10 years of publication. Mr. Green suggested producing a flyer to insert in the AD Conference packets to solicit individuals to write for HST – similar to what is done for the IAA Magazine. It was suggested that we contact Don Showalter to get an interview with Coach K. Mr. Howard will contact Mr. Showalter.

**11. HST Graphics.** Kim Vogel shared plans to do the first re-design of High School Today with the launch of the September issue. The committee was supportive of the plan to incorporate HST on the cover along with High School Today. The committee thanked Kim for her continued great work with the design of the magazine.

**12. Quick Hits Topics.** The committee completed the logs for the November, January, February and March issues for the following Quick Hits sections: NFHS Here for You, Around the Nation, It All Started Here, Unusual Nicknames, Ask the Athletic Director, From the Student Perspective, For the Record, Guess What Happened to Me Today, Helpful Websites/Apps, Sports Venues, Looking Back and Legal Brief. These topics were included on the master grid sheet.

**13. Other Department Topics.** The committee also determined topics for the Voices of the Nation and In Their Own Words departments for the next four issues and included those on the master grid sheet.

**14. September Story Log.** Mr. Howard noted that the layout on the September issue is about to begin and shared the remaining articles that are needed.

**15. Story Ideas.** The committee discussed story ideas from online reviews, national issues, AD Conference workshop topics, holdover topics and the Wiki pages. The committee completed the logs for the October, November, January, February and March issues. Mr. Howard will update the master grid sheets for these issues and send to the committee.

**16. Update Assignments on Committee To-Do List.** Committee members provided updates on their various assignments since the previous meeting. Mr. Howard will update the To-Do List and send to the committee.

**17. Future Meeting Dates.** Mr. Howard noted the next two meeting dates are February 10-11, 2018, and August 4-5, 2018.

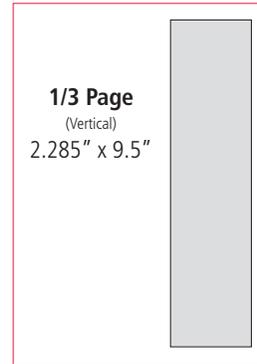
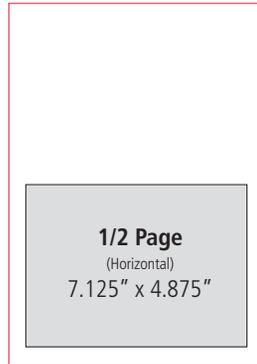
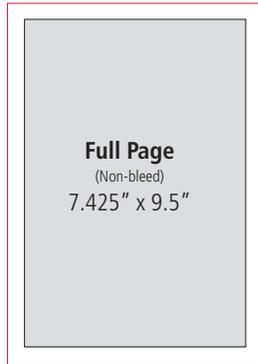
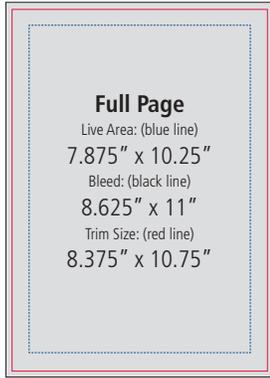
The meeting was adjourned at 11:30 a.m. on August 6, 2017.

# Advertising

# HIGH SCHOOL TODAY®

THE VOICE OF EDUCATION-BASED ATHLETIC AND PERFORMING ARTS ACTIVITIES

RATE CARD/EDITORIAL CALENDAR



Binding –  
Saddle Stitched

*\*\*Live area must be .25" in from trim on all sides (for full-page only)*

High School Today is a unique, one-of-a-kind publication for leaders in high school athletic and activities administration. It is published by the National Federation of State High School Associations (NFHS) eight times a year and distributed to the superintendent, principal, athletic director and school board president in almost 20,000 high schools nationwide. Advertisers, therefore, are assured of reaching the key decision-makers in high schools.

## Rate Card

**Publication:** 56- or 64-page four-color magazine, 8X a year (September–May, with combined issue for months of December and January).

**Readership:** Athletic/activities directors; principals; superintendents; school board presidents; NFHS member state associations; speech, debate and music associations; district/city athletic directors; state athletic director associations; state association legal counsels; and media.

**Circulation:** 75,175 guaranteed, with 284,485 projected readership.

## EDITORIAL CONTENT

High School Today, the voice of education-based athletics and activities, contains timely content of interest to a broad audience. Editorial content includes articles and guest columns on a wide variety of topics, ranging from school funding to legal issues, from marketing to lifestyle topics, from sports participation to gambling and hazing, and beyond.

## DEADLINE

10th day of month prior to publication month, except for January issue, which is due preceding November 15.

## FOUR-COLOR AD RATES

	1x	3x-8x*
2-Page Spread.....	\$4,750	\$2,375
Inside Front Cover (C2).....	\$4,000	\$2,000
Back Cover (C4) .....	\$3,500	\$1,750
Inside Back Cover (C3) .....	\$3,000	\$1,500
Full Page.....	\$2,500	\$1,250
1/2 Page .....	\$1,500	\$750
1/3 Page .....	\$1,000	\$500

*\*Per insertion rates*

*Special position charge: 10% (non-commissionable)*

## DIGITAL FILES FOR PRINT:

We prefer CMYK PDF using these settings when creating your .pdf "High Quality Print" or "PDF/x-1a:2001" files.

We will also accept PC files in Adobe Photoshop, Illustrator or InDesign. All files must be 300 dpi or higher at the size they will be printed. All fonts must be converted to outlines or paths. Acceptable file types include .tif, .eps and .jpg. All .jpg files will be converted. Don't apply attributes to a font (i.e.,: bold with applied italic) – use the bold italic font.

## ADVERTISER INFORMATION

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## NEED MORE INFORMATION?

**Contact:** Shane Monaghan, NFHS Development Coordinator, at 317-822-5721 or [smonaghan@nfhs.org](mailto:smonaghan@nfhs.org)  
Visit us at [www.nfhs.org](http://www.nfhs.org)



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## MECHANICAL & PRINTING REQUIREMENTS

Magazine Ad Dimensions (in inches)

Ad Size	Width	Depth	Bleed	Trim
Cover – C2, C3 and C4 (Bleed**)	7.875	10.25	8.625 x 11	8.375 x 10.75
Full Page (Non-bleed)	7.425	9.5		
Full Page (Bleed**)	7.875	10.25	8.625 x 11	8.375 x 10.75
1/2 Page Horizontal (Non-bleed)	7.125	4.875		
1/3 Page Vertical (Non-bleed)	2.285	9.5		

## RAVE REVIEWS

*"I enjoy the variety of topics and appreciate any tips or advice the authors give related to the topic of the article. I really enjoy articles that show the success of athletes and how they can have success off the fields or courts."*

–Scott Steward, athletic director, Illinois

*"I read it from cover to cover as much as I can. I share a lot of the information with my coaches and colleagues in our conference. There is often a wealth of information in High School Today. In the May issue, I found the information on grant writing for high school athletic directors very informative, especially the information on where to locate granting agencies."*

–Rusty Todd, athletic director, New Jersey

*"I think the magazine does a great job of sharing up-to-date information that I can share with my superintendent, principals and coaches/advisors."*

–Barbara Dzuricko, athletic director, Pennsylvania

*"This is a great publication that highlights education-based athletics across the country. Articles are nice in that they provide education for the AD as a pause to double-*

*check/reflect on procedures and day-to-day operations to help improve the experience for the athletes we serve."*

–Lance Larkey, assistant athletic administrator, Indiana

*"Your periodical is consistently excellent, and I want to commend you and thank you for it! I find myself regularly passing it on to my fellow administrators, since your articles touch helpfully on so many aspects of healthy school programming and culture. Blessings on your work – thanks for helping us all serve students better."*

–Don Wiley, academic dean, Maryland

*"I always like the forum articles where several ADs weigh in on issues/questions. I am always interested in learning new and different ways to solve issues. I always enjoy reading High School Today typically in the late afternoon over the course of a few days while in the office as it gives me a chance to sit and relax and go through the magazine page by page. When I find something that my coaches need to see, I'm sure to pass it along for all to read."*

–John Catalano, athletic director, Illinois

*"I have been a reader of this journal for many years; my predecessor used to pass them down to me when he was finished with them. I find the wealth of information, and the breadth of coverage, very informational. I feel this is an outstanding professional publication. To be honest, I am affiliated with many organizations in my role as athletic director, health and physical education department chair, and pool director, and I believe High School Today is the best publication I receive. I gather more information from one issue than any other journal or newsletter that I subscribe to."*

–Doug Marchetti, athletic director, Connecticut

*"As always, the majority of the issue touches on topics that athletic directors are faced with in all facets of the position. This issue hit several key areas that I have dealt with this school year. The articles are well written but not too lengthy. They are easy to understand while covering the major issues. I always enjoy the issues and always find something relevant to my role as athletic director."*

–Bailey Jackson, athletic director, South Carolina

## Editorial Calendar

	Ads Due	Mail Date
October 2017	September 10	October 6
<ul style="list-style-type: none"><li>• Feature on Preparing for Cardiac Arrest</li><li>• Feature on Teams Supporting Teams – Innovative Ways to Promote Respect and Sportsmanship</li><li>• Feature on Investigating Allegations in an Athletic Program</li><li>• Feature on Issues Related to Foreign-Exchange Students in Athletic Programs</li><li>• Feature on Athletics Participation in Large Urban School Districts</li><li>• Feature on Managing a Crisis in a School Athletics Program</li><li>• Legal article on K-12 Recommendations for Preventing Sexual Violence</li><li>• Above and Beyond article on a Student Who Administered CPR</li><li>• Ideas That Work article on Adding an Assistant or Game Manager for Extra Help</li><li>• Sports Medicine article on Appearance and Performance Enhancing Drugs and Supplements</li><li>• Did You Know article on Cardiac Screenings for Students</li><li>• Technology article on Apps for Athletic Administrators</li></ul>		



## HIGH SCHOOL TODAY®

### FOR INFORMATION ON ADVERTISING, CONTACT:

Shane Monaghan, NFHS Development Coordinator  
(317) 822-5721 | [smonaghan@nfhs.org](mailto:smonaghan@nfhs.org)

# Editorial Calendar

	Ads Due	Mail Date
<b>November 2017</b>	<b>October 10</b>	<b>November 8</b>
<ul style="list-style-type: none"><li>• Feature on Establishing an Athletic and Performing Arts Culture in Your District</li><li>• Feature on Pre-season Parent Meetings Using PowerPoint</li><li>• Feature on the Value of Fine Arts in an ESSA World</li><li>• Feature on the Chain of Command Protocol Regarding Parent Complaints</li><li>• Feature on Title IX at 45 Years of Age</li><li>• Legal article on Music Copyright Issues</li><li>• Did You Know article on the Thank a Ref Program in Minnesota</li><li>• Technology article on Apps for Athletic Directors</li><li>• Above and Beyond article on a Student Who Was Saved by Use of an AED</li><li>• Sports Medicine article on All Sports for All People</li><li>• Performing Arts article on the National Jamboree Band</li><li>• Ideas That Work article on Successful Use of Student Advisory Committees</li></ul>		
<b>January 2018</b>	<b>November 15</b>	<b>December 19</b>
<ul style="list-style-type: none"><li>• Feature on National Impact and Reaction to Pitch-count Restrictions in High School Baseball</li><li>• Feature on Helping Students Participate in Both Athletics, Performing Arts</li><li>• Feature on Hiring Coaches Who Fit into Education-based Concept</li><li>• Feature on What to do When the School Board Wants a Coach Fired</li><li>• Feature on Equity in Activities – Providing Access for Everyone</li><li>• Legal article on Sports Law Year-in Review</li><li>• Sports Medicine article on Pitching Injuries</li><li>• Technology article on Portable Audio Recording Equipment</li><li>• Did You Know article on Officials Conference in Illinois</li><li>• Performing Arts article on Methods for Recruiting Music Students</li><li>• Ideas That Work article on Positive Results of Working with Students on New Interp Selection</li></ul>		
<b>February 2018</b>	<b>January 10</b>	<b>February 8</b>
<ul style="list-style-type: none"><li>• Feature on Sportsmanship From a Student Spectator Standpoint</li><li>• Feature on Importance/Process of Branding for School Programs</li><li>• Feature on Ways to Combat Specialization and Encourage Multi-sport Participation</li><li>• Feature on Value of Marketing in Your Program</li><li>• Legal article on Challenges to State Associations' Legal Authority</li><li>• Did You Know article on Unified Bass Fishing Championships</li><li>• Sports Medicine article on Opioids</li><li>• Performing Arts article on Developing Team Concepts in Performing Arts</li><li>• Ideas That Work article on Angel Tournament – Mentor Through Competition</li></ul>		



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# Editorial Calendar

	Ads Due	Mail Date
March 2018	February 10	March 9
<ul style="list-style-type: none"><li>• Feature on Establishing and Maintaining a Culture of Balance</li><li>• Feature on Officiating Mentorships</li><li>• Feature on Budget Cuts to Education – Leave Athletics Alone</li><li>• Feature on Effective School-based Strength and Conditioning Programs</li><li>• Feature on Ways to Have Positive Experiences as an Athletic Director</li><li>• Legal article on Legal Issues Related to Termination of a Coach</li><li>• Sports Medicine article on Sport Specialization</li><li>• Technology article on Social Media – Snapchat</li><li>• Did You Know article on the Texas University Interscholastic League Wind Ensemble Competition</li><li>• Performing Arts article on the Benefits of NFHS Speech/Music Membership</li><li>• Performing Arts article on Jazz Education</li><li>• Ideas That Work article on Going Paperless</li></ul>		



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# Reviews

Fields	Values
Reviewer's Name :	Nick Lasker
Email From :	<a href="mailto:nick@ahsaa.org">nick@ahsaa.org</a>
Reviewer's Title :	Associate Executive Director
Reviewer's School :	Arkansas Activities Association
Reviewer's City :	North Little Rock
Reviewer's State :	Arkansas
Phone Number :	501-813-4958
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	Article topics were very appropriate for today's trends (i.e. Officials Recruitment Campaign and Student Leadership)
Weaknesses :	I know ads are needed, however; there appears to be so many.
Improvement :	Seems as though there is an ad on every page or every other page.....but I understand why. Page 2 and 3 - "Celebrate the Flag".....why is this picture there? subtle undertones.....
Future Articles :	No
Additional Comments :	
Rate overall issue :	Excellent

Fields	Values
Reviewer's Name :	Allison
Email From :	<a href="mailto:amunch-rotolo@psd267.org">amunch-rotolo@psd267.org</a>
Reviewer's Title :	school board director
Reviewer's School :	
Reviewer's City :	Pullman
Reviewer's State :	WA
Phone Number :	509 595 1266
Month :	September
Year :	2017
Committee Member :	Year
Strengths :	Hazing article, results of participation survey, and the article advocating speech and debate opportunities. Also, the feel-good profile of Maya Moore was nice.
Weaknesses :	
Improvement :	I was dismayed to see a recommendation that athletes be PULLED OUT OF CLASS for program exit interviews. (One shouldn't have to explain the many reasons why this is a bad idea.) Also, the claim on page 1 "the sport of football is as safe today as it has ever been" is indefensible. It would be true to say that more than ever before, steps are being taken to improve the safety of the sport of football, however the physics of players who are bigger, stronger, and faster than ever before also increases the risk of participation.
Future Articles :	
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Derek England
Email From :	<a href="mailto:derek.england@hoboken.k12.nj.us">derek.england@hoboken.k12.nj.us</a>
Reviewer's Title :	Director of Athletics
Reviewer's School :	Hoboken High School
Reviewer's City :	Hoboken
Reviewer's State :	New Jersey
Phone Number :	201 356 3725
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	Loved the timing of the articles.... speech and debate article in the current times (NFL -- kneeling during the National Anthem); Dartmouth trying to cut down on football related practice injuries (I was just informed that, even though HS sports participation has grown for the 28th consecutive year, there were nearly 70,000 less football players nationwide in 2016 than 2015) -- it's clear safety is a concern.
Weaknesses :	None
Improvement :	None
Future Articles :	Continue to have current articles -- relevant to the challenges we face as athletic administrators, as well as sport specific timing.
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Rick Guimond
Email From :	<a href="mailto:rguimond@mariettacsdo.org">rguimond@mariettacsdo.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Marietta High School
Reviewer's City :	Marietta
Reviewer's State :	Ohio
Phone Number :	740-374-6542
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	A variety of topics including many that are high profile items of the day
Weaknesses :	None really noted
Improvement :	I did like the format of Dr. Hoch's article in which two interviewees provided input and insight to the questions regarding difficult decisions made by athletic directors. Seeing other's view of the questions and content is both self assuring and provides additional information that we may not have considered.
Future Articles :	Legal hot topics by Lee Green are always enlightening and scary, but a needed exposure for us in the business. I think we will continue to have a strong need for social media and concussion articles as both topics evolve. Always good to hear from others that may have information to share or new ideas that help in their dealings with these topics.
Additional Comments :	I can always find multiple "nuggets" to keep.
Rate overall issue :	Superior

Fields	Values
Reviewer's Name :	David Hoch
Email From :	<a href="mailto:DavidHochretAD@gmail.com">DavidHochretAD@gmail.com</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Fallston
Reviewer's State :	MD
Phone Number :	<a href="tel:4108771957">4108771957</a>
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	<p>Legal Brief: As usual, the Ruling and Standard of Practice should serve as key reminders for all athletic directors. It All Started Here: Good choice. Well, that's because I know Breanna from watching many UConn games and enjoyed her ability and effort. Helpful Websites: Ties in nicely with the Cover Story. Guess What Happened to Me: Simply a neat story. School Hazing Investigation yields Guidelines: Talk about the practical reference for high school administrators, the Recommendations in HCDE Law Firm Report provides it. Even more interesting is that the attorney for the Hamilton County District said that these recommendations didn't go far enough! A powerful statement and the result was additional recommendations which should be extremely helpful for high school programs. NFHS Friday Night Resolution: Important to keep our readers updated and I liked that the actual resolution was highlighted in grey. Parent Tips for Approaching Coach about Playing Time: Valuable suggestions. Leadership Council: This is a great concept and is a practical approach which is being used - a great example for other schools to model. And, I think that the photos are excellent and greatly enhanced the article. Great job! Illinois Above and Beyond: Lived up to its billing - great example. Ideas that Work - Sports Medicine: Very helpful. HST 10 Year Journey: Good summary and lays groundwork for the future. Wildlife Challenges: Informative - very good. The concluding sentence and photos were valuable. Sports Medicine - Concussions: Gee ... I had to go back 3x's ... yes, it was written by a doctor and it was fairly clear and concise. Success!</p>
Weaknesses :	<p>Parent Tips Approaching Coach about Playing Time: Overall, very good suggestions. And yes, it is nitpicking, but there should have been an important step at the very beginning of the article which was missing. Parents should only get involved AFTER the athlete has approached the coach with the question and IF their son or daughter didn't get a clear or definite answer. But the athlete has to go first! Keeping Participation Levels Up Despite Shrinking Budgets: Things were going well as I read the article and then ... I came to the bottom of the 1st column: "Despite the financial hardships, Tulsa Public Schools have some of the top athletic programs within the state. ...The one thing that is</p>

	kind of exciting is that we won two state championships last year ..." Not a good statement, because it equates success with wins and championships and this is not compatible with the education-based concept in which the number one objective is the growth and development of young people and not winning.
Improvement :	I wasn't a fan of the the author's name being highlighted in grey.
Future Articles :	
Additional Comments :	We're supposed to wait to mention the new digital design until the October issue? But I did like the use of New Times Roman font. Ok, it maybe old-fashion ... but I like it. September issue, good start to the 11th year!
Rate overall issue :	Excellent

Fields	Values
Reviewer's Name :	Donna Bunch
Email From :	<a href="mailto:dkbunch@enidk12.org">dkbunch@enidk12.org</a>
Reviewer's Title :	Girls Athletic Director
Reviewer's School :	Enid High
Reviewer's City :	Enid
Reviewer's State :	Oklahoma
Phone Number :	580 554-3025
Month :	September
Year :	2017
Committee Member :	Darrell Floyd
Strengths :	Variety in the subject matter of articles.
Weaknesses :	
Improvement :	
Future Articles :	
Additional Comments :	
Rate overall issue :	Good

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Mark Kryka
Email From :	<a href="mailto:krykamj@verona.k12.wi.us">krykamj@verona.k12.wi.us</a>
Reviewer's Title :	Activities Director
Reviewer's School :	Verona Area High School
Reviewer's City :	Verona
Reviewer's State :	Wisconsin
Phone Number :	608-845-4490
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	The strength of this publication is the wide variety of topics that are covered. I enjoy reading about the many different things that are going on around the counter at different schools and in different states.
Weaknesses :	Not sure there are any weaknesses. The publication is always very informative.
Improvement :	Continue to do what you have been doing. Not sure at this time what could make it better. Continue to find new information and more people to contribute to the publication.
Future Articles :	More on Concussions. There is changes on how evaluations are used almost monthly. The more info e have the better.
Additional Comments :	Kepp up the excellent work. Thank you.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Philip Paspalas
Email From :	<a href="mailto:ppaspalas@pascack.org">ppaspalas@pascack.org</a>
Reviewer's Title :	Asst. Principal/Dir. of Athletics
Reviewer's School :	Pascack Hills High School
Reviewer's City :	Montvale
Reviewer's State :	New Jersey
Phone Number :	201-358-7020 x22037
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	Diverse topics covering more than just athletics issues.
Weaknesses :	not many
Improvement :	keep doing what you're doing
Future Articles :	none
Additional Comments :	none
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Kelly Rine
Email From :	<a href="mailto:k.rine@stcschools.com">k.rine@stcschools.com</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	St. Clairsville
Reviewer's City :	St. Clairsville
Reviewer's State :	OH Ohio
Phone Number :	740-699-2248
Month :	September
Year :	2017
Committee Member :	Year
Strengths :	All of the articles covering a variety of daily issues.
Weaknesses :	None
Improvement :	Maybe include a "State by State" feature that would highlight special moments around each State. Similar to the USA Today newspaper when they mention current events in each State.
Future Articles :	Playing time issues are always a hot button topic.
Additional Comments :	Great resource for AD's of all experience levels.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Tony Sunzeri
Email From :	<a href="mailto:tsunzeri2@gmail.com">tsunzeri2@gmail.com</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	South Lake Tahoe
Reviewer's State :	California
Phone Number :	5303188052
Month :	September
Year :	2017
Committee Member :	David Hoch
Strengths :	David Hochs article.
Weaknesses :	Lack of Sports Medicine articles about nutrition and recovery updates.
Improvement :	Coaches articles about what they like and dislike about their administration.
Future Articles :	I love the time management articles. More of those please.
Additional Comments :	Love it.
Rate overall issue :	Superior

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Treva Dayton
Email From :	<a href="mailto:tkdayton@utexas.edu">tkdayton@utexas.edu</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Elgin
Reviewer's State :	Texas
Phone Number :	5124976297
Month :	September
Year :	2017
Committee Member :	Year
Strengths :	Really good variety of topics and authors. Great cover and legal issues piece. Enjoyed all the articles by other committee members. ITOW w/Maya Moore was interesting. Some excellent photos throughout, and especially the leadership council (Heckel) and the student leadership summit
Weaknesses :	Not really a weakness, but I'm not sure the piece on OK budget cuts/participation is truly an Ideas That Work. How many schools can identify any community partner willing to foot the bill for athletic facilities? And although it says Tulsa schools have maintain steady participation levels, it also indicates they lost at least half of their middle school programs. Nothing wrong with the piece, just not comfortable that it fits the category.
Improvement :	
Future Articles :	
Additional Comments :	Like the new layout!
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Emily Barkley
Email From :	<a href="mailto:barkley.emily@unionps.org">barkley.emily@unionps.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Union Public Schools
Reviewer's City :	Tulsa
Reviewer's State :	Oklahoma
Phone Number :	918-357-7410
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	The variety of topics covered throughout. From recognizing deserving individuals to providing creative ideas to gentle reminders about litigation, this issue covered it all.
Weaknesses :	I found no weaknesses of the issue.
Improvement :	None, I felt that this particular magazine was well thought out and planned for.
Future Articles :	I was impressed with the number of articles that "touched home". It was nice to see Oklahoma ties to the magazine since that is where I reside. I especially enjoyed the recognition that Coach Trimble received.
Additional Comments :	Great work on this issue.
Rate overall issue :	Superior

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Kevin crandall
Email From :	<a href="mailto:kcrandall@rthsd212.org">kcrandall@rthsd212.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Rochelle Twp.
Reviewer's City :	Rochelle
Reviewer's State :	Illinois
Phone Number :	8159782645
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	There are numerous topics. Although we all hail from different areas, enrollments, socio-economic situations there is always something in the magazine pertinent to you and your school.
Weaknesses :	None are apparent.
Improvement :	Expand the Legal Issues section. This is the one area I always read thoroughly. After 31 years as an AD I am always shocked at how uninformed some of my colleagues are as to the legal requirements and best practices in education today.
Future Articles :	1. Concussion management and return to play policies from different states. 2. Recruiting and Retention of officials. What are other states doing to recruit and retain officials.
Additional Comments :	This is a great publication and in my opinion has continued to improve over the years.
Rate overall issue :	Superior

Fields	Values
Reviewer's Name :	David Hoch
Email From :	<a href="mailto:davidhochretad@gmail.com">davidhochretad@gmail.com</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Fallston
Reviewer's State :	Maryland
Phone Number :	4108771957
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	<p>Table of Contents: Maybe I missed it in previous issues, but liked the Volume 11, Number 2 - makes it official as a serious professional publication. The new format with Features and Departments - clean and very effective and still retain the mission statement, welcome, etc. - well done! Legal Brief: Extremely topical and valuable! And, as always, the Standard of Practice provides the essential information and guidance for administrators. Minnesota Gas Explosion: the photos on p.15 greatly add to the article. Sexual Violence Policy: The paragraph on p. 19 = Why Should a District Have a Separate Sexual Misconduct Policy - valuable for administrators. And, of course, the most important part is What Should be Included!!! Emergency Activities in Urban Schools: Great! Provides practical examples and strategies for schools around the country which demonstrate growth and improvement - which obviously is the point of the article. And issues surrounding urban schools is a frequent topic mentioned in the reviews and this provides something requested by some of our readers, which shows that we listen and respond. James Sanders' quote on p.23 is very valuable = "We implemented elementary and middle school programs to capture the students at a younger age. We hope that they will hold that experience into high school." CSIET International Student Visa Program: With the huge increase of students involved, this is a beneficial article for our readers. I for one had no knowledge about this topic. The Quick Facts was especially useful since it took too long to get to the meat of the topic (more about this under weaknesses or improvements). Actually, this chart was much clearer than parts of the article and tipped the scales to "useful." Above &amp; Beyond - Vermont Student: Good example and one which could be replicated in many districts around the country. Teams Supporting Teams &amp; Sportsmanship: Another great effort by Matt Heckel and an article which presents usable, practical ideas for ADs, which they are looking for. In Own Words: The answer to the 2nd question is extremely important and should be used in educational efforts by ADs directed at parents of athletes!!</p>
Weaknesses :	<p>1. While the new Table of Contents format was excellent, I really didn't like the names of authors being highlighted in grey and I didn't like the page numbers highlighted in red - it was difficult for me to read. It wasn't easy to know what page it was. 2. The opening of the CSIET Student Visa Program wasn't as good as it should have been. It presented a history and since I knew nothing about the topic, I kept thinking ..."What the the hell is this all about?" It took much too long to get to this essential point. For example, the last paragraph on page 24 finally connected the program with the State Department and the Quick Facts "saved the article."</p>
Improvement :	
Future Articles :	The 3 articles from Matt Heckel, I think, were excellent. I am hoping that he is and has done some other outstanding, innovative things for future articles ... and, I'll ask.
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Tony Millard
Email From :	<a href="mailto:millarto@u4sd.org">millarto@u4sd.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Champaign Centennial H.S.
Reviewer's City :	Champaign
Reviewer's State :	Illinois
Phone Number :	2173513988
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	What I like about this issue, as well as many of the other issues, is the relateability to my job. I am often able to take ideas away from the articles and either implement them myself or alter them slightly to fit my needs. There are so many good aspects that as an AD, I can see how the issues discussed in several articles could affect my job. Having insight into how other districts have handled situations gives some direction as to how to handle these situations or others that come about over the course of a school year.
Weaknesses :	I don't think this issue has any weaknesses. All of the information conveyed along with the "feel good" stories make it a successful issue.
Improvement :	I don't know that I would change much other than the online version being easier to navigate.
Future Articles :	My school is dealing with some low numbers in our athletics, football in particular, but others as well. I would like to see some discussion around what schools have done to create excitement in their athletic programs.
Additional Comments :	Continue to enjoy the content shared by this publication. Most if it can be related to my current job as an AD and I often can use tidbits from the issues to make myself better.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Steffen Parker
Email From :	<a href="mailto:sparker@vpaonline.org">sparker@vpaonline.org</a>
Reviewer's Title :	HST Committee
Reviewer's School :	
Reviewer's City :	
Reviewer's State :	Vermont
Phone Number :	
Month :	October
Year :	2017
Committee Member :	Steffen Parker
Strengths :	New layout - Striking cover & cover story
Weaknesses :	Variety of articles
Improvement :	Allow some articles to focus on topics that would only be of interest to some of the readership
Future Articles :	
Additional Comments :	Keep up the good work !
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Philip Paspalas
Email From :	<a href="mailto:ppaspalas@pascack.org">ppaspalas@pascack.org</a>
Reviewer's Title :	Asst. Principal/Dir. of Athletics
Reviewer's School :	Pascack Hills High School
Reviewer's City :	Montvale
Reviewer's State :	New Jersey
Phone Number :	201-358-7020 x22037
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	Diverse topics covering more than just athletics issues.
Weaknesses :	not many
Improvement :	keep doing what you're doing
Future Articles :	none
Additional Comments :	none
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Ernest Robertson
Email From :	<a href="mailto:erobertson@palmertrinity.org">erobertson@palmertrinity.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Palmer Trinity School
Reviewer's City :	Palmetto Bay
Reviewer's State :	Florida
Phone Number :	3052591110
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	Great topics and stories. They really relate to the daily life of an Athletic Director. I also loved the insight and information about what is going on in other states.
Weaknesses :	All issues were easy reads and well written.
Improvement :	Maybe a little more from a students and parent point of view. It helps an Athletic Director with valuable insight.
Future Articles :	Transfer Rule, Age limits, Sportsmanship in soccer, club soccer values versus high school soccer, with the recent NCAA investigation into shoe company money are any high school involved (Ball Family). Or conflicts of interest (Board Members, administration, & teachers) their kid is on the team.
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Joshua E. Scott
Email From :	<a href="mailto:jscott@waynesville.k12.mo.us">jscott@waynesville.k12.mo.us</a>
Reviewer's Title :	Director of District MSHSAA Activities
Reviewer's School :	Waynesville School District
Reviewer's City :	Waynesville
Reviewer's State :	Missouri
Phone Number :	573-465-0574
Month :	October
Year :	2017
Committee Member :	David Hoch
Strengths :	good mix between articles covering legal, current events and helpful hints for athletic administrators. teams supporting teams and investigations surviving scrutiny were great.
Weaknesses :	i would like to see a couple more quick hits on legal cases that are important to our field. Not necessarily long stories but the reviews.
Improvement :	see above
Future Articles :	Anything on working with parents and the AAU mentality
Additional Comments :	
Rate overall issue :	Excellent

Fields	Values
Reviewer's Name :	Treva Dayton
Email From :	<a href="mailto:tkdayton@utexas.edu">tkdayton@utexas.edu</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Elgin
Reviewer's State :	Texas
Phone Number :	5124976297
Month :	October
Year :	2017
Committee Member :	Year
Strengths :	Cover and cover story about gas explosion. Great Shot (ice hockey) Spurring participation in urban schools Above and Beyond (Coach Allan Trimble). And nice to know you have another staff member (Lindsey Atkinson) who can write and contribute to the magazine! Teams supporting teams Great interview with Tamika Catchings!
Weaknesses :	only one very short performing arts article - debate topics selected - which is basically a list, and music web sites. Wish we could do a better job of getting at least a couple in each issue. (Sept. had GWHTMT, from the student perspective, & two PA articles)
Improvement :	There were 20 states covered in State Highlights. I'd limit it to a section or two at most.
Future Articles :	
Additional Comments :	This was a very 'data dense' issue: legal issues (generally must be); CSIET/student visas; debate topics listed; conducting an investigation; sports medicine (performance or appearance enhancing drugs); 20 states in the highlights section. Two other articles contained lists of things to consider or steps to take. Fortunately, there were also some really good human interest pieces.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Treva Dayton
Email From :	<a href="mailto:tkdayton@utexas.edu">tkdayton@utexas.edu</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Elgin
Reviewer's State :	Texas
Phone Number :	5124976297
Month :	November
Year :	2017
Committee Member :	Year
Strengths :	Loved Steffen's GWHTMT! And his Reflections. Another good article by Dr. Fitzgerald. Thanks, David! Great graphics with legal copyright article Another very readable piece by Lindsey Atkinson. Dave, Darrell, Tim, Matt, Steffen, & Cody all contributed good articles. Pennepacker's Title IX update. Enjoyed the music educators perspective in Voices.
Weaknesses :	
Improvement :	
Future Articles :	
Additional Comments :	Was Dave Stead's retirement as a solo "In The News" requested, or just incidental? :)
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Bill Gaine
Email From :	<a href="mailto:wgaine@hopedaleschools.org">wgaine@hopedaleschools.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Hopedale Jr/Sr High School
Reviewer's City :	Hopedale
Reviewer's State :	Massachusetts
Phone Number :	5086342217
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	Like always, the articles are ultra-specific about random and tedious responsibilities I encounter as an AD. You won't see a lot of this content in Sports Management textbooks. They are super relevant and helpful for modern-day real-life high school coaches and educators
Weaknesses :	Some of the articles including the inclusion/unified sports programs could have been more insightful and deep. I understand we want to keep articles shorter, brief, and to the point. Unfortunately, this is a subject I was hoping to read more about :)
Improvement :	More pictures!?
Future Articles :	More feature stories on certain athletes with extraordinary experiences.
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	David Hoch
Email From :	<a href="mailto:DavidHochretAD@gmail.com">DavidHochretAD@gmail.com</a>
Reviewer's Title :	
Reviewer's School :	Retired
Reviewer's City :	Fallston
Reviewer's State :	MD
Phone Number :	4108771957
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	The cover: color-coordinated! Red sleeve on trumpet player with the red title & boarder. Impressive. And the musician in an African-American, which fits into an objective for increased diversity (mentioned in some reviews). NFHS Report: Extremely topical and relevant. Helpful Websites: Valuable for use with student-athletes and participants in performing arts. Creating an Ed-based Culture: Another great contribution from Dr. Fitzgerald which is right on the mark! Above & Beyond AED: Good example. And outstanding photos which greatly enhance the article. Thank Officials: A good approach which is worthy for other states to follow. Girls Flag Football: Interesting new development and the rationale why this represents a good addition to a program. Also, the two photos were good.
Weaknesses :	
Improvement :	
Future Articles :	
Additional Comments :	
Rate overall issue :	Good

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Kent Adams
Email From :	<a href="mailto:kadams@twinlakes.k12.in.us">kadams@twinlakes.k12.in.us</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Twin Lakes High School
Reviewer's City :	MONTICELLO
Reviewer's State :	Indiana
Phone Number :	5745834854
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	Varied articles & information.
Weaknesses :	none
Improvement :	none
Future Articles :	none
Additional Comments :	none
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Kurt Ruch
Email From :	<a href="mailto:kruch@malvernprep.org">kruch@malvernprep.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Malvern Prep
Reviewer's City :	Malvern
Reviewer's State :	PA
Phone Number :	484-595-1141
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	The variety of topics that the issue (as with all issues) covers is a strength. Each issue tells the other side of athletics - the human side (service, medical, community, etc.) - the "stuff" that matters. Easy to use site - the site is very easy to navigate.
Weaknesses :	I did not see any
Improvement :	Maybe add a section that would record suggestions for topics in future issues. Think about developing a podcast for athletic people to listen to
Future Articles :	Leadership programs - many colleges have developed Leadership training programs, how can that be designed in high schools? Post Season Awards - comparing and contrasting the various systems used Budgets - how to make them work for athletic needs.
Additional Comments :	One of my favorite things to read - as mentioned earlier think about developing a podcast discussing the articles or topics each month. I would love to help with this.
Rate overall issue :	Superior

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Michael
Email From :	<a href="mailto:mroy@vicksburgschools.org">mroy@vicksburgschools.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Vicksburg HS
Reviewer's City :	Vicksburg
Reviewer's State :	Michigan
Phone Number :	2693211164
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	Athletic Directors tend to trust what they see and read in IAA. Somewhat like a newspaper, it offers that third-party credibility that so many AD's subconsciously desire.
Weaknesses :	There is no control as to how a person reads a magazine. Since a reader may not look at their magazine for days or even weeks after receiving it.
Improvement :	Keep the magazines excellent color reproduction, permanence of advertising and above all the credibility must remain the main focus.
Future Articles :	Anything related to the daily challenges Athletic Directors face.
Additional Comments :	Great job by the staff. Continue what you are doing.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Mike Martin
Email From :	<a href="mailto:martinmi@springfieldpublicschools.com">martinmi@springfieldpublicschools.com</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	District
Reviewer's City :	Springfield
Reviewer's State :	Massachusetts
Phone Number :	413-787-7126
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	I thought that the articles were very interesting and applicable to what is going on in athletics today.
Weaknesses :	not sure i could detect any weaknesses
Improvement :	none at this time
Future Articles :	
Additional Comments :	i think that High School Today is a good vehicle to keep people updated on what's happening all over the country and allows people to get ideas from what someone else is doing.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Branden Lippy
Email From :	<a href="mailto:branden_lippy@l-spioneers.org">branden_lippy@l-spioneers.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Lampeter-Strasburg
Reviewer's City :	Lancaster
Reviewer's State :	PA
Phone Number :	7176691988
Month :	November
Year :	2017
Committee Member :	David Hoch
Strengths :	I find the articles in each issue of HS Today relevant. I often tear them out after reading them and put them into a folder to share with coaches, bring up during meetings, etc. The articles related to education-based athletics are especially important. Many people are easily losing site of what education-based athletics are. I fear that not long from now school sports or at the very least, that philosophy, could be gone. This issue tried to pull together both education-based athletics and the performing arts culture. Tying these two, and other areas of the school together, are very important in keeping with the mission of education as a whole.
Weaknesses :	I did not find any weaknesses.
Improvement :	How can we get more HS Today articles into the hands of parents? I provide my coaches with articles and links. As well, provide a link on my athletic departments website for NFHS, but I know parents are not looking at it. Something we all can consider to get the word out about the true philosophy of school sports.
Future Articles :	Please continue talking about the value of education-based athletics.
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Dan Talbot
Email From :	<a href="mailto:dan.talbot@polk-fl.net">dan.talbot@polk-fl.net</a>
Reviewer's Title :	District Athletic Director
Reviewer's School :	Polk County Public Schools
Reviewer's City :	Lakeland
Reviewer's State :	Florida
Phone Number :	863-647-4203
Month :	January
Year :	2018
Committee Member :	David Hoch
Strengths :	It was very well put together, lots of great articles from coaches being fired, to view points of student-athletes, the ask the AD was very good. Legal Year in Review 2017 is a eye opener for young AD's
Weaknesses :	Nothing
Improvement :	None
Future Articles :	Nothing that comes to mind, maybe transgender athletes new hot topic.
Additional Comments :	What a great resource for new and old AD's
Rate overall issue :	Superior

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Chad Little
Email From :	<a href="mailto:clittle@bloomcarroll.org">clittle@bloomcarroll.org</a>
Reviewer's Title :	AD
Reviewer's School :	Bloom-Carroll High School
Reviewer's City :	Carroll
Reviewer's State :	OH
Phone Number :	6148346750
Month :	January
Year :	2018
Committee Member :	David Hoch
Strengths :	This issue contained a variety of articles that covered topics that were pertinent to issues we are dealing with currently.
Weaknesses :	n/a
Improvement :	None at this time.
Future Articles :	Based on the article about a community wanting a coach fired, maybe some information on different ways or means to evaluate coaches would be beneficial, especially to inexperienced AD's.
Additional Comments :	None.
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Don Spinell
Email From :	<a href="mailto:spinell@minerva.sparcc.org">spinell@minerva.sparcc.org</a>
Reviewer's Title :	Athletic Administrator
Reviewer's School :	Minerva
Reviewer's City :	Minerva
Reviewer's State :	OH
Phone Number :	3302050851
Month :	January
Year :	2018
Committee Member :	David Hoch
Strengths :	Great Articles about up to date topics. I do not agree with accepting homeschooled students. If we are not good enough for them as a student, then they should not represent our school on the biggest stage which is Athletics!
Weaknesses :	Everything was great
Improvement :	Maybe a hot topic/article for each region or state
Future Articles :	How small communities fundraise to make update their facilities
Additional Comments :	None
Rate overall issue :	Superior

Fields	Values
Reviewer's Name :	David Hoch
Email From :	<a href="mailto:DavidHochretAD@gmail.com">DavidHochretAD@gmail.com</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Fallston
Reviewer's State :	Maryland
Phone Number :	410-877-1957
Month :	January
Year :	2018
Committee Member :	David Hoch
Strengths :	<p>The NFHS Report: Great job detailing the growth of the NFHS Learning Center and why it is invaluable. Great job! Great Shot: Loved it! Well ... it did feature 2 Maryland School both of which I know very well. Interesting side note - look closely - Herford HS is wearing UnderArmour and River Hill HS is wearing Nike ... isn't that something?!</p> <p>Legal Brief: As usual, the Standard of Practice is very good. When Community Wants Coach Fired: Another valuable contribution from Dr. Fitzgerald! How Athletes can be Involved in Performing Arts: Well done and valuable. The last 2 paragraphs provided a very good conclusion. And the 2 photos helped greatly - great job, Kim! Miracle in Monticello - Above &amp; Beyond: Good example and especially valuable 'If' it creates an awareness and pushes some schools to purchase and train staff to use AEDs! Legally Blind - Above and Beyond: Excellent! As a side benefit, the article also illustrates the advantage / importance of wrestling for football players. Great concluding quote!</p> <p>Learning Opportunities Backstage: Absolutely loved the 1st sentence - it served as a very effective 'hook' for the article!! I was also amused that the author resorted to a sports analogy on p. 37 to make her point. Bravo! And the last sentence brings the article to a successful conclusion. Well done! Homeschooling: good cross-section of ideas and approaches dealing with a very difficult topic. Selling Parking Spots - Ideas that Work: Loved the concept! And the photo was also great - definitely worth 1000 words.</p>
Weaknesses :	Weakness? Student Perspective - was this the correct question? Seems like the answer centered on participation in band / performing arts. Didn't seem quite right.
Improvement :	
Future Articles :	
Additional Comments :	
Rate overall issue :	Excellent

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Marc Arria
Email From :	<a href="mailto:marria@winchesterps.org">marria@winchesterps.org</a>
Reviewer's Title :	Director of Athletics
Reviewer's School :	Winchester High School
Reviewer's City :	Winchester
Reviewer's State :	MA
Phone Number :	7818357435
Month :	January
Year :	2018
Committee Member :	David Hoch
Strengths :	Most subjects of the articles are relevant to the high school AD. The organization of the magazine is always a strength.
Weaknesses :	I think there is a lack of that interview that is going to pull people in initially to the magazine. I think highlighting maybe a celebrity that can speak to the importance of what high school athletics or activities meant to them. I know this is a difficult task, but that I think it could be beneficial in growing readership.
Improvement :	Please see answer above. I think it could be someone like Jon Gordon or Bret Leadbetter.
Future Articles :	Hiring and retaining quality coaches. Maybe an article on the difficulties of hiring coaches and maybe the reasons why so many teachers just aren't willing to coach anymore.
Additional Comments :	No.
Rate overall issue :	Good

<b>Fields</b>	<b>Values</b>
Reviewer's Name :	Phillip Poggi
Email From :	<a href="mailto:poggip@sycamoreschools.org">poggip@sycamoreschools.org</a>
Reviewer's Title :	Athletic Director
Reviewer's School :	Sycamore High School
Reviewer's City :	Cincinnati
Reviewer's State :	Ohio
Phone Number :	513-686-1770
Month :	January
Year :	2018
Committee Member :	David Hoch
Strengths :	Overall Diversity of articles and diversity of states referenced. Great to get a national perspective Sports Law in Review - always a great resource Loved the article about the Officials Conference. Great idea for all states to incorporate Steps involved for hiring coaches was a great article as well. Gave two different perspectives as well as sample questions. Great resource for all ad's
Weaknesses :	Offer resources to explore the Title IX issues in greater detail for athletic administrators
Improvement :	Continue to be on the forefront of articles in education and education based athletics. Explore topics like transgender, participation, participation by students with disabilities, technology advances, and ideas that work across the country
Future Articles :	see above
Additional Comments :	Great resource for education based athletic administrators. Keep publishing
Rate overall issue :	Excellent

Fields	Values
Reviewer's Name :	Treva Dayton
Email From :	<a href="mailto:tkdayton@utexas.edu">tkdayton@utexas.edu</a>
Reviewer's Title :	
Reviewer's School :	
Reviewer's City :	Elgin
Reviewer's State :	Texas
Phone Number :	5124976297
Month :	January
Year :	2018
Committee Member :	Year
Strengths :	Great Shot (soccer). Always enjoy Quick Hits and the sports law year-in-review. Nice variety of features, with another good AD interview from Dave. Both Above and Beyond pieces (AED and legally blind football player), both performing arts pieces (athletics + performing arts, technical theatre), both of Matt's articles (officials conference, student advisory committee)
Weaknesses :	Never identified city or state where Elkhart Central HS is located (selling parking lot spaces) ...ITW p.49
Improvement :	
Future Articles :	
Additional Comments :	Cody did a nice job with the complex issue of homeschool students and participation across the country. But check out this paragraph: "The US has an estimated 1.7 million home school students..... Of those, four percent of homeschool students reside in rural areas, three percent in cities and three percent in suburban areas." Whatever happened to the rest of them??? :) pp. 42-43
Rate overall issue :	Excellent

## **ARTICLE A – February 2018 Meeting**

Peer Support teams on increase for Athletic Trainers

By Perry Denehy, M.ED., ATC, AEMT

School communities are often faced with the overwhelming emotional strain of unexpected loss of life. This can come in many forms; automobile accident, illness, suicide, natural disaster or other causes. Regardless of the reasoning, a sense of loss and inadequacy is often felt by students and school staff for a period of time. Typically, the primary focus for support services such as grief counselors and clergy has been for the students. A growing trend among athletic trainers throughout the country is to utilize peer support teams known as ATs Care. It is the goal of such programs to assist with initial interventions and make necessary professional mental health referrals when necessary.

What is ATs Care?

ATs Care is relatively new initiative developing under the direction of the National Athletic Trainers Association. Nationwide representatives have begun certification and organizing state or regional teams. Currently ATs Care response teams are responding in New Jersey, Ohio, Indiana, Illinois and Wisconsin. It is hopeful that eventually all states will have teams available for call outs.

What does the ATs Care committee do?

Help the district and state athletic trainer organizations to formulate peer-support teams as desired. Provide training for the ATs in Assisting Individuals in Crisis and CISM methods and theory. Support district and state level AT CISM teams as requested.

What is ATs Care planning in the future?

Working to become a registered CISM team with the International Critical Incident Stress Foundation (ICISF). District representatives will be working with the athletic trainers. An initial priority of the committee is to assist all ten district boards and state organizations to help identify and address district needs for the ATs Care program. As a new resource available for the profession of athletic trainers, work to develop and deliver continuing professional education opportunities in the area of CISM, stress response and peer support is ongoing.

If I want to get involved, where am I needed most?

To make a peer-support program work it needs strong people, programming and organization at the “grass roots” level. You can help your colleagues directly by getting involved in a team at the local level. Districts and/or individual state organizations will be forming, developing and training ATs Care Teams.

How do I get involved or seek assistance?

Contact one of the following: Your district representative to the ATs Care committee. Katie Scott, MS, ATC- Athletic Trainer in Residence, NATA National Office ([katies@nata.org](mailto:katies@nata.org)) Your district director. Contact information can be found at: <https://www.nata.org/membership/about-membership/member-resources/ats-care>

School athletic trainers become very close to their student athletes and communities. As they wish to continue to serve and administer to others in need, they often neglect their own needs. It is wise for school administrators to encourage them to seek out peer support and/or employee assistance programs. Although the school tragedy cannot be erased, no one should face it alone.

Perry Denehy, M.Ed., ATC, AEMT retired after 33 years as the head athletic trainer/health educator for Sycamore High School in suburban Cincinnati, Ohio. He was also a Captain with the City of Mason Fire Department and a member of the Southwest Ohio Critical Incident Stress Management team. Denehy can be reached at (513) 444-9882 or e-mail at [Perrydenehy@gmail.com](mailto:Perrydenehy@gmail.com)

## **ARTICLE B – February 2018 Meeting**

### **Should High School Athletes Take Supplements?**

**By Tavis Piattoly, MS, RD, LDN**

John is a 15 year football player who is constantly tired and lacks the drive and energy needed to perform at the highest level. He's also not getting enough rest and the quality of his diet along with eating at the correct times of the day has been inconsistent. John is looking for a boost and asks his mom to take him to the local supplement store to look for a product that can meet his needs. They inform the supplement store clerk about John's significant medical history which includes 4 catheter ablation surgeries to correct an abnormal heart beat. John has a condition called Super Ventricular Tachycardia (a rapid heart rhythm originating at or above the atrioventricular node). After discussing his medical history with the supplement store clerk, John is recommended to take a product that contains a combination of 3 stimulants (caffeine, bitter orange, and guarana – found in many energy drinks). This is a common experience many high school athletes are having as they look for magic in a pill, powder, or capsule. Is dietary supplement use a problem in high school athletes and could they pose significant risk on their health and well-being?

#### **Supplement Use in High School Athletes**

High school athletic programs, especially football, are bigger than ever and athletes are looking to gain any potential edge to accomplish the challenging task of winning a state championship or earning a college scholarship. Research from the Taylor Hooton Foundation indicates 35% of middle school and high school athletes are using Protein Supplements. What's more alarming is that 5.9% of male high school athletes and 4.6% of female high school athletes are using Anabolic Steroids to gain a competitive edge. Furthermore, popular over the counter supplements like Pre-Workout boosters which contain high doses of caffeine and other stimulants that may be banned by the NFL, fill the locker rooms of many high school programs. In 2016, 3 coaches and 3 athletic trainers informed our team that 20 of their athletes were sold a Pre-Workout supplements that contained the ingredient Synephrine (a.k.a. Bitter Orange), which is banned by the NFL, NCAA and other professional sporting agencies.

The primary reasons athletes are turning to supplements are to gain mass and body weight, increase strength, reduce body fat, and have more energy. A much bigger concern on why athletes are taking supplements is the source of information regarding where they learn about

supplements. Research has indicated the most influential people who recommend supplements are coaches, teammates, and friends. Furthermore, young athletes are turning to supplements because they are not meeting their calorie goals on a daily basis. The majority of athletes are un-fueled or are eating at incorrect times. In order to build muscle or gain weight, you have to eat enough calories to support the amount of activity on a given day. Supplements will not solve that problem if an athlete will not eat a sufficient number of calories.

### **Where's the Research?**

Currently, there is very limited research on the safety of using dietary supplements in a healthy teenage athlete. One of the most widely used dietary supplements that is well researched in athletes (over 2,500 studies) and is safe, is Creatine. Unfortunately, there are only two studies in athletes under the age of 18 with both demonstrating no side effects but both were short term studies (6-8 weeks). This doesn't mean an athlete under the age of 18 should not take Creatine as there are a large amount of clinical studies examining Creatine supplementation in infants, children, and teenagers with medical conditions (i.e. muscle wasting conditions, muscular dystrophy, creatine synthesis deficiency) that have shown no side effects. The challenge for the consumer is locating a legitimate company who makes a clean product with high quality raw materials. Since supplement companies know the majority of consumers are not well educated on product quality, they tend to use less expensive raw materials to increase profitability. For example, there are 7-8 different forms of Creatine used in dietary supplements. While many companies are combining various forms of Creatine in their products, Creatine Monohydrate remains the gold standard according to the scientific literature. Furthermore, a company who prides itself on using quality raw materials will use the branded Creapure™ from Alzchem in Germany. This is considered the highest quality and form of Creatine Monohydrate.

### **Lack of Knowledge of the Supplement Store Staff**

Athletes, coaches, and parents must be extremely careful when purchasing supplements from a supplement store. John's story above should put extreme caution about the knowledge of those who work behind the counter. The 20 athletes who purchased a pre-workout with the banned substance Synephrine did so from the advice of the supplement store staff. These are individuals without any formal education in nutrition, biochemistry, chemistry, or pharmacology. If you want to buy a new car, television, or furniture, you don't expect the person to have the initials, MD, RD, RPh, or PhD behind their name. On the other hand, when you take a product that may minimize my risk for cancer or cardiovascular disease, improve sleeping patterns, or just boost muscle strength and performance, you should ask a medical professional, not a salesperson. Would you go to a salesperson to receive advice about prescription drugs? Most supplement store staff are trained to sell the most popular products

on the shelves or those with the highest margins. A 2017 study in the Journal of Pediatrics demonstrated the risk involved when trusting the supplement store staff. The author of this study called 250 supplement stores posing as a 15 year old high school football player. Each supplement store that was contacted, was asked what should a 15-year-old football player do to gain weight. Of the 250 supplement store staff contacted, 10% recommended a testosterone booster and 50% recommended a creatine supplement without asking any medical background information about the athlete.

### **Evaluating your Supplements for Banned Substances**

You would think taking a pill, powder, or capsule would have some form of regulation before consumption, especially if its purpose is to improve health and/or athletic performance. Thanks to the DSHEA act of 1994, dietary supplements do not need to be evaluated before being marketed to consumers. Consider the problems individuals had with Ephedra before the FDA finally stepped in 2004 and banned the sale of all products containing it. Unfortunately, it took the deaths of two well known athletes (Kory Stringer and Steve Bechler) before they intervened.

Today, our attention turns toward Anabolic Steroid and Growth Hormone use as testing has increased at all levels of sport. A study by Drug Free Kids indicated 11% of high school students use Growth Hormone while 7% use Anabolic Steroids. It's alarming that a study by Informed Choice Labs, which randomly selected 58 protein powders off the shelves of well known supplement stores, found that 25% of those powders contained anabolic steroids. An additional 11% of the products tested positive for stimulants not indicated on the label. What concerns me more is that High School Athletes are taking the advice of the supplement store representative on what products are effective to gain muscle, drop body fat, and enhance performance. Warning to Parents – speak with your son or daughter's physician and/or a Board Certified Sports Dietitian before they partake in a dietary supplement regimen.

To determine if your dietary supplements are safe and free of banned substances, the following websites are from the top testing labs that test for banned substances.

NSF – [www.nsf-sport.com](http://www.nsf-sport.com)

INFORMED CHOICE – [www.informed-choice.org](http://www.informed-choice.org)

BSCG – [www.bscg.org](http://www.bscg.org)

### **Are Dietary Supplements Safe for High School Athletes**

Overall, Dietary Supplements can be very safe for High School Athletes if they follow a few simple rules:

- 1) Talk to their parents about why they want to take supplements
- 2) Evaluate their eating habits to determine where changes can be made to see immediate performance improvement (i.e. Eating at the correct times)
- 3) Take a supplement that is well researched and has been proven to be safe
- 4) Take the dosage that has been studied in the scientific literature
- 5) Only take supplements that have been 3<sup>rd</sup> party certified by an accredited lab (see above)
- 6) Speak with their Doctor, a Board-Certified Sports Dietitian, or their Certified Athletic Trainer prior to taking a supplement

Tavis Piattoly, MS, RD, LDN is the co-founder and Director of Sports Nutrition education for *My Sports Dietitian* ([www.mysportsd.com](http://www.mysportsd.com)). He is also the Education Program Manager and Sports Dietitian for the Taylor Hooton Foundation where he educates young individuals and their adult influencers about the dangers of Appearance and Performance Enhancing Drugs and Dietary Supplements.

He serves as the Sports Dietitian for Tulane Institute of Sports Medicine's NFL Players Association Brain and Body program, Fairchild Sports Performance in Houston, and Covington Orthopedics. He was the Sports Dietitian for the New Orleans Saints (2006-2013), New Orleans Pelicans (2008-2013), and Tulane University Athletics (2002-2016). He has been fortunate to have had the opportunity to design the nutrition programs for a long list of Olympic, NFL, MLB, Boxing Champions, and NBA athletes to various college and high school programs.

He is a 16 year veteran Sports Dietitian who also has worked with Dietary supplement companies on product formulation and education. He is a regular presenter and lecturer at local, state, and national conferences and Universities on the topics of Dietary Supplement Use in Young Athletes, Dietary Supplement Safety for High School, College and Professional Athletes, and Sports Nutrition Principles for Athletes.

## ARTICLE C – February 2018 Meeting

### Sports Nutrition Advice for the Vegan and Vegetarian High School Athlete

By D. Enette Larson-Meyer, PhD, RDN CSSD, FACSM

High school students elect to follow vegetarian and vegan diets for many reasons, such as compassion toward animals, desire to protect the environment and desire to optimize health and/or performance. According to a national poll in 2014, ~5% of high school students in grades 9-12 are vegetarian (never eat meat, fish, seafood, or poultry) which includes ~1% who are vegan (never eat eggs, dairy or flesh foods)<sup>1</sup>. By comparison, a similar poll revealed that 3.3% of American adults are vegetarian or vegan<sup>2</sup>.

Although coaches and the parents of new vegetarians may be concerned about the adequacy of vegetarian and vegan diets for athletes, health experts in the U.S., Canada and across the globe agree that a well-balanced vegetarian diet – which contains whole grains, vegetables, fruits, legumes, nuts and seeds--supports the training demands of athletes, and provides health benefits as well<sup>3, 4</sup>. Vegetarian diets aid in the prevention of chronic diseases such as heart disease and certain cancers, and may also enhance recovery following exercise. This article discusses key strategies for ensuring adequate nutrition in the vegetarian and vegan high school athlete

**Calories.** Meeting but not exceeding energy (or calorie) needs is the first priority of all athletes. Daily energy needs vary among girls and boys, and further depend on the athletes' body size, body

composition, training regimen, growth and general activity pattern. Some athletes who follow vegetarian diets have difficulty meeting energy needs due to the high volume of food needed (due to low calorie density) or hectic schedules that prevent adequate time to eat.

Additionally some athletes are not prepared for making healthy vegetarian choices at school, home, or team events which can result in

undereating or the selection of less nutritious foods (i.e., soda and chips are technically vegetarian). Striving for 5-8 meals/snacks per day and executing adequate planning ("brown bag" lunches, snacks packed in the gym bag or kept

in the school locker) may help the athlete meet energy needs. Athletes who intentionally restrict calories and food choices may be using vegetarianism to mask an eating disorder.

Key Nutrients and Vegetarian and Vegan Food Sources	
Nutrient	Rich Sources
Protein	Milk, yogurt, cheese, eggs, beans, peas, lentils, edamame, tofu, tempeh, nuts, seeds, nut butters (including peanut), soymilk and other plant-based "milks". Other sources: starchy vegetables, grains including breads, rice, quinoa, oatmeal
Healthy Fats	Nuts, seeds, nut butters, avocado, olives, olive oil, flax seed, coconut
Iron	Beans, peas, lentils, edamame, nuts, seeds, most vegetables, whole & fortified grains including breads, rice, quinoa, breakfast cereal
Zinc	Beans, peas, lentils, edamame, nuts, seeds, most vegetables, whole & fortified grains including breads, rice, quinoa, breakfast cereal
Calcium	Milk, yogurt, cheese, calcium-set tofu, kale, broccoli, Chinese cabbage, calcium-fortified fruit juice and plant-based "milks"
Vitamin B12	Redstar™ nutritional yeast, soymilk & plant-based "milks", breakfast cereals, and B-12 fortified meat analogs (veggie burgers, veggiedogs, etc).
Vitamin C	Most fruits & vegetables: citrus fruits, berries, melon, peppers, tomatoes, potatoes

**Protein.** A common misconception is that athletes who adopt vegetarian diets will struggle with getting enough protein. Meeting even the higher protein needs of sports training (along with adolescent growth), nevertheless, is typically not an issue if the athlete consumes adequate calories and selects a variety of protein foods (see Table), including beans, nuts, tofu and peanut butter. As was once believed, it is not necessary to eat specific combinations of plant foods in the same meal but to eat a variety of protein-containing foods over the course of the day. A protein-containing snack or meal within the hour after an intense practice may also aid in muscle repair and recovery.

**Carbohydrate and Fat.** Carbohydrates are an important fuel source and should make up the bulk of the athlete's diet<sup>5</sup>. While muscles rely on both carbohydrate and fat to fuel physical effort, carbohydrate is the only fuel that can sustain the moderate-to-high level activity required by most sports. Although the body stores carbohydrate as “glycogen” in muscle and liver, these stores become depleted during prolonged and intense intermittent exercise common in most high school sports. Depleted glycogen stores result in tiredness and fatigue. Consuming enough carbohydrate ensures glycogen stores are restocked after hard practices and can result in better performance on game (or race) day. Vegetarian athletes tend to fair well on carbohydrate intake but the challenge for many high school athletes—vegetarian or not—is to obtain carbohydrates from whole food sources, such as whole grain bread, pasta, quinoa and starchy vegetables, rather than from overly processed carbohydrates and simple sugars. Fat on the other hand is still important to the athlete’s diet. Judicious selection of healthy fats (Table) and cheeses adds calories, enhances the taste of plant foods and ensures adequate absorption of many nutrients.

**Vitamins and Minerals.** A well-balanced vegetarian diet provides an abundance of nutrients including vitamins A, C, E and K, folate, potassium and magnesium. Depending on food choices, however, meeting daily requirements for iron, zinc, calcium and vitamin B12 can present a challenge as these nutrients either are found less abundantly in the vegetarian diet or are less well absorbed. Iron and zinc are important for optimal performance and growth. Iron status, additionally can become compromised during seasonal training, with female high school athletes particularly vulnerable. Although vegetarian athletes can achieve adequate iron and zinc status by selecting foods rich in these nutrients (Table), knowledge about the factors that enhance and impair absorption is helpful. Iron and zinc are best absorbed when rich sources are paired with vitamin C-containing foods (Table), whereas iron absorption is impaired by excess consumption of tea, coffee, milk or soda consumption at the same meal.

Calcium is important for bone health, and is a concern for vegan athletes and vegetarians who consume little to no dairy products. Opting for non-dairy, calcium-containing foods is an easy remedy and is preferred over calcium supplements. Many vegetarian sources including kale, tofu and Chinese cabbage are better absorbed than milk. Vitamin B-12 is imperative for cellular growth and nerve function. This vitamin is a concern for vegan and near-vegan athletes because it is found only in animal products. Thus, vitamin B-12–fortified foods or a vitamin-B12 supplement should be consumed regularly. Additionally, it is important to mention that athletes with little to no intake of both calcium and vitamin B12 can feel “healthy”, but long-term marginal deficiency can result in poor bone health and irreversible nerve damage.

**Summary.** Vegetarian and vegan diets that contain a variety of whole grains, vegetables, fruits, legumes, nuts and seeds can provide the protein, carbohydrate, fat vitamins and minerals required by the high school athlete. Depending on dietary choice, emphasis of foods high in protein, iron, zinc, calcium and

vitamin B-12 will ensure adequate nutrient status. Athletes failing to meet calorie or nutrient needs on vegetarian diets should see their physician or registered dietitian nutritionist.

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## ARTICLE D – February 2018 Meeting

### “Feeding Your Mind”

By Dr. Dan Gerdes, Ph.D.,

University of Central Missouri, Warrensburg, MO

Albert Einstein once said that any man who reads too much and uses his own brain too little falls into lazy habits of thinking. Reading, as well as listening to others speak or comment on television or radio, presents ideas to the mind that on some level we engage. Psychology research informs us that if the ideas are not “examined” and/or acted on in the moment, they are left to incubate, stored until a later time. Movies also present ideas for our minds to consider about how we navigate in our relationships or the circumstances of life. One way or another, our minds consume that which is presented to it. Consequently, if we hope to have healthy minds, we must feed the brain a healthy diet as well as exercise it with healthy thinking.

Former Olympic men’s basketball coach, George Raveling, once commented that he tried to read at least three books a month. Many leaders, coaches, executives and scholars have made reading not only a habit, but a non-negotiable part of their personal development. But what to read? Aristotle said that all men by nature desire knowledge, but it was the great scientist, Isaac Asimov who observed that the saddest aspect of life right now is that science gathers knowledge faster than society gathers wisdom.

Knowledge is power, but its wisdom that determines whether the power will be used to serve others or to serve self. If science represents a metaphor of our culture, dramatically discovering and generating new knowledge, then individuals are left to discern the wisdom of how best to apply what is known. If people rely on others to tell them how to use knowledge without each of us as individuals

critically examining it ourselves, then we become vulnerable to information and ideas that may very well contain their demise rather than their upward development. Consider the rise and fall of Nazi Germany and all the catastrophic and lingering fallout from Hitler's ideas.

So what can a person do to be intentional about feeding the mind the nourishment it needs to be healthy and think well? The apostle Paul instructed the Christians at Philippi to "fix your thoughts on what is true, and honorable, and right, and pure, and lovely, and admirable. Think about things that are excellent and worthy of praise." As they would practice and live out these healthy ideas they had fixed their minds on, Paul said that they would enjoy the peace of God. By intentionally directing our minds to the things of truth, the things of excellence and purity in the things we read, the things we watch on television or hear on the radio and elsewhere, we are encouraging the "germination" of these ideas as they grow into the fruit of our lives.

Legendary basketball coach, John Wooden, carries with him a seven-point creed his father gave him when Wooden was a young man. Among those seven points, four could be related to the mind and soul and three could be related to behavior. For the mind and soul: "Drink deeply from good books, especially the Bible; Make friendship a fine art; Pray for guidance and give thanks for your blessings each day; Be true to yourself." For behavior: "Make each day your masterpiece; Help others; Build a shelter against a rainy day." You could make a case that there is overlap where some of the points could apply to the total person—mind, body, and spirit. It doesn't take long, however, to realize that in reading these seven points, it uncovers wisdom.

The essence is that in being intentional about what you ingest into your brain, thinking well by having "marinated" your ideas in good "mental nutrition" will likely yield fruit (actions, attitudes, beliefs, values) in your life that is pleasing to you and others. Wisdom isn't contained in one-liner quips that

express pithy sayings about virtues. At the core of wisdom, it is the essence of personal character, and out of character comes the legacy of our lives.

## ARTICLE E – February 2018 Meeting

### “Just Say No”

By Dr. Dan Gerdes, Ph.D.,

University of Central Missouri, Warrensburg, MO

There is a simple word that can take a tremendous amount of the pressure off leaders. This powerful little word has the power to build space into the day-planner, make family vacations possible, create some personal time for exercise or solitude, set disciplinary boundaries, and protect people we care about. It’s a word that somehow seems to point to weakness when leaders use it. But to the contrary, the leader that uses it wisely usually carries great strength. This two-letter dynamo is the word “No.”

Before we can understand how to use it, perhaps we might look at why it we don’t use it. I had a conversation on my driveway with my neighbor, a military officer, who was describing the nature of his daily schedule and all the demands that were part of it. When I asked him why he doesn’t feel like he can say “no” to some of the activities he performs, he replied, “Because if I say “no”, someone else will say “yes”, and they’ll get the credit.” There is indeed a mentality that if we aren’t doing extra things in our jobs, we won’t get ahead. *A fast-paced* life however, is different from a *frantic-paced* life.

Another friend of mine, a university professor, told me he was much busier than he cared to be at his place in his career. He explained to me his great apprehension in saying “no” to some of his university service, the committee work and the accompanying meetings, the constant cadence of meeting—discussing—reviewing—voting. “If I’m not busy,” he said, “it will appear like I’m not making a contribution.” “But what about the great contribution of teaching your students,” I inquired. “That’s a given. I just don’t want my colleagues to think I’m lazy and don’t care anymore.” He makes a noble, but incomplete point.

The problem however in both of these conversations—a problem that I believe is central to the entire matter—is that the logic is grounded in fear. The fear of being called lazy or the fear of being unworthy or the fear of losing respect is so great that it often clouds our judgment in taking care of ourselves. We go so caught up in what others think about us that we fail to act in our own best interest. Remember the old saying, “Love your neighbor as yourself.” How can a person honestly say they love their neighbors or themselves when they are living life at such a frantic pace, so stressed out that they don’t have time to really look at what they are working so frantically to achieve?

One of my favorite quotes is from Rick Warren. He states, “I don’t fear failure. I fear succeeding at things that do not matter.” Are you and I really working hard to achieve things that matter deeply and personally in our lives, or are we living out someone else’s priorities? As a coach, do I compromise my own family because of the expectations I feel from sources outside my home? I may be a coach who runs tightly organized practices, with lots of instruction and high standards of performance, but am I just developing players or am I developing people, too?

Saying “no” effectively means that we have a solid internal sense of safety; we know who we are as individuals and we know what we are about. It requires that we also have a great deal of security; if people choose to disapprove of our decision, their response isn’t a threat to our emotional stability or sense of sturdiness.

When we say “no”, always remember we are saying no to the task, not the person. When I am asked to speak and am unable to do so, I may say something like, “I know you have high expectations for the speaker part of your program, and this talk will require a good deal of time to prepare. Regrettably, I am not able to commit to the time it will take to do the preparation well, and your audience won’t be well-served.”

Sometimes, I may use humor, saying something like, “I’ve been gone four of the last six nights and I have a young family. Would you mind calling my wife and explaining to her why it will be OK for me to be out again?” My reply is light-hearted, but carries the direct message that the task isn’t one I can perform.

The point is, when we have a clear sense of our priorities, along with the safety and security that comes out of that honest clarity, we are in a position to gracefully, tactfully, but directly say “no” to things that might otherwise drain us. It’s not so much about saying “no” to the good, but saying “yes” to the great.

## ARTICLE F – February 2018 Meeting

### How Much Can We Learn From a High School Debate Team?

By Joseph Graves

The other day, deciding it was a good idea to waste some of the precious time the Almighty had provided me here on earth, I sat down and clicked on the television. A network moderator was interviewing two commentators on a political controversy by asking each of them highly specific questions, alternating between the two. The first commentator up to bat completely ignored the actual question posed to her and responded apparently to the voices in her head which asked one much friendlier to her position. I wondered: is she suffering from some unknown form of mental illness, political schizophrenia perhaps?

Apparently it was contagious because the second commentator did the very same thing with the question posed to him. Without even a segue like, “Well, Bob, before I get to the subject of your inquiry, let me take just a moment to...”, he was off to the races answering the question the disembodied voices populating his cranium had asked. He also threw in any number of logical fallacies, mischaracterizing his opponent’s position with a straw man, and launching ad hominem attacks against her and her position’s supporters, among others.

Not to be outdone, his opponent, the first commentator, re-responded with a flurry of ad hominem attacks of her own (some sufficiently vile that I found myself preferring the personal attacks Dan Aykroyd used to fling at Jane Curtin on the old *Saturday Night Live* debate parodies), as well as spectacular uses of the reduction ad absurdum and argumentum ad ignorantiam fallacies. In defense of both speakers, though, it is possible both were simply saying whatever they felt might sound persuasive, given that in their minds the ends justify the means. It is also quite possible that they were unaware of the levels of deception to which they had stooped. Fish it is said are oblivious to the water in which they are immersed.

Can this really be the level of discourse to which we have descended in our nation? If so, what is the solution? How do we return to a level at which such discussions are actually part of the solution rather than part of the problem?

You could have seen that solution in action recently in the form of my high school’s McGovern Debate Tournament. (The 1972 presidential candidate and humanitarian, George McGovern, was a Mitchell High School alum who was also, it is said, a fierce debater when he walked our halls as a student. We’ve honored him by naming our popular debate tournament after him.) If you’ve never actually witnessed a debate tournament, they are worth a visit for any number of reasons. At them, you can see high school students dressed in entirely professional attire. Three-piece suits and tailored dresses are the order of the day with not a dungaree in sight. Extemporaneous and related speakers monopolize every lineal foot of hallway wall where they project their arguments towards lockers, trophy cases, and bulletin boards, unperturbed by the odd spectacle they present to the uninitiated. Young people who can seemingly manage nothing more than a barely audible ‘fine’ or ‘nothing’ in response to the most open-ended questions from parents suddenly burst into oratorical fire at a debate tournament, speaking with precise diction,

flawless elocution, and rates of the spoken word which make those legal disavowals at the end of commercials seem positively drawl-ish.

All of which is neither here nor there. But what is very much on point can be found, among other forensic competitions, in the team policy debate sessions. It is in these events where two teams of advocates agree on the terms of a controversial resolution, eschew logical fallacies, launch actual evidence and data to prove their point, give the assumption to the status quo where it properly belongs unless the side advocating for change can overcome it with a compelling harm in that status quo, and respond through the Q & A sessions to the actual questions asked. A team debate round when peopled by high schoolers well trained in the craft is a thing of beauty, an aggressively pursued fencing match using words rather than weapons, reason instead of rapiers.

But it is more than that. It is a process of rational discourse in which neither appealing to emotions nor raising one's voice nor interrupting your opponent nor sinking more quickly to the lowest level of attack nor brandishing every logical fallacy known to humanity, will win the day. It is a place of logical reasoning, of obeying the once shared rules of civil discourse, of finding the best evidence and utilizing it for precisely the right purpose at precisely the right time. It is a process of sifting out the bad from the good and reaching the best possible solution to the controversy at hand.

And it is an event at the end of which the two debaters from each side reach across the podium that separates the one from the other to shake hands and to recognize not just the time and effort and skill brought to bear by their opponents but also to esteem the fact that the fight just concluded was properly and, thereby, even gallantly, waged.

How much could we learn from a high school debate team.

Joseph Graves is superintendent of schools in Mitchell, South Dakota.

## ARTICLE G – February 2018 Meeting

### Help Student Athletes Respond to Injuries Without Fear of Looking Weak

By Christopher Stankovich, Ph.D.

[www.drstankovich.com](http://www.drstankovich.com)

As we continue to actively study and understand the safety risks student athletes assume playing contact sports (including serious brain injuries), a second, less noticed psychological concern might warrant similar attention. Specifically, student athletes who experience on-field injuries are often left in an incredibly challenging, often confusing position: *Speak up and report an injury in order to receive medical attention, or succumb to pressures relating to not being tough enough and stay in the game.*

While many coaches talk in general terms to kids about mental toughness as it applies to on-field success, rarely do these conversations focus specifically on the unexpected, unplanned stress that happens to kids when experiencing injuries while competing. As a result, most student athletes are caught off-guard when feeling the effects of an on-field hit and not knowing exactly what to do when it comes to reporting their concerns to coaches. *Reporting injuries immediately prevents conditions from worsening, but is there a price kids pay by looking weak when they excuse themselves from games because of injuries?*

New research studies have shown a strong link between repeated head hits and brain trauma, including CTE. In response to these research findings, leagues have improved rules for on-field play, as well as directed more attention toward better sport equipment options. In addition to these efforts, it is equally important that we help student athletes develop the confidence needed to speak up about their injuries without fear of negative future consequences, or worry that they will look weak to their teammates.

#### **No pain, no gain!**

Although we are seeing a positive, changing paradigm as it applies to sport safety today, there are still some coaches, parents, and student athletes who ascribe by the old thinking that pain and discomfort are simply mental toughness challenges, not reasons to seek medical attention. “No pain, no gain,” is a previously popular mantra that pushed athletes to fight through pain, and to only remove themselves from games when absolutely necessary. In some instances this way of thinking may have elevated athletes to achieve personal and team goals, but it’s also short-sighted to not think many of these same athletes likely compounded and/or worsened their injuries by not getting the medical attention they needed in that moment. Today’s way of thinking appears to be changing toward a safer, healthier way of attending to injuries by responding sooner, but this new modality has left some athletes to feel at-risk for not looking brave fighting through their pain.

### **The stakes are too high**

In the old days an athlete who fought through a muscle cramp probably didn't risk much future permanent damage, but with what we now know about head injuries the stakes have become too high allowing athletes with concussions to remain in the game. What this means is that not only do coaches need to be acutely aware of signs for concussion, *but that they also talk overtly and often to their student athletes about the importance of coming out of games when necessary.* Getting a few more plays out of an injured kid simply isn't worth the long-term consequences the kid might face years down the road, especially as research continues to provide disturbing evidence of the magnitude of head injuries in sports.

### **The next steps**

As we continue to develop and improve safety measures for student athletes, it is equally important that we expand the scope of our attention to include the psychology relating to how coaches and kids identify and respond to sport injuries. How do coaches impress upon kids the importance of speaking up without fear of negative future consequences, and how do kids gain the confidence needed to report injuries without worry they will lose their position, or be viewed as a weak athlete? A few ideas for developing a healthy dialogue with coaches and kids include the following:

- ***Discuss sport safety as much as X's and O's.*** Obviously coaches should focus on developing sport skills and game plans to help student athletes perform at a high level, but this doesn't have to come at the expense of having ongoing discussion about the risks sport injuries pose – especially head injuries. It is important for coaches to talk openly about safe training measures, as well as the realities student athletes face by not listening to their bodies and ignoring obvious medical concerns.
- ***Be clear about protocols for student athletes who think they might be hurt.*** Telling kids that reporting injuries is one thing, but actually showing them what to do and how to do it will really drive home this lesson. Make sure kids know signs and symptoms to look for, methods for letting coaches and trainers know about their concerns, and options available to them should they experience injury concerns.
- ***Assure student athletes they won't lose their spot because of injury, nor viewed as weak for speaking up.*** Remember, many athletes today still ascribe to the idea that pain and injuries are simply barriers to work through, not signs that an athlete might benefit from medical attention. Student athletes will experience far less anxiety when coaches talk directly about how it is a sign of courage and strength, not weakness, when athletes speak assertively about their concerns relating to sport injuries. This message can be strengthened by ensuring that kids will not lose playing time because of an unforeseen injury, a philosophy that used to be the norm in sports.
- ***Emphasize long-term safety over short-term game success.*** Student athletes not only play below what they are capable of when injured, but they also run the risk of long-term, permanent damage when they ignore injuries

that clearly warrant medical attention. Coaches can help by driving home the point that kids are not hurting the team by asking to be removed, especially if removal prevents a long-term injury from developing.

*Dr. Chris Stankovich is the founder of Advanced Human Performance Systems, an athletic counseling and human performance enhancement center. For more information about products, services, and speaking, please visit [drstankovich.com](http://drstankovich.com)*

## ARTICLE H – February 2018 Meeting

# Running Effective AED Drills

By Steve Amaro

Athletic programs allow students to push themselves to find their limits; however, physical exertion can reveal some scary health conditions that we all need to prepare for. All students participating in athletics should undergo a medical examination before participation, but even the best doctors may not be able to discover all threatening medical conditions. The training we give our coaches and event administrators to handle these situations may be the difference in saving lives. One way to better prepare for such circumstances is to have access to an Automatic External Defibrillator; however, just having an AED close by may not be enough. As school leaders we owe it to all stakeholders to create an actionable AED emergency plan, review the plan and expectation with our coaches, parents, and athletes, and practice with emergency drills to better insure the safety of all athletes.

### Create the Plan

Throughout the nation we have seen a number of schools create Emergency Action Teams, groups made up of administrators, teachers, coaches, athletic trainers, and student leaders. These stakeholders meet to discuss and analyze what should happen in potentially threatening situations. When planning for heart health emergencies, teams can review what should happen and assign responsibilities. As seen from the now famous Loganville High School incident involving student athlete Claire Crawford (<https://youtu.be/dgYeUyIOzhk>), the school had defined roles for all parties. It can be as simple as creating a checklist, assigning responsibilities to designated stakeholders, routinely checking equipment, and making it known to all parties what the school's expectations are in a time of medical emergency.

In creating the plan, be sure to follow a few simple guidelines. Take note of who has responsibility for:

- 1) Getting the AED.
- 2) Calling Emergency Services by calling 911.
- 3) Starting CPR if necessary.
- 4) Getting designated parties to direct ambulances and other emergency services coming to campus to the area of need.
- 5) Getting parties to take the home and visiting teams to safe areas.
- 6) Getting someone to supervise and direct the spectators as needed.

These are just basic items to account for and each school may have more specific site directions, but creating a plan with your action team will lead to more effective responses if they are ever needed.

### Review the Plan

At every professional sporting event nationwide and at many college events, spectators are briefed by a video or PA announcer on what to do in the case of an emergency. However, plans need to be reviewed for accuracy and meaning before publicizing them. Once your Emergency Action Team has a plan that is ready, it needs to be reviewed by school leaders. The athletic director, site and district administration need to be familiar with the plan as they may want to review documents with legal counsel and other district, section or state professionals who may be able to ascertain any gaps that still need to be addressed or highlight areas of emphasis. If all parties agree that the plan is presentable, the principal, athletic director, and coaches can publicize the plans. This level of dedication shows the coaches, athletes, and community that the school puts safety of its athletes at its highest priority.

### Practice the Plan through an Emergency Drill

Once you have a plan in place, it must be practiced through drill. Like any athletic contest, we all want results that will increase the likelihood of success. Emergency Plans must be practiced so that everyone has a better understanding of what to do in a real emergency. Athletic cardiac incidents can occur at any time including tryouts. It is for this reason that AED action plans need to be practiced as close to the start of the season as possible even if this means running a drill the first or second day of tryouts.

It is critical at this point that there be no surprises. Administration, coaches, parents, and athletes should be notified at least one day prior to the drill and know their expectations so that the drill will not be confused as an actual emergency. Furthermore, in settings where spectators may be present, those running the drill must brief them before the drill begins so that they do not inadvertently contact emergency services for fear of an actual emergency.

The principal, athletic director, ATC, or designee could run the drill with a checklist to measure effectiveness. Specifically, the drill instructor should note: 1) the time the drill starts. 2) how long it takes for a coach or athletes to get the AED. 3) Check for understanding...does everyone know their role in the drill? For example, an athletic director could approach one of the team members or coaches and set the stage by designating them the individual in need of emergency services. The designee can then start the drill by having the individual in need stop practice or coaching and act out the necessary emergency. At this point the athlete or coach is isolated, usually in a prone position. What the "actor" does is not important; however, what the rest of the team does is crucial. Drill Instructors can note 1) Who takes command of the situation? 2) Who gets the AED and how long does it take to arrive? 3) What does the drill instructor note that could be made better in an actual emergency? It is important that all athletes be familiar with their roles and if they are assigned duties, they should be sent off in teams of two in the case a second emergency arises.

Reflect on results

Once the drill concludes, the drill instructor needs to review, preferably with both the coaches and team members. This will be a time for dialogue in which the drill instructor, students, and coaches can address issues they saw and clarify any questions that may arise. We note that an AED effectively used within 2 minutes of need, the chances of survival increase dramatically. With this being the case, if results of the drill deem necessary, future drills can be planned to be used as further instruction and checkpoints.

We all know that athletics change lives for the better and we constantly improve our athletic outcomes by reflecting on how to improve. Emergency Drills should be reviewed periodically to determine most effective methods. Hopefully, the drills that you practice will be ones that you will never have to use, but having the drills will empower your staff, students, and community by showing everyone that safety is a priority for all.



# Freedom High School

## Department of Athletics & Sports Medicine

1050 Neroly Rd Oakley, CA 94561 • 925. 625.5900 • Fax 925. 679.1161



## AED DRILL SHEET

Sport \_\_\_\_\_ Level \_\_\_\_\_

Facility Location \_\_\_\_\_

Date of Drill \_\_\_\_\_ Time \_\_\_\_\_

Time During Practice \_\_\_\_\_

Drill conditions for game similar to this practice drill? Yes \_\_\_ No \_\_\_

If NO, what might be different? \_\_\_\_\_

Coaches Present \_\_\_\_\_

Time		Notes & Observations – Key Protocol points for assessment for team personal.
	<b>Start time of the Drill</b> Athlete/Coach collapse to begin drill	___ • Checked for responsiveness ___ • 911 was activated
	<b>Lapse time for coach send athletes</b> Time for coach to assess & send athlete for help.	___ • 2 athletes sent for Admin ___ • 2 athletes to meet EMS ___ • 2 athletes sent to AED.
	<b>CPR/Rescue Measure begin</b> Coach begins to similar CPR	<b>CPR Compressions Simulated</b> Yes ___ No ___ ___ • Compression 100/ min ___ • Depth at least 2 inches
	<b>AED Arrival Lapses time</b> Time from start until AED Arrives to Coach.	<b>Team personal operating AED:</b> ___ • Used AED immediately upon arrival ___ • Applied pads properly. Gave verbal & physical motion to stay back ___ • While monitoring heart rhythm. ___ • Prior to delivering shock. ___ • Person continued CPR after shock if needed. ■ Showed knowledge of how to use AED. Yes ___ No ___ ■ Followed AED commands. Yes ___ No ___
	<b>AED Delivers 1<sup>st</sup> Shock</b> Time from start until AED Delivers 1 <sup>st</sup> shock.	
	<b>Admin Located</b> Time athletes took locate Admin on campus.	Admin on campus during time of drill. Yes ___ No ___ Admin normally available during practice. Yes ___ No ___
	<b>EMS escorts Arrived at meeting location. –</b> Time elapsed for athlete to arrived at the location to meet EMS and direct to person.	Athletes know where to meet EMS. Yes ___ No ___
Notes & Recommendation		

ACTION PLAN for Future:

## **ARTICLE I – February 2018 Meeting**

### **Successful Postseason Ceremonies**

**By Steve Amaro**

Coaches are lucky enough to experience the most successful and challenging of environments on a seasonal basis. No sooner does the “perfect” season end that coaches find themselves in a state of challenge, rebuilding or raising success levels. Just as we conduct exit interviews with our athletic directors and administrators, it is important for coaches to give a sense of closure to our athletes and the community that supports them through a postseason ceremony. These gatherings do not have to be lengthy or arduous, but they should have purpose to recognize team accomplishments, recognize individual contributions of all players, and prepare athletes for the future.

#### **Sites and Time of Ceremonies**

Different schools and districts may have policies regarding postseason gatherings so be sure to check with administration for specific rules; however, the site and time of a postseason ceremony should be determined before the conclusion of the season. It is also important to consider having postseason gatherings after all possible awards have been determined. In this way, coaches can recognize all the accomplishments of team members and allow for athletes to share their accolades with their teammates.

Determining whether to have a ceremony on or off campus is an important discussion as both have benefits and drawbacks. Having a postseason ceremony off site might increase school and district liability while opening up potential avenues for alcohol and drug abuse. If food is involved, having a postseason ceremony onsite might incur following different health requirements for food safety that may impinge on the general desires of a specific team. For example, a team might like their ceremony to be at a sponsor’s pizza parlor rather than bringing pizza to a campus. Regardless of the site, the coach has a duty to supervise the athletes to ensure a safe environment. It is important to make sure that the venue is appropriate and large enough for your team and team family members to keep the environment both safe and welcoming.

The length of a ceremony is important as well. Postseason socials are not the academy awards and even those individuals who win the Most Valuable Player will probably go on to find more success outside of a high school athletic season. For this reason, set appropriate time constrictions for yourself and those in attendance. People value their time and putting time restrictions on ceremonies will allow all parties to plan out their schedules in a more orderly fashion. As a general guideline, most postseason ceremonies, even with food, can occur in 90 minutes or less.

#### **Recognize Team Accomplishments**

Once the time and venue have been selected, coaches should compose ideas to share regarding the season. Coaches can share the team and individual successes as well as meaningful personal reflections. In terms of preparation, coaches can focus on memories that bring perspective to the season and continue team traditions, highlight on accomplishments of team goals, and validate team experiences that brought the team closer to the goal of creating high quality character individuals that will be

successful long after the conclusion of a high school career. If any team GPA, citizenship, competitive goals, or other recognitions are received by the team, this is also a great time for the coach to recognize these team efforts as well.

#### Recognize Individual Contributions

Although not every member of a given squad may have been the best or contributed as much as another, each individual should be recognized in a few words at a postseason ceremony. The athletes have given hours of their life to the school program and their dedication should not go unnoticed. A few positive words and reflections by a coach to explain how an individual athlete helped the team goes a long way in helping students develop their pride and self-esteem. In some cases, this may be the only forum where athletes are validated for their contributions as all too often we hear the story of the hypercompetitive parent who downgrades the child and coaching staff for not achieving the desired win/loss outcomes. It is also during this time that coaches can draw attention to those senior participants by sharing the impact they made. Underclassmen can learn about school and team culture through these words and may decide to further commit themselves to the school and community by accepting the challenge of being a new team leader.

#### Prepare Athletes for the Future

It is important to finish up postseason ceremonies with energy and excitement. A good way to frame this is by sharing how the offseason should be a time for our athletes to try new sports and continue to develop their academics. In addition, coaches should share their general hopes regarding next season's challenges. Finally, coaches who end the ceremonies by reiterating how lucky they are to work with their athletes, the future leaders of the world, gives a positive spin on leaving a season that will want everyone wanting more.

## **Playing Multiple Sports Should Maintain Center Stage**

**By Kraig Garber**

Recently, I was engaged in a regular routine of dropping my 12-year-old son off at a week night youth basketball practice. While driving, I felt my phone vibrate as a text message was coming through. After I had parked the car, and my son headed in to the gym for his practice, I checked the text that I had just received. The text was from his youth baseball coach providing parents with several open gyms, required practices, fundraising activities, and social events in which the team would soon be engaging. The first thought that crossed my mind was that "my son is in the early part of his basketball season, we haven't reached Christmas, and I am getting messages about gearing up for summer baseball." I then opened my calendar app on my phone to realize that every weekend (including Sundays) and several week days from here until eternity were dominated by at least two sports for each of my children. I then thought back to my youth and the days when each sport had its season, and even when I wasn't old enough to formally participate in them, my friends and I would partake in heated competition on the sandlot in whatever high school sport was currently in season. We chose to practice the skills of the sport, we learned to resolve our own conflicts and disagreements, and we were allowed to be kids.

Today's youth are subjected to a different kind of sandlot. Today's sandlot is at the local sportsplex where kids are involved in the skill of the sport for many months if not the whole year prior to the start of that sport's season. Adults dominate the precisely calculated and very repetitive skills that will forever be burned into their muscle memory. The adults also resolve all player disputes, and the competitive sandlot scrimmages have been replaced by a barrage of drills that are scientifically proven to enhance every facet of the child's game. This is all taking place prior to the child's first opportunity to compete in interscholastic sports. Many parents feel forced to subject their child to this type of training regimen because, if not, then their son/daughter will fall behind and be left with no chance to compete in the sports that they loved during their youth. Some children who may have had some promise to develop into a good athlete give up prematurely on sports because they are cut from teams or exposed to the separation of skill levels at too early an age.

In the meantime, those organizations running the sportsplex operations are encouraging more training and opportunities for non-interscholastic team participation. They assert that as a member of this team, sons and daughters will receive the most effective training and will gain the exposure that will garner the attention of higher level institutions. Over time, parents fork over thousands of dollars for their children to receive top of the line uniforms and equipment as well a multitude of opportunities to extensively travel and compete. This has opened the

door to a frenzy of large scale tournaments, large revenue generating sponsorships, and what is now a multi-billion-dollar youth sports industry. The "team before self" and co-curricular approach to interscholastic sports, at times, seems to be getting lost in an industry that seeks to promote the self-serving interests of the individual.

In addition, kids can't seem to find the time to be a multi-sport athlete because, in part, this culture leads them to believe that concentration on one sport is the best way to advance to the next level. Even though, on the contrary, numerous reports have indicated that single sport athletes are more prone to overuse injuries as well as sport burnout at an earlier age. Aside from these reports, I have seen these circumstances play out several times in my many years of involvement with sports. In many cases, the youth sports seasons have become longer than the interscholastic high school seasons which could potentially send a conflicting message to our youth that the high school seasons are not adequate in length in order to gain desired skills. In my childhood experience as an athlete, the lower levels always had shorter seasons or finished before the high school season. That instilled a notion in my mind that the high school season was the premier season in my town.

The bottom line is that participation in multiple interscholastic sports needs to maintain its position on center stage. The fact that playing a single sport year-round increases your chance of injury and burnout in that sport needs to be continuously communicated to our children and parents. Schools need to work with their youth organizations to have them help with this message along with the belief that high school sports need to maintain their position as the premier sporting events in the community. Finally, we need to promote the idea to bring back the sandlot philosophy and just let kids be kids.

Kraig Garber is assistant executive director of the Illinois High School Association.

## ARTICLE K – February 2018 Meeting

### INVESTING IN YOUR FUTURE

By Scott Fitzgerald, CMAA

Athletic Director – Kearsarge Regional High School

For full disclosure, I did not major in economics or finance, and I do not work in the investment industry. I just would like to present some information to shed a little light on the topic because if someone were to ask me to pick one thing I wish I knew about when I was younger, that is a quick and easy answer: compounding interest.

Simply put, if you are currently not investing money in a retirement account beyond the state retirement system (or at all), then you need to start immediately if not yesterday. Often the reason someone is not investing is lack of income and / or being in a situation where money is tight. I remember my days as a young coach, and I think a more accurate description for my financial status was non-existent. However, let me present some data which may change your mind. Over the past 90 years the [average annualized total return](#) for the market (S&P 500) is right around 10%. Let's say you are 25 years old and decide to set aside \$25 a week by reorganizing / reprioritizing expenditures or taking on a part time job like working at a restaurant one night a week (as an example). If you did that until you were 65, it would be \$1300 a year for 40 years. For argument sake let's use the 10% as the return rate, so that would give you just under \$630,000 (using a compounding interest calculator). If you waited until you were 30, you would have just under \$390,000 at age 65, thus losing out on approximately \$240,000!! If you wait until you're 35, which many people do, you would lose out on almost \$400,000 at a minimum, and it would probably be much more as most people are able to increase their contribution over time once they start investing. As you can see, because of compounding interest, waiting can potentially cost you a great deal of money, and conversely starting earlier can make you a whole lot more.

How much more one might ask? Let's explore what it would potentially take for you to be a millionaire at 65 years old. The max one can contribute to a Roth IRA account (more later on this type of retirement account) is \$5500 per year until you are 50. For someone 50 or older, the max is \$6500. If you start at 25 years old and take 5 years to progress to the max amount, here's what that would look like (but we'll adjust our rate of return to 7% for this exercise to try and account for inflation, i.e. a million dollars now won't have the buying power of a million dollars 40 years from now).

25-26: \$1300 per year (\$25 per week) to ease into it  
26-28: \$2600 per year (\$50 per week)  
28-30: \$4200 per year  
30-50: \$5500 per year which is the max you can invest per year in a Roth IRA  
50-65: \$6500 per year which is the max you can invest at 50yrs or older  
Total: **\$1,029,591.28**

If we use the 10% rate, the total would be a whopping **\$2,210,361.66!!!** Think about it. You can spend a career doing something you love, and with a little planning and discipline, you could retire a millionaire!

Additionally, whether you are currently investing or not, there are a few things to look at in order to maximize your return. If your school does a match through a 401K or 403B program, then you should without a doubt be putting the maximum amount in to take advantage of that match. Let's say you are making \$43,333.33 a year (this number will make sense in a second) and your school matches up to 3% of your salary. If you maximize your contribution, 3% of your salary would be \$1300 which as indicated before would return just under \$630,000 without any match (using a 10% rate of return). With your school matching the \$1300, your return would be a little over \$1.2 million at age 65 if your salary did not increase one penny over the course of 40 years! It certainly would be rare for someone to stay at a job for 40 years, but you get the point that you would be missing out on a chance to double your money.

Lots of people invest into the aforementioned 401K or 403B plans through their school even if the school does not match funds. One of the advantages to doing this is that the money is taken out before taxes are deducted, so you actually save a little money on the front end because you reduce your taxable income. So, for example, a person in the 25% [marginal tax bracket](#) would only have \$38 less in take home pay by investing \$50 because of the pretax savings. That being said, it is important to find out if there are any management fees being charged by the company your school uses, as well as determine what the expense ratios are for the funds that you're being put in by the company / financial advisor. Far too often people are charged a management fee of say 1.25% and are in funds which average out to have an expense ratio of 1% or more, thus losing 2.25% or more to unnecessary expenses.

Many people feel like they're in the dark because they don't know much about investing and have to rely on someone else to steer the ship. Fortunately, there are index funds such as the Vanguard Target Retirement Fund, which is an extremely diversified approach that is designed for people who just want to invest the money in a safe manner and not manage it in any way throughout their career. The expense ratio for the Vanguard 2055 Target Retirement fund is 0.16% with a small annual fee until your account reaches \$50,000 or more. Therefore, you could be losing around 2% of your money per year because of simply acquiescing to someone else to put you in funds you could put yourself in without the added fees. Let's refer back to the \$630,000 at age 65 at a 10% growth rate. If your money grew at 8% because of the fees taken out, you would have just under \$364,000 or a loss of around \$266,000 due the expenses paid, and yes, once again, compounding interest!!

This is where the aforementioned Roth IRA can come into play ([info](#) on what a Roth IRA is). This type of account takes money directly from your bank (post tax earned income) and all of the earnings would be tax free. As an additional bonus, you can use the money from this account to go towards college expenses for your children without any withdrawal penalty. There are a ton of benefits to opening this (even if you have a 401K or 403B), so researching this type of account is well worth your time!

As an aside, there's one last thing to consider when tinkering with a compounding interest calculator. If you have children and your son and / or daughter is working (money invested into a Roth IRA has to be earned income), having them start a Roth IRA as soon as possible has major benefits. Say your daughter is 16 and earns about \$6000 per summer. If she invests \$3000 of that money at age 16, age 17, and age 18 and leaves that money until she is 65 years old, she would have just under \$964,000 (with a 10% average return) if she didn't add one more penny over those 47 years!!

Past performance certainly doesn't predict future returns, and anyone who decides to invest has to be aware of the risks involved. The market is quite volatile and returns can fluctuate greatly from year to year (both positively and negatively). The long term, diversified investor simply invests through the ups and downs. Take as an example 2008 – 2011 which caused a great deal of panic for many. Those who pulled their money out in 2008 or 2009 because of the sharp drop, incurred great losses. Those who stuck through it were able to purchase at a discounted price and came out on the other side in a great position. Let's say in 2008 you owned 100 shares of a fund at \$100 per share; which would be worth \$10,000. The market went down just under 40% that year, so people were able to buy the same fund at a discounted price. Over time, they bought shares at \$90 per share, \$80, \$70, and around \$63 at the bottom. Then bought shares at \$70, \$80, and \$90 on the way back up. So in 2011, the original 100 shares were again worth \$10,000 or \$100 per share (and with [reinvested dividends](#) it would be worth more), and the other shares they purchased at a discounted price had all grown so their portfolio was in a better position to take advantage of the tremendous growth the market has seen since then (see [dollar cost averaging](#) for more on this area).

Investing in your future by starting as early as possible to take advantage of compounding interest, and doing a little research coupled with asking some key questions can increase the possibility of being able to enjoy the fruits of your labor in a more comfortable way during retirement. Look into compounding interest, find out what a Roth IRA is, look into target retirement funds or low fee index funds, find out what types of fees you are currently paying, and explore the ways you can take control of your retirement

accounts without having to have vast knowledge or extensive experience in the area of finance. Find someone you know and trust and ask questions. Most importantly, invest in your future!

## **ARTICLE L – February 2018 Meeting**

### **Sport Safety & Preventing Sudden Death During High School Off-Season: Can We Do Better?**

Rebecca M Lopez, PhD, ATC, CSCS

#### **Introduction Preventing Sudden Death in Secondary Schools**

High school sport safety is on the forefront of many sports associations and sports medicine groups. Yet, last summer's offseason practices and conditioning sessions were plagued with tragic deaths at the youth, high school and collegiate settings. One example is the story of Zach Martin who was participating in an early morning football conditioning session in June of 2017. He collapsed toward the end of the practice due to exertional heat stroke, and his temperature was believed to be around 107°F for over an hour before aggressive cooling took place.

Unfortunately, Zach did not survive even though death from exertional heat stroke is 100% preventable with proper recognition and immediate aggressive cooling. Like Zach's story, there are other cases of student-athletes collapsing during conditioning sessions or practice for various reasons and not surviving. There are several causes of collapse during exercise, and schools can take steps to make sure they are prepared to handle a life-threatening injury.

Many guidelines such as heat acclimatization, having an emergency action plan (EAP), or having an athletic trainer on-site are only in place during official preseason practices. But what about the offseason practices and conditioning sessions? Recent reports have shown that despite efforts to improve sport safety, there is a continuous increase in the number of athletes

dying during sport participation or conditioning sessions during the offseason summer months. In cases of student-athletes collapsing from sudden cardiac arrest while exercising, having an athletic trainer, an AED on-site, or coaches that are CPR certified can be a matter of life or death. It is time to start examining what can be done to decrease the risk of injury and catastrophic events, especially during the offseason, when the existing safety guidelines are not in effect.

### **What Does the Research Tell Us?**

Recent epidemiological research has paved the way for how, why and where athletes are dying. The most common causes of sudden death in young athletes include sudden cardiac arrest, exertional heat stroke, head/neck injuries, and exertional sickling complications due to sickle cell trait. These are sometimes referred to as the four H's: Heart, heat, head, and hemoglobin. This research has paved for the way for recommendations on how to prevent a catastrophic event. In 2012, a consensus statement on preventing sudden death at the collegiate level specifically addressed conditioning sessions and the lack of guidelines to ensure the safety of athletes during the off-season. Soon after, a second consensus statement focused on preventing sudden death in secondary school athletes was published with the support of several athletic and sports medicine organizations. There has been a consistent push for more education in the area of preventing sudden death in athletes, and these guidelines are aimed at decreasing the risk of catastrophic injuries and death. However, there seems to be a disconnect between the data, the education, and the number of preventable deaths, particularly during the summer or off-season. Can we do better?

Some of the recent research in this area does indicate we can do better. One way to address the issue of sport safety throughout the entire school year is to revisit the current recommendations for safer sports. The latest focus has been on the impact of having certain safety precautions in place (i.e. having an athletic trainer, access to an AED, more education for coaches). Recent changes in these safety policies have proven to be effective. For instance, the implementation of heat acclimatization policies limiting the duration of practices, the number of practices allowed per day, and gradual increase in the amount of equipment worn during the first two weeks of August practices have resulted in a decrease in the number of exertional heat illnesses. In fact, in states with appropriate heat policies, no high school athlete has died from exertional heat stroke when those guidelines were followed properly.

An area that has received quite a bit of attention is whether or not high schools are employing athletic trainers. A recent study by Pike et al. looking at the presence of athletic trainers at the secondary school level found fewer than 58% of private schools and only 70% of public schools provided athletic training services. The National Athletic Trainers' Association (NATA) and the Korey Stringer Institute (KSI) have been working together on the ATLAS Project (Athletic Training Locations and Services) to help identify whether each school in the United States has an athletic trainer. However, one issue that has not been addressed sufficiently is employment of an athletic trainer during summer workouts. Athletic trainers are often hired by a clinic or sports medicine group to either work full time at a school or share the time between various schools or between the school and a clinic. It is very unusual to hear of an athletic trainer that is hired to work 12-months at a high school. Most athletic trainers are either off during the summer months or they are at a different clinical assignment (i.e. PT clinic,

physician's office, or working independently at summer camps). This leads to an alarming issue regarding a lack of sport safety protocols during summer workouts and off-season conditioning and a lack of a healthcare provider to appropriately recognize and treat a potentially fatal condition (i.e. any of the 4 H's). With no athletic trainer present, the responsibility to appropriately manage a medical emergency then falls on the coaches. Despite these latest efforts to increase the number of athletic trainers at high schools, the lack of medical supervision during summer/off-season workouts is often dismissed as a problem that lacks a solution. However, the fact that student-athletes are out there participating (sometimes voluntarily) as part of the school's athletic department merits further attention. Although there are barriers schools may come across, there are always solutions that would mitigate the risk of sudden death during conditioning sessions.

### **Putting Knowledge into Practice Application: Summer Workouts**

What we do know is that sport safety guidelines have been shown to be effective in decreasing the risk of catastrophic injury and/or fatalities in organized sport. Unfortunately, the lack of guidelines over the summer has led to tragic but preventable incidences during workouts and conditioning sessions. There is definitely room for improvement regardless of the limitations that may be present during the summer months. Table 1 lists some of the barriers to sports safety during high school summer conditioning or preseason practices as well as some solutions.

#### *Emergency Action Plans (EAPs)*

Any school with an athletic department should have an EAP. If a school does not hire an athletic trainer full-time, the administration should still consult with a healthcare provider and/or local EMS when creating or revising the EAP. The EAP should be site or venue-specific, include a map and directions to the venue, and information regarding which gates or entrances EMS should use in case of a medical emergency. In addition, any emergency equipment available on-site (i.e. AED, cold water tub, oxygen) should be listed as well as any healthcare providers that will be providing medical coverage for practices or games. The EAP should list all key personnel and their contact information (i.e. athletic trainer, coaches, administrators) and what role they will have during an emergency. This EAP should then be shared with all individuals involved and practiced each year prior to the start of each season. If the personnel or access to equipment is different for summer conditioning sessions, a separate EAP should be created for this purpose.

#### *Pre-Participation Exams*

A pre-participation exam with physician clearance should be on file for every student-athlete prior to them participating in any activities (including voluntary workouts). It is important for athletic trainers and/or coaches to be aware of any preexisting condition (i.e. diabetes, asthma, allergies, cardiac disease, sickle cell trait) an athlete may have for the sole purpose of being able to identify any signs of struggle or distress.

#### *Athletic Trainers*

Hiring a full-time athletic trainer is often one of the greatest barriers schools face. However, the education and training athletic trainers receive make them the best healthcare provider on the sidelines. Whether or not a school or athletic department hires one during the summer

months is rare; however, the recent preventable deaths during the offseason are reason enough to figure out a way. Having an athletic trainer will help ensure coaches are using safe practices, such as not scheduling conditioning at the warmest times of the day or pushing athletes in an unsafe manner. Most importantly, in the event of a medical emergency, having an athletic trainer on site would then prevent the need for a coach to have to make medical decisions.

#### *Lack of AED On-site and CPR/AED Training*

The presence of AED on-site and available for athletic events should no longer be up for debate. One way to reduce the risk of fatality, particularly for cardiac emergencies, is to ensure there is an AED readily available (within 1-3 minutes of all playing fields/venues) and educating coaches on CPR and AED use. A recent story from a Minnesota high school highlighted how a few coaches were able to save a high school basketball player's, Ryan Monahan, life after he experienced sudden cardiac arrest during an early morning workout. These coaches had been recently trained in CPR and had access to a defibrillator. The outcome would likely not have been positive had these coaches not had the training and an AED nearby. Unfortunately, there have been other stories where no AED was present and resulted in a fatality. Athletic departments must find a way to include this life-saving device in their budget and ensure it is accessible year-round.

#### *Coaches' Education: Medical Emergencies and Exercise/Heat Acclimatization*

It would be beneficial if all coaches underwent an educational course on preventing sudden death in sports prior to their season. The course can discuss the main causes of medical emergencies seen at the secondary school level and include ways to prevent, recognize and

manage the condition prior to EMS arrival. As part of the prevention piece of the educational program, all coaches should be taught information about periodization and appropriate progression of exercises across an entire year. It is imperative that coaches avoid using unsafe methods (i.e. exercising at hottest times of day, intensity that is too much too fast) particularly during the first few days of off season conditioning. In hot and humid environments, this can be especially dangerous as student-athletes often spend summer months in air conditioning and may not be acclimatized to the heat or the demands of the exercise.

## **Conclusions**

The responsibility of student-athlete safety falls on many people and organizations. As depicted in Figure 1, the expectation is that a student-athlete will be able to safely participate in sport. We all know there is an inherent risk of injury when participating in competitive sports. However, the school, athletic department, and all individuals involved should take all of the necessary steps to try to make sports as safe as possible. In cases where a medical emergency does occur, all stakeholders in student-athlete safety should be prepared to appropriately handle the situation and decrease the risk of a catastrophic outcome. We can do better.

List of Tables & Figures

**Table 1. Barriers & Solutions to Common to Sudden Death in Secondary School Athletics**

**Figure 1. Stakeholders in High School Athlete Safety**

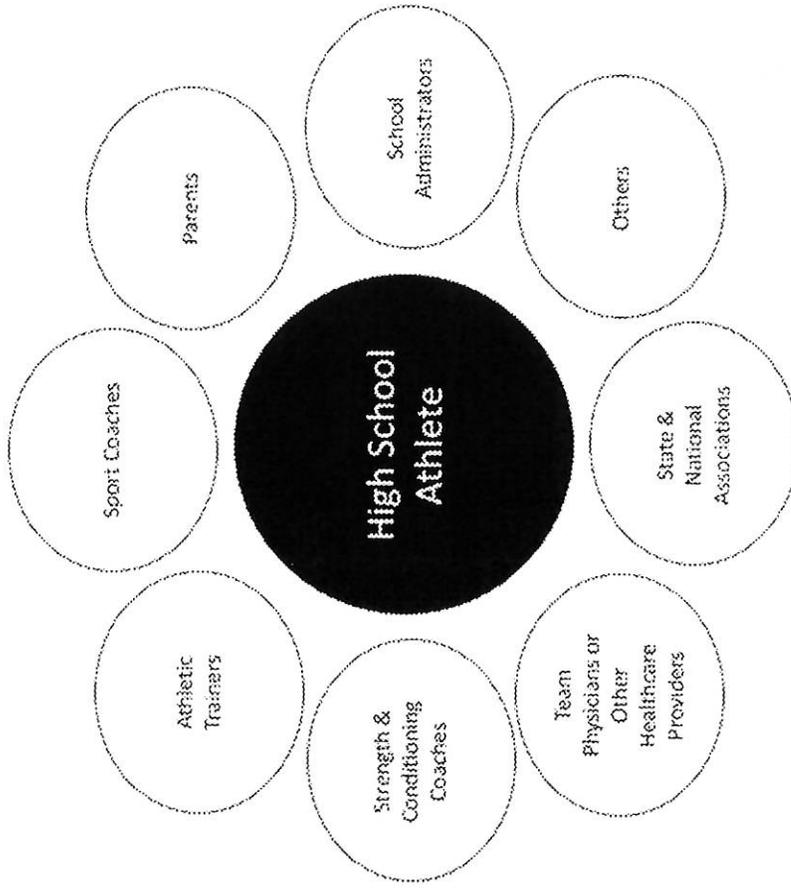
## References

1. Adams WM, Scarneo SE, Casa DJ. State-level implementation of health and safety policies to prevent sudden death and catastrophic injuries within secondary school athletics. *Ortho J Sports Med.* 2017;5(9), eCollection.
2. Casa DJ, Almquist J, Anderson SA, et al. The inter-association task force for preventing sudden death in secondary school athletics programs: best-practices recommendations. *J Athl Train.* 2013;48(4):546-553.
3. Pike AM, Pryor RR, Vandermark LW, et al. Athletic trainer services in public and private secondary schools. *J Athl Train.* 2017;52(1):5-11.

Table 1. Barriers & Solutions to Common Causes of Sudden Death in Secondary School Athletics

Table 1. Barriers & Solutions to Common Causes of Sudden Death in Secondary School Athletics	
Barriers	Solutions
Lack of preparedness to deal with an emergency situation.	Each school should have an Emergency Action Plan (EAP) with site-specific procedures for how to handle an emergency situation. All athletic trainers, coaches, and administrators should be aware of the EAP and practice on an annual basis (at minimum).
Unknown underlying medical condition in student-athletes.	Ensure all student-athletes have a pre-participation exam and have been cleared to participate prior to any activity with the team (including off-season conditioning, practices or games).
Lack of an athletic trainer or other healthcare provider on-site during games, practices, and conditioning sessions.	Any school with an athletic department should have an athletic trainer present for all practices and games (including conditioning sessions).
Lack of CPR/AED education in all coaches.	Ensure all coaches are trained in CPR and the use of an AED, especially in an athletic trainer is not present at all practices or conditioning sessions.
Lack of access to an AED within 1-3 min.	Athletic departments and schools should ensure every school has access to an AED that is accessible during athletic events. This may mean having multiple AEDs to ensure one is located within 1-3 minutes of all practice and game venues.
Lack of knowledge of the main causes of sudden death in sport, recognition of a medical emergency, or what actions to take in case of a medical emergency.	Each school should ensure coaches have access to education programs on the prevention, recognition and management of potentially fatal conditions (i.e. sudden cardiac arrest, exertional heat stroke, head/neck injury, exertional sickling).
Lack of coaches' knowledge regarding exercise progressions and heat acclimatization.	Coaches should be knowledgeable about appropriate exercise intensity and progression during conditioning sessions and how this progression should be modified in cases of extreme environmental conditions. Gradual, progressive acclimatization to training and the environment (i.e. heat acclimatization process to gradually adapt to exercising in dangerously hot/humid conditions). Exercise should never be used as punishment.

Figure 1. Stakeholders of High School Athlete Safety



High School  
Today E-mails

## HIGH SCHOOL TODAY E-MAIL BLASTS TO NFHS LEARN LIST

	<b>Sent to</b>	<b>Total Opens</b>	<b>Unique Opens</b>	<b>Clicks</b>
Jan. 2016	924,625	297,031	189,967	22,501
Feb. 2016	918,702	268,255	174,605	21,703
March 2016	940,446	257,3229	171,175	12,890
April 2016	965,134	285,711	187,800	14,157
May 2016	977,112	244,794	166,768	10,700
Sept. 2016	1,121,148	253,181	178,114	10,122
Oct. 2016	1,138,669	241,703	179,321	11,371
Nov. 2016	1,164,967	316,939	209,185	8,370
Jan. 2017		384,526	233,903	
Feb. 2017	1,192,013	380,833	233,060	34,299
March 2017	1,211,833	329,946	208,523	8,920
April 2017	1,229,650	294,847	189,863	15,106
May 2017	1,244,553	271,503	182,634	18,441
Sept. 2017	1,419,399	419,177	279,086	23,972
Oct. 2017	1,440,689	400,729	273,404	112,128
Nov. 2017	1,470,805	421,786	276,198	35,042
Jan. 2018	1,484,403	390,457	254,251	35,412

# Editorial Content

## ARTICLE BREAKDOWN (September 2017-January 2018)

### September 2017 (64)

6 Features  
1 Legal  
1 Above and Beyond  
2 Performing Arts  
1 Viewpoints  
3 Did You Know  
2 Ideas That Work  
1 Technology  
1 Sports Medicine  
1 NFHS Report  
1 Education  
1 In Their Own Words  
1pg In the News  
1pg Voices of the Nation  
5pg Quick Hits  
2pg Great Shots  
1pg State Highlights

21 articles

### November 2017 (56)

5 Features  
1 Legal  
2 Above and Beyond  
2 Performing Arts  
1 Ideas That Work  
1 Sportsmanship  
1 Did You Know  
1 Sports Medicine  
1 NFHS Report  
6pg Quick Hits  
1pg In the News  
1pg Voices of the Nation  
2pg Great Shots  
2pg State Highlights

15 articles

### October 2017 (56)

5 Features  
1 Legal  
2 Above and Beyond  
1 In Their Own Words  
1 Performing Arts  
1 Sportsmanship  
1 Ideas That Work  
1 Sports Medicine  
1 NFHS Report  
1 Did You Know?  
6pg Quick Hits  
1pg Voices of the Nation  
2pg Great Shots  
2pg In the News  
2pg State Highlights

15 articles

### January 2018 (56)

4 Features  
1 Legal  
2 Above and Beyond  
2 Performing Arts  
4 Ideas That Work  
1 Affiliate Organizations  
1 Did You Know  
1 Technology  
1 NFHS Report  
1pg Voices of the Nation  
6pg Quick Hits  
2pg Great Shots  
2pg State Highlights

17 articles

Topic: News

Comment: Looking at the High School Today magazine that came to my school I was thinking that it was cool that you were including Performing Arts. But to my surprise the performing arts section was only on debate. Hmm A debate team is not part of STEAM, nor is it - generally - a curricular class. Since most of this presentation (magazine) is about sports, why not put actual performing arts into the magazine.

Oh, I don't know. Something like the ensembles that support the sports that you all are presenting.

Marching bands, pep bands, small ensembles that perform the national anthem, etc. Better yet, why not encourage the sports teams to support those folks that support them. Go to the concerts that the music kids are performing in?

Name: Craig Murray

State: California

From: [craig.murray@twinriversusd.org](mailto:craig.murray@twinriversusd.org)

# HIGH SCHOOL TODAY AUTHORS

(Through January 2018 issue)

## **PUBLICATIONS COMMITTEE (Current and Former)**

Lee Green	142	(includes 52 Legal Briefs)
Dave Hoch	98	(includes 34 Ask the Athletic Director)
Steffen Parker	54	
Matt Troha	27	
Darrell Floyd	14	
Treva Dayton	13	
Brian Robinson	8	
Tim Leighton	7	
Don Showalter	7	
Jeannette Bruno	7	
Tim Christensen	5	
Robert Zayas	5	
Bill Boyle	4	
Joe Loomis	1	
Mike Phipps	1	
Susan Bechtol	1	

## **NFHS STAFF (Current and Former)**

Bruce Howard	82	(includes 66 National Reports)
Shane Monaghan	45	
Juli Doshan	41	
Cody Porter	35	
Jason Haddix	27	
John Gillis	25	(includes 4 National Reports)
Chris Boone	9	
Lindsey Atkinson	2	
Tim Flannery	1	
James Weaver	1	

**INTERNS** (Totals do not include In the News and Top High School Performances)

Lauren Fellmeth	14
Megan Filipowski	13
Allison Brown	10
Steven Peek	10
Brandon Jones	10
Ben Sieck	9
Emily Newell	8
Eamonn Reynolds	8
Emily Cerling	7
Aaron Hommell	7
Anna Wilson	7
Bryce Woodall	7
Lauren Hensley	6
Alex Swenson	6
Taylor Wilkerson	6
Steve Applehans	5
Jenna Widmann	5
Paige Flynn	5
Dan Schumerth	5
Arika Herron	5
Maddie Koss	5
Bob Herman	4
Cassie Krisher	4
Matt Vachlon	4
Colin Likas	4
Madi McGuire	4
Bethany Julka	3
Chris Goff	3
Marisa Miller	3
Matt Costakis	3
Jennifer Searcy	2
Nikki Miller	1

## **OUTSIDE WRITERS**

Mike Dyer	12
Peg Pennepacker	12
Mike Williams	8
Katherine Dec	6
Paula Fisher	6
Cindy Chang	5
Michael Koester	5
Larry Lemak	5
Luis Munoz	5
Chris Stankovich	5
Daniel Uszaki	5
B. J. Anderson	4
Bill Bruno	4
Kevin Fitzgerald	4
Larry Cooper	3
Matt Heckel	3
Joe Santa	3
Todd Seidler	3
Tim Stevens	3
John Underwood	3
Jon Almquist	2
Michael Bergeron	2
Rhonda Blanford-Green	2
Javier Cardenas	2
John Coon	2
David Csillan	2
Mellessa Denny	2
Michael Duffy	2
Dan Gerdes	2
Chad Goebert	2
Karl Heimbach	2
Bill Heinz	2
John Johnson	2
Cary Keller	2
David Kelley	2
Leon Kuehner	2
Tanya Lamb	2

Roddy McGee	2
Patrick McHugh	2
Steve McInerney	2
John Millea	2
Jeff Morris	2
Nick Novak	2
James Onate	2
William O'Neill	2
Angie Pellant	2
Mike Plunkett	2
Butch Powell	2
Lee Rubin	2
Steve Acciani	1
Jeanne Acton	1
Michael Adamson	1
Bruce Adkins	1
Debbie Alexander	1
R. Scott Allen	1
Michael Barnes	1
Yvonne Batson	1
Ron Belinko	1
George Bernardon	1
Tim Berrett	1
John Black	1
Mike Blackburn	1
Dale Blair	1
Brian Bolitho	1
Ron Brocato	1
Patrick Burke	1
Ann Calahan	1
Bruce Caldwell	1
Charlie Campbell	1
Dan Cardone	1
Mike Carroll	1
Stuart Carter	1
Kevin Charles	1
David Cherry	1
Kim Chorosiewski	1

Carol Chory	1
Jerry Cochran	1
Brad Coleman	1
Dawn Comstock	1
Ron Courson	1
Ted D'Alessio	1
Greg Dana	1
Perry Denehy	1
Dave Dickson	1
Denae Dorris	1
Bryan Doughty	1
Lee Downey	1
Jim Doyle	1
Ashley Draper	1
Jonathan Drezner	1
Molly Dubois	1
Melissa Durham	1
Stephen Earley	1
Karrah Ellis	1
Owen Evans	1
Robert Evers	1
Thomas Farrell	1
Robert Faulkens	1
Tony Fitzpatrick	1
Jerry Flanagan	1
Cheryl Floyd	1
Liam Frawley	1
Elizabeth Fritz	1
Keith Fritz	1
Kyle Galdeira	1
Robert Gattie	1
Stephanie Geidel	1
Nancy Giebel	1
Mo Glimcher	1
Amber Graham Fitzgerald	1
Jennifer Green	1
Pat Greenhaw	1
Pat Griffin	1

Jay Hammes	1
Jamey Harrison	1
Pete Herrera	1
Marty Hickman	1
Ed Hockenbury	1
Kevin Horrigan	1
Michael Hughes	1
Jessica Hupe	1
Ron Ingram	1
Eric Jakubowski	1
Michael Jinks	1
Scott Johnson	1
Lorell Jungling	1
Briant Kelly	1
Bradley Kent	1
Jennifer Kern	1
Geoff Kimmerly	1
Ted Kinder	1
Larry Kissinger	1
Charleen Klein	1
Bud Krawczyk	1
Brad Kressman	1
Dave Krider	1
Michael Krueger	1
Kristen Kucera	1
Jeff Kurtz	1
Mark Lahr	1
Terry Lakowski	1
Jeff Lamb	1
Rick Lilly	1
Scott Lindgren	1
Corrin Linkes	1
Jim Lord	1
Mark Lucas	1
Peter Markes	1
Kembra Mathis	1
Jerry Mayes	1
Suzanne Maxey	1

Karen McAvoy	1
Laura McClellan	1
Justin McCoy	1
Joan McGettigan	1
Audrey McKenzie	1
David Middlemas	1
Jason Mihalik	1
Julia Millush	1
Ken Mohny	1
Mary Moran	1
Thomas Morgan	1
J.P. Murrieta	1
Karissa Niehoff	1
Dan O'Connell	1
Bob Parker	1
Jason Parker	1
Jose Parra	1
John Paton	1
Lyle Patzowsky	1
Michael Peitz	1
Vito Perriello	1
Bart Peterson	1
Kevin Petroski	1
Mark Planamento	1
Joseph Poleti	1
Jeannie Prevosto	1
Anne Proescholdt	1
Nick Rathman	1
Rob Reardon	1
Jody Redman	1
David Ridpath	1
Jana Riggins	1
Kevin Ringhofer	1
Sunni Rossi	1
Janet Rubin	1
Zach Ruble	1
Corey Ryan	1
Rick Sadlon	1

Dana Sanchez	1
Joe Sargent	1
Michael Schaefer	1
Kelly Schmelzer	1
Mark Schneider	1
Sandy Searcy	1
Joel Senesac	1
Eric Seymour	1
Jason Shaffer	1
Dave Sheets	1
Eric Sheninger	1
Matt Shomper	1
Dan Simon	1
Laura Sindberg	1
David Snyder	1
Greg Stanley	1
Gary Stevens	1
Timothy Stevenson	1
Jill Stobber	1
Robert Stulmaker	1
Sue Jane Sullivan	1
Ralph Swearngin	1
Dana Taylor	1
Courtney Tedeschi	1
Jim Teff	1
Kevin Thays	1
Scott Thies	1
Lloydeane Thompson	1
Joe Thomson	1
Ken Tilley	1
Lee Tolliver	1
Darren Treasure	1
Bob Tryanski	1
Jerry Tyson	1
Lara Ulfers	1
Brent Unruh	1
Alan Utter	1
Gregory Van Cantfort	1

Bev Vaughn	1
Regina Wainwright	1
Todd Whitaker	1
Jon White	1
Barb Wheeler	1
Tyler Wheeler	1
John P. Williams	1
Torrance Williams	1
Lynne Young	1

**Total Number of People Who Have Written an Article: 295**

# Quick Hits

## **NFHS Here For You**

Jan. 12	National Resource Center
Feb. 12	Writes/Publishes Playing Rules
March 12	Sponsors National Meetings
April 12	Publishes National Records
May 12	National High School Hall of Fame
Sept. 12	National Debate Topic
Oct. 12	Sports Medicine Advisory Committee
Nov. 12	Court and Field Diagram Guide
Jan. 13	Online Coaches Education
Feb. 13	Music Adjudicator Training Package
March 13	Statisticians' Manual
May 13	online education program for officials
Sept. 14	National High School Activities Month
Oct. 14	The Case for High School Activities
Nov. 14	High School Today mission statement
April 15	Sportsmanship. It's up to you. Toolkit
May 15	Scorebooks
Sept 15	High School Today online
Oct 15	Position Statements and Guidelines to Promote Public Awareness
Nov 15	Let's Make It Official
Jan 16	12 free online education courses for students
Feb 16	Online Education Course for Music Adjudicators
March 16	7 Free Online Courses Beneficial for Parents
April 16	Sports Participation

May 16 NFHS Network

Sept. 16 Forensic Quarterly

Oct. 16 #MyReasonWhy

Nov. 16 NFHS Learning Center

Jan. 17 NFHS.com publications

Feb. 17 *Learning While Leading* Publication

March 17 NFHS Social Media

April 17 HST Online

May 17 NFHS Rules App

September 17 NFHS Coaches/Officials Association

October 17 NADC

November 17 NFHS E-rules

January 17 “Opening Doors” & “Rules-Writing Process Video”

## Around the Nation

- Oct. 07 Do you allow home-school students to participate in athletic programs at their school of residence?
- Nov. 07 Do you sponsor a state championship for girls or boys bowling?
- Dec./Jan. 08 Do you sponsor a state championship in competitive cheer for either girls or boys?
- April 08 Do you have a Sports Medicine Advisory Committee?
- Oct. 08 Does your state association offer music programs?
- Nov. 08 Does your state association offer the NFHS Coach Education Program?
- Jan. 09 Does your state association sponsor a state championship in boys and girls lacrosse?
- Feb. 09 Does your state association sponsor a state championship in ice hockey?
- March 09 Does your state association sponsor a statewide hall of fame?
- May 09 Does your state association sponsor a state debate championship?
- Sept. 09 Do any schools in your state have pay-to-play programs?
- Feb. 10 Does your state association allow participation in a club sport in the same sport that is in season in high school competition?
- March 10 Do you allow students below the 9<sup>th</sup> grade to play on the varsity in state competition?
- Sept. 10 Do you conduct your football championships at one neutral site?
- Oct. 10 Does your state association sponsor a girls state championship in field hockey?
- Nov. 10 Does your state register and/or certify officials for athletic contests?
- Jan. 11 Do you have a requirement that student-athletes have health insurance in order to participate?
- Feb. 11 Does your state association sponsor a state championship in indoor track?
- March 11 Does your state association sponsor a state championship in skiing?
- April 11 Is your state considering reducing the number of allowable contest in sports/activities due to budget concerns?
- May 11 Does your state conduct a state championship in girls gymnastics?
- Sept. 11 Does your state conduct a state championship in swimming/diving?

- Oct. 11 Has your state legislature mandated a concussion law and/ or education in your state?
- Nov. 11 Do you sponsor a state championship in girls wrestling?
- Jan. 12 Are private schools members of the NFHS-member association in your state?
- Feb. 12 Do any schools in your state sponsor badminton?
- March 12 Does your state require new coaches to complete a coaches training/fundamentals course?
- April 12 Does your state offer a one-act play state competition?
- May 12 Does your state sponsor a state championship in boys volleyball?
- Sept. 12 Does your state have any female football officials?
- Oct. 12 Does your state association utilize a student advisory council?
- Nov. 12 Does your state association sponsor theatre competition?
- Jan. 13 Do you have any schools in your state with a participation fee of more than \$100 per player/per sport?
- Feb. 13 Does your state association utilize a running clock in basketball once a specific point differential is reached?
- March 13 Do any schools in your state sponsor weightlifting?
- April 13 Does your state association prohibit practice and competition on Sundays?
- May 13 Does your state association sponsor a state championship for baseball?
- Sept. 13 Do you allow home-school students to participate in athletic programs at their school of residence?
- Oct. 13 Do schools in your state field teams 6-, 8- or 9- player football?
- Nov. 13 Does your state association allow competition outside the state boundaries during regular season?
- Jan. 14 Do any schools in your state participate in water polo?
- Feb. 14 Does your state offer a state championship in girls and boys lacrosse?
- March 14 Has your state legislature mandated a concussion law and/or education in your state?
- April 14 Does your state association offer state-sponsored competition in debate?
- May 14 Does your state association require coaches to take the NFHS Heat Acclimatization course?

- Sept. 14 Does your state association have a transgender policy and/or posted recommendations?
- Oct. 14 Does the NFHS concussion in sports course fulfill your state association's requirement?
- Nov. 14 Has your state legislative enacted a state law on hazing?
- Jan. 15 Does your state association sponsor a statewide student leadership conference?
- Feb. 15 Does your state sponsor a state championship for girls or boys bowling?
- March 15 Does your state association have a pitch-count restriction for pitchers in high school baseball?
- April 15 Do you sponsor a state championship in competitive cheer for either boys or girls?
- May 15 Does your state have state association-sponsored competition in journalism?
- Sept. 15 Does your state have legislation specifically defining assaults on sports officials as crimes or other legislation that could protect sports officials?
- Oct. 15 Does your state association allow participation in a club sport in the same sport that is in season in high school competition?
- Nov. 15 Are sports officials required to have background checks before officiating in your state?
- Jan. 16 Has your state added a state championship in a new sport or activity since 2000?
- Feb. 16 Are music adjudicators in your state required to be certified?
- March 16 Does your state association offer a state championship/event in Unified, Adaptive or Allied Sports?
- April 16 Does your state association sponsor statewide competition in academic programs?
- May 16 Does your state association utilize a student advisory council?
- Sept. 16 Has your state association prohibited the use of drones at state events?
- Oct. 16 Do any schools in your state sponsor archery as a varsity sport for boys or girls?
- Nov. 16 Does your state association broadcast any state finals live on television?
- Jan. 17 Does your state association have a required dead period (no school/student-athlete contact in the school) during the summer?
- Feb. 17 Does your state association have a transgender policy and/or posted recommendations?

- March 17 Does your state association use a multiplier or some other formula or plan to address the competitive balance of schools?
- April 17 Is there more than one organization that governs high school sports in your state?
- May 17 Does your state association sponsor a statewide hall of fame?
- September 17 Do Schools in your state field 6-, 8- or 9-player football teams?
- October 17 Does your state sponsor a state championship in ice hockey for girls?
- November 17 Does your state sponsor a state championship in girls wrestling?
- January 2018 Do you allow homeschool students to participate in athletic programs at their school of residence?

## It All Started Here

Sept. 08	Peyton Manning	April 12	Jennie Finch
Oct. 08	Allyson Felix	May 12	Jimmie Johnson
April 09	Notah Begay III	Sept. 12	Missy Franklin
May 09	Tom Hanks	Oct. 12	David Boudia
Sept. 09	Sonia Sotomayor	Nov. 12	Mike Trout
Oct. 09	Derek Jeter	Jan. 13	Manti Te'o
Nov. 09	Terry Bradshaw	Feb. 13	Tina Fey
Jan. 10	Donovan McNabb	March 13	Colin Kaepernick
Feb. 10	Will Ferrell	April 13	Bill Clinton
March 10	Ndamukong Suh	May 13	Roger Ebert
April 10	Jocelyn and Monique Lamoureux	Sept. 13	Barry Larkin
May 10	Drew Brees	Oct. 13	Paul George
Sept. 10	Kevin Kolb	Nov. 13	Reggie Wayne
Oct. 10	Hillary Clinton	Jan. 14	Emmitt Smith
Nov. 10	John Grisham	Feb. 14	LoLo Jones
Jan. 11	Don Henley	March 14	Trevor Cooney
Feb. 11	Pat Haden	April 14	Clayton Kershaw
March 11	Mike McCarthy	May 14	none
April 11	Cody Ross	Sept. 14	Chris Paul
May 11	Brad Stevens	Oct. 14	Brownsburg (Indiana) High School
Sept. 11	Art Briles	Nov. 14	Louis Zamperini
Oct. 11	Lauren Cheney	Jan. 15	Jamaal Charles
Nov. 11	Michael Jordan	Feb. 15	James Harden
Jan. 12	Larry Hagman	March 15	Mark Harmon
Feb. 12	Robin Roberts	April 15	Max Scherzer
March 12	Nolan Ryan	May 15	Adam Wainwright

Sept. 15	LaRoyce Hawkins
Oct. 15	Andrew McCutchen
Nov. 15	John and Jim Harbaugh
Jan. 16	Damon Bailey
Feb. 16	Jimmy Butler
March 16	Skylar Diggins
April 16	Tina Thompson
May 16	Von Miller
Sept. 16 Schooling	Ryan Murphy and Joseph
Oct. 16	Matthew Centrowitz
Nov. 16	Merritt David Janes
Jan. 17	Andrew Luck
Feb. 17	Klay Thompson
March 17	Tom Brady
April 17	None
May 17	Briana Scurry
September 17	Brenna Stuart
October 17	Aaron Judge
November 17	Dak Prescott
January 17	Cody Davis

## Unusual Nicknames

Jan. 10	Atom Smashers (Savannah, Georgia, Sol C. Johnson High School)
Feb. 10	Awesome Blossoms (Blooming Prairie, Minnesota, High School)
March 10	Poca Dots (Poca West, Virginia, High School)
April 10	Imps (Cary, North Carolina, High School)
May 10	Valkyrie (Louisville, Kentucky, Sacred Heart Academy)
Sept. 10	Maniacs (Orofina, Idaho, High School)
Oct. 10	Criminals (Yuma, Arizona, High School)
Nov. 10	Marshmen (Horicon, Wisconsin, High School)
Jan. 11	Wampus Cats (Itasca, Texas, High School)
Feb. 11	Glenville Tarblooders (Glenville High School, Cleveland, Ohio)
March 11	Hampton Talbots (Hampton High School, Allison Park, Pennsylvania)
April 11	Ord High School Chanticleers (Ord High School, Ord, Nebraska)
May 11	Rocky Ford Meloneers (Rocky Ford High School, Rocky Ford, Colorado)
Sept. 11	Seabreeze Sandcrabs (Seabreeze High School, Daytona Beach, Florida)
Oct. 11	Mayfair Monsoons (Mayfair High School, Lakewood, California)
Nov. 11	Staples Wreckers (Staples High School, Westport Connecticut)
Jan. 12	Cleveland Storm (Cleveland High School, Rio Rancho, New Mexico)
Feb. 12	Churchland Truckers (Churchland High School, Virginia)
March 12	Winters (Texas) High School Blizzards
April 12	Fordyce (Arkansas) High School Redbugs
May 12	Carlsbad (New Mexico) High School Cavemen
Sept. 12	Mater Dei Prep (New Jersey) High School Seraphs
Oct. 12	North East Dubois (Indiana) High School Jeeps
Nov. 12	Teutopolis (Illinois) High School Wooden Shoes

Jan. 13 Live Oak (California) High School Acorns  
Feb. 13 Hoopeston (Illinois) High School Cornjerkers  
March 13 Musselman Applemen  
April 13 Hutto Hippos  
May 13 Shawe Memorial Hilltoppers  
Sept. 13 Effingham (Illinois) Flaming Hearts  
Oct. 13 Jordan (Utah) Beetdiggers  
Nov. 13 Lincoln Park (Michigan) Railsplitters  
Jan. 14 Ann Arbor (Michigan) Huron River Rats  
Feb. 14 Hesston (Kansas) Swathers  
March 14 The Webb School (TN) Feet  
April 14 La Jolla Country Day School (California)Torreys  
May 14 Gurdon (Arkansas) Go-Devil  
Sept. 14 Hickman High School (Missouri) Kewpies  
Oct. 14 Fredonia (New York) Hillbillies  
Nov. 14 Northampton High School (Pennsylvania) Konkrete Kids  
Jan. 15 Watersmeet (Michigan) Nimrods  
Feb. 15 Freeport Pretzels (Illinois) and Monroe Cheesemakers (Wisconsin)  
March 15 Catasauqua Rough Riders (Pennsylvania)  
April 15 Bloomfield Bees (Nebraska)  
May 15 Montpelier Solons (Vermont)  
Sept 15 Whitney Tech Screaming Owls (CT)  
Oct 15 Kaukauna Galloping Ghosts (WI)  
Nov 15 Barnwell Warhorses (SC)  
Jan 16 Coventry Knotty Oakers (RI)

Feb 16 Alva Goldbugs (OK)  
March 16 Fort Madison Bloodhounds (IA)  
April 16 Mooseheart Red Ramblers (IL)  
May 16 Midland Chemics (MI)  
Sept. 16 Logansport Berries (IN)  
Oct. 16 Pampa Harvesters (West TX)  
Nov. 16 Eufaula Ironheads (OK)  
Jan. 17 Cuero Gobblers (TX)  
Feb. 17 Hawaii Preparatory Academy Ka Makani (HI)  
March 17 Sioux Valley Cossacks (SD)  
April 17 Hobart River Forest Ingots (IN)  
May 17 Phoenixville Phantoms (PA)  
September 17 Dell Rapids Quarriers (SD)  
October 17 Hobart Brickies (IN)  
November 17 Crooksville Ceramics (OH)  
January 17 Rochelle High School Hubs (IL)

## **Ask the Athletic Director**

- March 14      What educational background would be most beneficial to be an athletic director?
- April 14      We recently have run into a problem of theft in our locker rooms. What can we do to prevent or minimize this problem?
- May 14        What do you think about merit pay for coaches?
- Sept. 14      Parental influence on athlete specialization
- Oct. 14        Finding balance with professional responsibilities and family
- Nov. 14        Determining how to choose team captains
- Jan. 15        Helping coaches with communication
- Feb. 15        Retaining Coaches
- March 15      Greatest threats to education-based athletics
- April 15      Reversing the decline in female participation
- May 15        Communication hurdles with non-teacher coaches
- Sept. 15      How do you go about getting approval and district funding to add a new sport?
- Oct. 15        What can we do to combat the increasing number of athletes leaving our high school teams to play exclusively in Amateur Athletic Union and club programs?
- Nov. 15        When and how much should you raise ticket prices for contests?
- Jan. 16        Our district has multiple high schools and a few are located in disadvantaged areas. What can be done to ensure that their student-athletes get the same opportunities?
- Feb. 16        Effective way to promote professional development for coaches
- March 16      Most important interview questions
- April 16      Resources for professional development
- May 16        Strategies to combat the attitude of entitlement
- Sept. 16      The role of the AD in college recruiting
- Oct. 16        What are the benefits of joining your state AD association?

Nov. 16      Getting support from the Middle School

Jan. 17      Staying Organized and Productive

Feb. 17      Explaining the Difference Between Education-based and Community Athletic Programs

March 17     Considerations for Dropping a Team

April 17     Dealing with a Coach's Negative Sideline Behavior

May 17      Finding Research About Sportsmanship

September 17 More Release Time to Decrease Turnover

October 17   Fundraising to Offset Budget Cuts

November 17 Working with a Booster Club with a Different Agenda

January 18   Effectively Responding to Emails

## **From the Student Perspective**

- Oct. 14      What are the most important things you have learned from your high school coach or coaches?
- Nov. 14      What are the essential qualities of an effective team leader?
- Jan. 15      What are the essential qualities of an effective team leader?
- Feb. 15      What are the essential qualities of an effective team leader?
- March 15     What are the most important things you have learned from your high school coach or coaches?
- April 15     What's the most important life lesson you've learned from participating in high school activities?
- May 15      What's the most important life lesson you've learned from participating in high school activities?
- Sept 15     What's the most important life lesson you've learned from participating in high school activities?
- Oct. 15      none
- Nov. 15      none
- Jan. 16      none
- Feb. 16      none
- March 16     none
- April 16     What are the most important qualities of a great coach?
- May 16      When your high school career ends, what will you miss the most from your participation in speech and debate or theatre?
- Sept. 16     How has playing sports helped you to develop important career skills?
- Oct. 16      How has dealing with defeat in competition helped you in other aspects of life?
- Nov. 16      How has "losing" a tough competition helped you become a winner?
- Jan. 17      What has been the biggest disappointment you've experienced as a performer and how did you handle it?

- Feb. 17      How has participating in athletics changed you as an individual?
- March 17     How has participating in speech, debate or theatre changed you as an individual?
- April 17     How has participating in school activity programs helped you develop a strong work ethic.
- May 17      None
- September 17 How Has Participating in School Activities Helped Your Performance in the Classroom?
- October 17   What Do You Consider to be the Most Important Qualities in a Good Coach?
- November 17 What Do You Consider to be the Most Important Qualities in a Good Coach?
- January 18   What do you consider to be the most important qualities in a good coach?

# For the Record

May 09	Michael Carter
Sept. 09	John McKissick
Nov. 09	St. Thomas Aquinas High School Girls Soccer
Jan. 10	Carmel High School (Indiana) Girls Swimming
Feb. 10	Jason Kidd, boys basketball
March 10	Adrian McGowen, girls basketball
April 10	Jeff Clement, baseball
May 10	Tori Anthony, girls track and field
Oct. 10	Abram Booty, 11-player football
Jan. 11	Pueblo Central, girls basketball
Feb. 11	Boys Basketball, most rebounds, season
March 11	Girls Swimming, 50-yard freestyle, top six performances, all-time
April 11	Baseball, most grand slams, career
May 11	Softball, most perfect games, career
Sept. 11	Field Hockey, most saves, season
Oct. 11	Football, highest completion percentage, season
Nov. 11	Boys cross country, most state championships, all time
Jan. 12	Boys basketball, highest free-throw percentage, career
Feb. 12	Boys swimming & diving, 100 yard freestyle
March 12	Girls Basketball, most steals, career
April 12	Boys golf, most individual state championships
May 12	Baseball, longest hitting streak
Sept. 12	Boys cross country, most consecutive state championships
Oct. 12	Football, most passing yards, per game - season

Nov. 12	Girls swimming, most state championships, consecutive
Jan. 13	11-player football, most receiving yards, game
Feb. 13	Boys ice hockey, team, most state championships, consecutive
March 13	Boys basketball, most points scored, per game, per career
April 13	Girls lacrosse, individual, most goals, game
May 13	none
Sept. 13	none
Oct. 13	Field Hockey, most consecutive state championships
Nov. 13	Boys Cross Country, most state championships, all-time
Jan. 14	Boys Basketball, teams, most points scored per game, season
Feb. 14	Girls basketball, most points scored, per game, season
March 14	Boys basketball, highest free-throw percentage, career
April 14	Girls Soccer, most saves, season
May 14	none
Sept. 14	Football (11-player) most wins, consecutive
Oct. 14	Girls swimming and diving, 100-yard breaststroke
Nov. 14	Girls volleyball, most kills, per match, season
Jan. 15	Girls basketball, most free throws made, career
Feb. 15	Boys cross country, most state championships, all-time
March 15	Swimming and diving most state championships, consecutive (in any sport)
April 15	Girls soccer, defense, most shutouts, season
May 15	Girls track and field, 1600 meter run
Sept. 15	Twins, Pole vault and discus
Oct. 15	Football, team, most rushing yards, game
Nov. 15	Softball, most stolen bases consecutive successful attempts

Jan. 16 Most consecutive state championships, current

Feb. 16 Boys basketball, team, most wins, all-time

March 16 Boys basketball, team, most 3-point field goals made, game

April 16 baseball, most triples, game

May 16 Girls basketball, individual, most 3-point field goals made, season

Sept. 16 Girls Track and Field, high jump

Oct. 16 11-player football, most receiving touchdowns, half

Nov. 16 Volleyball, most volleyball coaching wins (through 2015 season)

Jan. 17 Boys Soccer, Most Goals Scored, Career

Feb. 17 Football, Individual, Most Interceptions Return for Touchdown, Season

March 17 Girls Soccer, Most Assists, Career

April 17 Baseball, Most Hits, Career

May 17 Girls Lacrosse, Most Goals, Career

September 17 Football, 11-player, Most Receiving Yards, Career

October 17 Volleyball, Most Kills, Career

November 17 Boys Tennis, Team, Most State Championships

January 18 Boys Soccer, Individual, Most Saves, Season

## Guess What Happened to Me Today

- Oct. 15 Four Rules for a Parent Meeting – Bill Edelman, CAA (NJ)
- Nov. 15 CPR and AED – Dave Ryden (NJ)
- Jan. 16 Beer served at a High School event – Darrell Floyd (OK)
- March 16 The power of an arts-centered campus – Travis Springfield (TX)
- April 16 Former player thanking coach for teaching him about being a part of a team – Don Showalter (IA)
- May 16 Football player in band – Steffen Parker (VT)
- Oct. 16 CPR on teacher suffering heart attack – Darrell Floyd (OK)
- Nov. 16 Illinois state finals basketball game – Gary London (IL)
- Jan. 17 Regional Concert Festival inspiring singer to not quit – Steffen Parker (VT)
- Feb. 17 Calumet Region Sportsmanship Dinner guest speaker – Jim Vanderlin (IN)
- March 17 Coaching lessons – Don Showalter (IA)
- April 17 Empowering students to believe in themselves – Edward Wilkin (VT)
- May 17 Bonding through sports with children – Tim Leighton (MN)
- September 17 All I Had To Do Was Send a Student – Jack Cody (TX)
- October 17 Misty Garvin Saved A Life – Darrell Floyd (OK)
- November 17 Jazz Band Wears Hats to Support Pianist with Cancer
- January 18 MSHSL girls soccer championships postgame news conference at U.S. Bank Stadium

## Helpful Websites

Jan. 14	Hazingprevention.org
Feb. 14	Bullying: cyberbullying.us; stopbullying.gov; safesupportivelearning.ed.gov
Oct. 14	Task and Goal Management: rememberthemilk.com; basecamp.com; toodledo.com
Nov. 14	The Anti-Hazing iPhone App
Jan. 15	Video recording: hudl.com; crowdflik.com; coachseye.com
Feb. 15	Fundraising: gofundme.com; bigteams.com; advantagefo.com
March 15	Scoring and Statistics Tracking: digitalscout.com; krossover.com; scorestream.com
April 15	Sports Medicine: athletesandthearts.com; NFHS SMAC; cdc.gov/headsup
May 15	Training Management: teambuildr.com; smartmusic.com; ampsport.com
Sept. 15	Website Design: teampages.com; leagueathletics.com; sportngin.com/sitebuilder
Oct. 15	Mental Health: teenmentalhealth.org; activeminds.org; nami.org
Nov. 15	Website Design: bigteams.com
Jan. 16	Nutrition
Feb. 16	none
March 16	Coaching Aids
April 16	Sports Safety
May 16	Fundraisers
Sept. 16	Fitness Training
Oct. 16	Weather
Nov. 16	Team Management
Jan. 17	Performing Arts
Feb. 17	None

March 17 Time Management  
April 17 Facility/Event Management  
May 17 Sportsmanship  
September 17 Hazing  
October 17 Music  
November 17 Leadership  
January 18 Coach-to-Player Communication

## Sports Venues

Feb. 16	David Allen Memorial Ballpark (Enid, OK)
March 16	Tacoma Stadium High School (Tacoma, WA)
April 16	The Barre Auditorium (Barre, VT)
May 16	Beverly Hills Swim Gym (Beverly Hills, CA)
Sept. 16	The Tomato Bowl (Jacksonville, TX)
Oct. 16	Doubleday Field (Cooperstown, NY)
Nov. 16	none
Jan. 17	Corn Palace (Mitchell, South Dakota)
Feb. 17	none
March 17	New Castle Chrysler Fieldhouse (New Castle, IN)
April 17	Hoosier Gym (Knightstown, IN)
May 17	Centennial Field (Burlington, VT)
September 17	The Star (Frisco, TX)
October 17	Mt. Carmel (Illinois) High School Snake Pit
November 17	Rockwood Field (Birmingham, AL)
January 18	Washington High School Stadium (San Francisco, CA)

Other Dept.

Topics

# In Their Own Words

Sept. 07	John Wooden
Oct. 07	Terry Steinbach
Feb. 08	Cal Ripken
Feb. 09	Robert “Bob” Ehrlich (former governor of Maryland)
April 09	Notah Begay III
Nov. 09	Jody Conradt
Feb. 10	Bob Hurley
Nov. 10	Suzy Favor Hamilton
Feb. 11	Janet Evans
Oct. 11	Sara Hines, wrestling coach at Maryland School for the Blind
Nov. 11	Randall McDaniel
Jan. 12	Jim Parsons
Feb. 12	Leta Andrews
Sept. 12	Fred Hoiberg
Oct. 12	Jan Heiteen
Nov. 12	Kevin Johnson
Jan. 13	Phil Ford
Feb. 13	Junior Bridgeman
March 13	none
April 13	Gregg Popovich
May 13	none
Sept. 13	Chauncey Billups
Oct. 13	Kristin Folkl Kaburakis
Nov. 13	Col. Michael J. Colburn
Jan. 14	Daniel “Rudy” Ruettiger
Feb. 14	Joe Theismann

March 14	Pat Haden
April 14	John McKissick
May 14	Grant Teaff
Oct. 14	Michael Devereaux
April 15	Christie Rampone
May 15	Jackie Stiles
Sept. 15	Don Showalter
Oct. 15	Justin Upton
Nov. 15	Rob Manfred
Jan. 16	none
Feb. 16	none
March 16	none
April 16	none
May 16	Tom Southall
Sept. 16	Steve Spurrier
Oct. 16	none
Nov. 16	none
Jan. 17	none
Feb. 17	none
March 17	None
April 17	None
May 17	Bobby Richardson
September 17	None
October 17	None
November 17	None
January 18	None

# Voices of the Nation

- Jan. 10 How do you balance academics and activity programs?
- Feb. 10 Is it important to play multiple sports? Why?
- March 10 What's the most important thing you've learned from participating in high school activities?
- April 10 Is it important to play multiple sports? Why?  
(Coaches)
- May 10 What do you do to be a positive role model?
- Sept. 10 How has fine arts participation helped you academically?
- Oct. 10 How have you dealt with adversity relating to a serious injury?
- Nov. 10 How do you deal with losing a key player to injury?  
(Coaches)
- Jan. 11 Why do you participate in sports?
- Feb. 11 Why do you participate in fine arts?
- March 11 In what ways does student activity participation help or hinder your academics?
- April 11 Who has influenced you the most in your school athletic/activities career and how has that person influenced you?
- May 11 What does "being a good teammate" mean to you?
- Sept. 11 What is involved with being a good team leader?
- Oct. 11 What do you see as the value of activity programs?
- Nov. 11 Who has influenced you the most in your career and how?
- Jan. 12 What has been the highlight of your high school athletic career?
- Feb. 12 How do you combine sportsmanship and the competitive drive to win?
- March 12 How Do You Believe Participating in High School Sports Will Help Prepare You for Life After High School?
- April 12 What Role Have Your Parents Played in Your High School Sports Experience?
- May 12 What Sparked Your Interest to Become Involved in High School Sports?
- Sept. 12 What's the Most Important Thing You've Learned from Your High School Coach?

- Oct. 12 (Athletic trainer) What do you believe is your biggest impact on high school athletics?
- Nov. 12 (Debate student) How does your participation in fine arts help you think more logically in your everyday life?
- Jan. 13 (High school officials) Why do you officiate high school athletics?
- Feb. 13 (Music student) How has being involved in your school's music program helped you?
- March 13 (Principal) What is your role in working with your school's activity programs?
- April 13 What is the most important lesson you've learned from a losing effort?
- May 13 How have high school activity programs positively impacted your college application process?
- Sept. 13 none
- Oct. 13 How has your principal positively impacted your school's athletic programs?
- Nov. 13 Is it important to be a multiple sport athlete? Why?
- Jan. 14 Is it important to play multiple sports? Why?
- Feb. 14 How has performing arts participation helped you academically?
- March 14 What are the benefits of performing arts activities in your school?
- April 14 What can student-athletes do to prevent bullying?
- May 14 What role can the athletic director play in preventing bullying?
- Sept. 14 What leadership lessons did you learn from serving as a team captain?
- Oct. 14 What lessons have you learned as a leader in your performing arts activity?
- Nov. 14 As a band director, what role do you play in preventing hazing?
- Jan. 15 What are your suggestions for improving spectator behavior at high school games?
- Feb. 15 How can a principal or superintendent show support for a school's athletic and performing arts programs?
- March 15 As a school board member, what do you see as the benefits of high school activity programs to the local community?
- April 15 What do you do to promote multi-sport participation?
- May 15 What will you miss the most about your involvement in high school athletics?

- Sept 15 How do you select your team captains?
- Oct 15 How has fine arts participation helped you academically?
- Nov 15 What are your biggest challenges in dealing with concussed athletes?
- Jan 16 How do you combine sportsmanship and the competitive drive to win?
- Feb 16 How do you combine sportsmanship and the competitive drive to win? (coaches)
- March 16 How do you combine sportsmanship and the competitive drive to win? (students)
- April 16 What is an important lesson you have learned from your student-athletes?
- Sept. 16 How do you avoid the distractions of social media during your season?
- Oct. 16 What should administrators know regarding the role of athletic trainers?
- Nov. 16 What role have your parents played in your high school athletics/activities experience?
- Jan. 17 How has working as a high school student trainer aide influenced your future career choices?
- Feb. 17 What do you see as the benefits of high school activities programs (students)?
- March 17 How do you balance academic and athletic/activity programs?
- April 17 Why do you officiate high school sports?
- May 17 What do you see as the benefits of high school activity programs?
- September 17 How do you keep yourself performance-ready during the summer?
- October 17 What do you see as the benefits of high school activity programs?
- November 17 What sparked your interest to become a music educator?
- January 18 Why do you serve as a school board member?

Summary (as of November 17)

Total Individuals	263
Female	114
Male	147
Minorities	28

States:

Arizona (1)	Kansas (2),	Oregon (4),
Arkansas (3),	Kentucky (1),	Pennsylvania (4),
California (9),	Maine (3),	South Carolina (2),
Colorado (8),	Maryland (15),	South Dakota (5),
Connecticut (2),	Michigan (3),	Tennessee (4),
Delaware (1),	Minnesota (4),	Texas (26),
Florida (4),	Mississippi (1),	Utah (6),
Georgia (1)	Missouri (5),	Vermont (8),
Hawaii (3),	Montana (1),	Virginia (7),
Idaho (2),	Nebraska (2),	Washington (11),
Illinois (18),	New Hampshire (2),	Wisconsin (2),
Indiana (28),	New Jersey (17),	Wyoming (2),
Iowa (15),	New Mexico (3),	District of Columbia (1)
	New York (3),	
	North Carolina (6),	
	North Dakota (5),	
	Ohio (6),	
	Oklahoma (5),	

# Topical Index

# **HST Topical Index**

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## **FEATURES**

### **Administration**

- Oct. 14      Learning to Observe the Signs of Student-athletes in Crisis
- Nov. 14      Administrators Should Develop Plan for Use of Social Media
- Nov. 14      Successfully Defending Student Activity Programs
- Nov. 14      Gaining the Trust of Your Community as a New Principal
- Feb. 15      Despite Different Career Paths, Superintendents Stay Connected to Athletics
- March 15     The Challenges of School Reclassification for a State HS Association
- May 15      Developing Solutions for Security Issues at HS Events
- Jan. 16      The Role of the Superintendent in High School Athletics
- Feb. 16      Sage Advice from Two 40-year School Board Members
- Feb. 16      Effective Planning of Athletic Contests—Key Step in Controlling Crowds
- March 16     Devoting Time to Activity Programs Challenge for School Administrators
- Sept. 16     Avoiding Pitfalls of First-year Administrators
- Feb. 17      Administrator’s Role in Training, Support for High School Coaches
- March 17     Balanced Approach to Activities/Academics: A Superintendent’s Perspective
- Sept. 17     Leadership Council Brings Together Leaders of All School Teams
- Oct. 17      Conducting Investigations That Survive Legal Scrutiny
- Nov. 17      Chain-of-Command Steps Necessary When Dealing with Complaints

### **Athletic Administration**

- March 08     A Day in the Life of a High School Athletic Director
- March 08     Who is Really in Charge of Your Athletic Program?
- April 08     The Alarming Turnover Rate of Athletic Directors
- May 08      The Successful Athletic Director: Planning, Patience, Perseverance, Persistence, Passion
- April 09     Athletic Directors: One Thing You Wanted Your Supervisor to Know
- April 09     NIAAA Leadership Training and Certification for Athletic Directors
- May 09      Husband and Wife Juggle Life as Athletic Directors
- Oct. 09      Attending the Athletic Directors Conference is a Must

- Nov. 09 Helping the First-year AD Survive and Eventually Thrive
- March 10 Strategies for Hiring the Best Coach for Your School
- March 10 Conducting an Emergency Plan Drill
- April 10 The Athletic Director as the Coach of Coaches
- April 10 Development of a Student Athletic Leadership Group
- Sept. 10 'Changing of the Guard' in Many State High School Associations
- Oct. 10 Athletic Directors: How to Keep the Principal's Plate Clean
- Oct. 10 Superintendents Play Key Role in Administration of Activity Programs
- Nov. 10 Athletic Director's Position Structured in Various Ways
- Feb. 11 How Do You Evaluate the Effectiveness of Your Athletic Programs?
- Feb. 11 Lack of Time is the Enemy of High School Athletic Directors
- March 11 Challenges and Obstacles of Weather Cancellations
- April 11 Supervision and Risk Management of Off-campus Events
- April 11 Leading the Way Means Showing the Way
- May 11 Benchmarks to Measure Success of Your Athletic Program
- May 11 Helping School Administrators with Hiring of Coaches
- Oct. 11 Strategies to Generate Support for Interscholastic Programs
- Oct. 11 Creating a Positive Experience for a Visiting Team
- Feb. 12 Athletic Directors – Dealing with Unrealistic Expectations
- April 12 Customer Service Ideas from Disney for Your Athletic Department
- April 12 What High School Coaches Expect of Athletic Directors
- May 12 A Proactive Approach to Mentoring the Non-Teaching Coach
- Nov. 12 Superintendent-Athletic Director Relationship Vital to Program's Success
- Nov. 12 Expressing Appreciation Will Improve Leadership, Staff Morale
- Nov. 12 How to Retain Your School's Athletic Director
- Jan. 13 Survival Guide for First-year Athletic Directors
- March 13 The Role of the Principal in Athletics and Activities
- April 13 The Ability to Adjust is Critical for an Athletic Administrator
- May 13 NIAAA Promotes Standards of Excellence for Individual Schools and School Districts
- Nov. 13 Developing Cohesive Relationships with Principals and Superintendents
- Nov. 13 Developing a System of Priorities for the Athletic Administrator

- Jan. 14 Considerations When Reconstructing an Outdoor Track Facility
- Feb. 14 Survival Skills for the Athletic Administrator
- May 14 Sell-Assessment of Athletic Directors Vital to Growth of Programs
- Sept. 14 Developing Policies for Transgender Students on High School Teams
- Oct. 14 Athletic Directors – Leading From the Middle
- Nov. 14 Developing Effective Leadership Skills Crucial for School Administrators
- Jan. 15 Fostering a Positive Environment at High School Basketball Games
- March 15 The Role of Athletic Directors in Injury Prevention
- April 15 Anti-Hazing Education: An Athletic Administrator’s Responsibility
- May 15 Difficulties Females May Face as Athletic Administrators
- Sept. 15 Role of Cheerleaders in an Athletic Department’s Mission
- Oct. 15 Problems Facing Athletic Administrators at Urban High Schools
- March 16 From the Athletic Director’s Perspective – Dealing with Social Media in High School Athletics Programs
- April 16 Challenges of Serving as Athletic Director at an International School
- April 16 Managing Change in a High School Athletics Program
- May 16 Grant Writing: Is This an Option for High School Athletic Directors?
- May 16 Successful Grant Writing for High School Athletic Programs
- Oct. 16 Effective Collaboration with Law Enforcement: New Trends in Athletic Administration
- Oct. 16 Perspectives of Two First-year Athletic Directors
- March 17 Ways to Reduce Turnover of High School Athletic Directors
- April 17 Athletic Directors: Balancing Time Between Work and Family Life
- Spet. 17 High School Athletic Directors Face Many Difficult Decisions
- Sept. 17 Exit Interview – Powerful tool to Assess Impact of Athletic Programs
- Oct. 17 Use of PowerPoint Helpful with Pre-Season Parent Meetings

### **Athletic Facilities**

- Sept. 10 The Importance of Curb Appeal for Athletic Venues
- Jan. 11 Use of Facilities Rental Plan Should be Clearly Defined
- March 11 Designing Facilities: Get Involved to Avoid Building Bloopers
- March 11 Innovative Ways to Reduce Costs of Maintaining Athletic Fields
- Nov. 11 ACEF Assists Schools with Facility Projects
- Jan. 12 Creative Funding Brings New Life to Aquatic Center

- March 12 Identifying Energy Efficiency Opportunities in Schools  
 Nov. 16 Multi-purpose Fields Generating Increased Revenue, Spirit for Schools

### **Athletic Philosophy/Academics**

- Nov. 07 Is Winning All That Matters?  
 Nov. 08 Mission Statement Combines Academics and Activities  
 Feb. 08 Education-based Athletics – Only in the United States  
 Feb. 09 Mission Statements Provide Clarity for Athletic Programs  
 Feb. 10 Learning From the Negative: A Positive Perspective on High School Athletics  
 April 10 ‘Triple A’ Approach of Academics, Arts and Athletics  
 May 10 Reaching New Heights with Academic Programs  
 Nov. 10 Student-centered Programs Goal of High School Athletics  
 Sept. 11 Athletics is a Privilege, Not a Right  
 Jan. 12 Athletics, Fine Arts Hurt by Educational Reforms  
 Feb. 13 Developing Students’ Potential Through an Administrative Team Approach  
 March 13 Developing a Better Working Relationship with Your Staff  
 April 13 Effective School Leaders Involve Many Individuals in Team Concept  
 Oct. 15 Sharing Students in Athletics and Performing Arts  
 Nov. 15 Helping High School Students Work Together to Build Great Teams  
 Feb. 16 Education-based Sports and Activities: It’s Not Just for Entertainment

### **Coaching**

- April 08 Recruiting and Retaining Coaches  
 Nov. 09 Coaching Evaluations in Education-based Athletics  
 Jan. 11 Why Train Middle School Sports Coaches?  
 Jan. 12 New Online Publication Geared to High School Coaches  
 Feb. 12 Whether Rural, Inner-city or Suburban, Coaches Face Similar Issues  
 March 12 The Coaching Conundrum: On-staff vs. Off-staff  
 March 12 Excellence Continues Through North Carolina Coaching Clinic  
 Sept. 12 Teacher-Coaches – An Endangered Species?  
 Sept. 12 A Professional Development Program for High School Coaches  
 Oct. 12 Teachable Moments for Your Coaches

- Jan. 14 When Filling a Coaching Position, Look to Candidates with Character  
 March 14 A Disconnect with Education-based Athletics  
 Feb. 15 Why We Play – the Purpose of Education-based Athletics  
 March 15 Establishing a Coach Education and Certification Initiative  
 Sept. 15 Ideas on Attracting More Teachers into Coaching  
 Oct. 15 Remembering Gordy Gillespie – Legendary Coach from Joliet, Illinois  
 April 16 When It’s Necessary to Terminate a Coach  
 April 17 Athletic Directors Have Task of Mentoring Non-Teacher Coaches  
 May 17 Dealing with the Sudden Resignation of a Coach

### **Disabled Students in Athletic Programs**

- Nov. 07 Accommodating Disabled Students into Athletic Programs  
 Oct. 10 Sports Changes Life of Texas Special-needs Player  
 March 13 State Associations Offer Athletic Opportunities for Students with Disabilities  
 Jan. 14 Developing School Sports Programs for Students with Disabilities  
 Feb. 14 Allied Sports Program Provides New Opportunities for Students with Disabilities  
 March 16 Inclusion Programs Continue to Expand Participation Opportunities

### **Drug Testing/Performance-enhancing Supplements**

- Jan. 08 Point-Counterpoint: The Positives of Mandatory Random Student Drug-Testing  
 Sept. 08 Alternatives to Drug Testing  
 Feb. 08 Performance-enhancing Supplements – Threats to Wellness and Safety  
 Sept. 10 New Mexico’s ‘Life of an Athlete’ Warns About Alcohol Dangers

### **Fundraising/Gender Equity**

- April 16 Sports Fundraising and Gender Equity: Clearing up the Confusion

### **General**

- Sept. 08 New Orleans Schools Continue Rebuilding Effort from Katrina  
 Oct. 08 Cheerleading Injury Rates Being Misreported

- Nov. 08 Instant Replay in High School Sports: Is it Necessary?
- Jan. 09 The Four-day School Work Week and How it Impacts Activity Programs
- May 09 High School Sports – The Canadian Perspective
- Nov. 09 Years, Victories Keep Coming for South Carolina’s McKissick
- March 10 Hawaii, Alaska Teams Face Challenges to Play Games
- Sept. 10 Trophy Paralysis – How to Retire Old Awards
- Nov. 10 Pennsylvania Football Coach Doubles as Superintendent
- Sept. 11 Communities Assist High Schools in Tornado Relief Efforts
- April 12 Change is Inevitable, Growth is Optional
- Oct. 12 Trademark Law and Sports Licensing by School Athletic Programs
- Feb. 13 Native American Schools Involved in Athletics, Activities in Several States
- March 13 Schools Striving to Boost Student Attendance at High School Events
- March 13 Is Your Pool Making Your Students Sick?
- April 13 The Making of a Successful High School State Tournament
- April 13 Some States Have Option of Competing on Sunday
- Nov. 13 Native American Mascots – Pride or Prejudice
- Nov. 13 Selecting a Superintendent: The School Board’s Most Important Task
- Jan. 14 The Value of Community Service in Interscholastic Athletics
- Feb. 14 Be Ready for Teachable Moments – They Can Occur At Any Time
- March 14 Developing a Student Leadership Program
- March 14 Courteous Communication Essential for School Administrators
- Jan. 15 New Jersey School Attempts to Rejuvenate the Three-sport Athlete
- Feb. 15 Shot Clock in High School Basketball – the Debate Continues
- March 15 Components of a Successful Cheer/Spirit Program
- May 15 Pennsylvania Schools Learn How to Address Change Through Merger
- Nov. 15 An Emerging Issue: The Transgender Student-Athlete in Interscholastic Athletics
- Nov. 15 Telemedicine Programs Provide Latest in Risk Minimization
- Jan. 16 Developing a Culture of Community Service for Your Program
- Feb. 16 Marty Hickman: “Not Only Will Football Continue to Survive, but Thrive”
- Feb. 16 Student Leadership Conferences Thriving at State and National Levels
- March 16 Illinois State Chess Tournament Continues Growth in Popularity

- May 16 Helping Athletes, Parents with the College Recruiting Process
- Sept. 16 Public-address Announcers Can Have Positive Effect on Crowd Control
- Sept. 16 Building Community Bond Through High School Spirit Groups
- Oct. 16 Online Film Exchange Now Thriving at High School Level
- Nov. 16 Developing an Education-based Culture in High School Activities
- Jan. 17 Ideas of Measuring Success in Education-based Athletics
- Sept. 17 Wildlife Can Present Challenges at High School Sporting Events
- Oct. 17 CSIET Guide to U.S. International Student Visa Programs

### **Hazing/Bullying**

- Sept. 12 Dealing with Proper Boundaries, Bullying, Hazing in High School Athletics

### **High School Licensing Program**

- May 10 High School Licensing Program: Time to Get in the Game
- Nov. 11 NFHS Licensing Program Going Strong in Second Year
- Oct. 12 Schools Earn Royalties on Their Marks Through NFHS Licensing Program

### **Issues with Club Sports/Out-of-school Programs**

- May 09 High Schools Finding Balance With Club Sports
- Oct. 12 Interscholastic Sports and Club Sports – Bridging the Gap

### **Leadership**

- Sept. 14 Self-advocacy – Helping Student-Athletes Address Issues on Their Own
- Oct. 14 Explaining Education-based Athletics to Parents
- Nov. 14 Using Your Network in Leadership Positions to Build Relationships
- Sept. 16 Student Leaders Learn Valuable Lessons at Summit
- Jan. 17 Techniques for Building a Successful High School Team
- Feb. 17 Illinois Athletic Director Connects with Students by Shadowing Teams

### **Media Relations/Public Relations/Communications/Marketing**

- March 09 Crisis Communications Plan Essential in Schools Today
- May 10 Working With the Media: A Two-way Relationship
- March 11 Enhancing the Relationship with Local Media
- April 11 Expectations of the High School Public-address Announcer
- Nov. 11 How to Market a Successful Athletics Program
- April 12 Building a Good Relationship with the Media
- May 13 Media Coverage of High School Sports in Constant State of Change
- Sept. 13 Naming Rights to Stadiums Provide Funding for Schools
- March 16 Strategies for Handling Difficult Conversations
- March 16 Marketing Your Program – It's More than Filling Seats
- May 16 Practical Ways to Promote Your Athletic Program

### **Multiple-sport Participation vs. Sport Specialization**

- May 11 Benefits of Multiple-sport Participation Outweigh Sport Specialization
- Feb. 13 Multiple-sport Participation for a Healthier Athlete
- Oct. 15 Growth of Non-school Sports Leads to Fewer Multi-sport Athletes
- Jan. 17 Injury Rates High for Athlete Who Specialize in One Sport
- May 17 Schools Continue to Encourage Multiple-sport Participation

### **NFHS**

- Sept. 08 What is the NFHS?
- March 09 NFHS Writes Playing Rules for High School Sports
- Sept. 14 NFHS Network Begins Second Year of Covering High School Sporting Events
- Sept. 15 NFHS Student Leadership Summit Makes Big Comeback

### **Officiating**

- Oct. 07 How to Get and Keep Officials
- March 09 Sports Officials: In Search of Difference-makers
- Oct. 12 Relationship Between Schools and Officials is Two-way Street
- March 14 School Administrators: Working Effectively with Game Officials
- Jan. 16 Retention, Safety Among Officiating Concerns Across Country
- April 17 Recruiting, Retaining Officials Challenges State Associations

### **Parent Issues in High School Sports**

- Nov. 08      The Real Solution to the Parent Problem in High School Athletics
- March 12     Building a Proactive Relationship with Parents
- Oct. 13      Role of Parents in High School Activity Programs
- April 14     Dealing with Parents and Elite Athletes – The Scholarship Myth
- Feb. 15      Parents Play Crucial Role in Helping Students Achieve Success
- March 15     Implementing a 3-4-5 Game Plan for Parents
- March 17     Athletic Directors Offers Suggestions for Handling Problematic Parents
- Sept. 17     Parent Tips for Approaching the Coach About Playing Time

### **Personal Profile**

Joe Rantz's Opportunity Began in High School

### **Private vs. Public School Issues**

- Sept. 07     A Private School Coach in a Public School World
- Jan. 12      Public vs. Private Schools – Leveling the Playing Field
- Nov. 15      Can Public and Private Schools Coexist in High School Athletics?
- April 17     State Continue to Address Competitive Balance of Schools

### **Risk Minimization/Safety Issues**

- Oct. 09      Anchor Goals – For Kids' Sake (soccer)
- Oct. 11      Basketball Buffer Zones: Accidents Waiting to Happen
- Oct. 11      State Associations Defend New Field Hockey Eyewear Rule
- March 12     Texas-Mexico Border Schools Strive for Student Safety
- Jan. 13      Avoiding the Storm With an Emergency Action Plan
- March 15     Focus on Health of Pitchers Continues in HS Baseball
- Sept. 15     States Adopt Plans to Limit Contact in Football
- April 16     States Comes Together for Collaborative Sports Safety Meeting
- May 17      Dangers of Heat Illness Reduced by Following Proper Guidelines

### **School Finances/Budget Issues**

- Nov. 07      Participation Fees – Attempts to Keep Athletic Programs Afloat
- Jan. 08      Fund-raising by Student Groups
- Feb. 08      Addressing Funding Issues in High School Activities

- Feb. 08 School Boards Face Funding Challenges
- May 08 Creative Fund-raising Ideas for High School Athletic Departments
- April 09 Creating a Positive and Effective Working Relationship with Your  
Booster Club
- Sept. 09 Nation's High Schools Cope with Recession
- Sept. 09 Athletic Directors Face Economic Challenges
- Sept. 09 Superintendents Value Activity Programs Despite Economic  
Concerns
- Sept. 09 How State Associations are Stretching Their Dollars
- Jan. 10 High School Sports Offer Inexpensive Alternative
- Nov. 10 Schools Develop New Strategies to Retain Sponsors in Tough  
Economy
- March 11 Benefits of a Unified Booster Club
- April 11 Addressing Budget Issues Without Cutting Services
- May 11 Education Funding Crisis Affects Activity Programs
- Jan. 13 School Leaders Continue Efforts to Fund Activities
- Jan. 13 Rising Participation Fees Present Challenges for Ohio Schools
- Jan. 13 Schools in Seven States Have No Participation Fees
- April 14 Developing a Budget During Hard Economic Times
- Oct. 15 Nevada School District Works Around Budget Cuts to Save Golf  
Programs
- May 17 Booster Clubs Provide Service Opportunity for Parents

### **Sportsmanship**

- Jan. 08 Curbing Violence at Athletic Events
- Feb. 08 Cross Country Meet – The Essence of High School Sports
- May 08 Imagine if You Treated Opponents Like Guests
- Jan. 09 School Spirit, Sportsmanship Go Hand in Hand
- March 09 Coaches: No Arguing With Officials
- April 09 Sportsmanship Does Happen After All
- Nov. 09 Positive Cheering – The ONLY Answer
- Jan. 10 Dealing with Out-of-control Fans
- Feb. 10 Bremerton Students Dare Not to Swear
- April 10 State Programs Promote Sportsmanship, Citizenship in Athletics

- April 11 Alabama, Mississippi Benefit from Required Sportsmanship Education
- April 11 “Safe Sport Zone” – New Technology Promotes Safety at After-school Events
- May 11 Indiana’s Calumet Region Honors Good Sports at 57<sup>th</sup> Annual Event
- Jan. 12 Lessons From the Bench
- April 12 Sportsmanship – It Starts with the Athletic Director
- Nov. 12 Unruly Parents, Fans Increasing Problem for School Administrators
- Feb. 13 Ohio Association Recognizes Schools for Sportsmanship Efforts
- April 13 Two Minutes That Will Last a Lifetime
- May 13 Ultimate Assist Provides Opportunity of Lifetime for Pennsylvania Player
- Jan. 14 Fan Behavior and the Shortage of Officials
- Feb. 14 Sportsmanship – A Community-wide Approach
- May 14 Handshake Remains Key Part of High School Sports
- May 15 HS Principal: Adults Present Biggest Sportsmanship Challenge
- Oct. 15 Principal Changes Sportsmanship Culture at Illinois High School
- Nov. 15 California’s Vista Murrieta” America’s Most Spirited High School
- Nov. 16 Virginia Sportsmanship Award Honors Legacy of Longtime Assistant Director
- Nov. 16 Connecticut’s “Class Act Sportsmanship” Promotes Positive Cheers
- Feb. 17 Improving Sportsmanship in Education-based High School Athletics
- May 17 Dakota Ridge’s Super Fans Help School’s Sportsmanship Efforts
- Oct. 17 Teams Supporting Teams – Promoting Respect and Sportsmanship

### **Sports Participation/Benefits/Values**

- Oct. 07 7.3 Million Participants in High School Sports
- March 08 Lacrosse, Bowling Among Nation’s Emerging High School Sports
- April 08 Pinning the Issue of Girls Wrestling in High School
- Sept. 08 Participants in Activity Programs Do Better in Classroom
- Oct. 08 Presidential Candidates Benefited from High School Sports
- Oct. 08 Activities Lead to Success in Later Life
- Oct. 08 High School Sports Participation Increases Again
- May 09 High School Activities Play Role in College Admission
- Oct. 09 High School Sports Participation Increases for 20<sup>th</sup> Consecutive Year

- Jan. 10 Activities Spur Excitement at Olathe Northwest High School
- March 10 Equestrian Teams Growing in Popularity, Participation
- Oct. 10 Participation in High School Sports Tops 7.6 Million
- Oct. 10 Cutting Activity Programs Only Hurts Students
- Jan. 11 Participation Fees Fail to Deter Popularity of School-based Sports
- Jan. 11 Increasing Participation in Athletic and Activities Programs
- Sept. 11 510 Million Fans Attend High School Sporting Events
- Oct. 11 High School Sports Participation Continues Upward Climb
- Nov. 11 High School Sports Pave Way to Successful Careers
- Oct. 12 Participation in Sports Increases for 23<sup>rd</sup> Consecutive Year
- Nov. 12 Life Without Interscholastic Activities Would Be Tragic
- Feb. 13 Positive Experiences Can Be Gained From a Losing Season
- March 13 Why Do We Have Activity Programs in Schools?
- Sept. 13 High School Sports Participation Increases for 24<sup>th</sup> Consecutive Year
- Sept. 14 Participation Rates are Vital to Education-based Athletics
- Oct. 14 New Student-athlete Prototype: Two Sports in the Same Season
- Jan. 15 Trend Toward Sport Specialization Not Always Best Decision
- Apr 15 A House Divided: Homeschool Students on School Sports Teams
- Sept. 15 Sports Participation Increases Again, Tops 7.8 Million for First Time
- Sept. 15 Defining Education-based Activity Programs
- Sept. 16 High School Sports Participation Increases for 27<sup>th</sup> Consecutive Year
- Jan. 17 Indiana Commissioner Bobby Cox Discusses Values of School-based Athletics
- Jan. 17 Robotics Offers New Participation Opportunities in Two States
- Feb. 17 States Strive to Involve Students in Athletics Before High School
- Sept. 17 High School Sports Participation Increases for the 28<sup>th</sup> Consecutive Year
- Oct. 17 Emerging Activities, Partnership Spur Participation Increase in Urban Schools

### **State Associations**

- Jan. 10 After 42 Years, Adams Ends Brilliant Career
- May 13 Process for Classifying Schools Varies Among High School Associations
- April 14 State Government Involvement on Rise in State Associations

- Oct. 14 Transfers Present Challenges for State Associations  
 Oct. 15 State Associations Continue Quest for Competitive Balance of Schools  
 Nov. 15 State Leaders Share Plans for Adding New Sports, Activities  
 May 16 Reaching State Legislatures for Support of School-based Sports  
 May 16 Student Advisory Groups Prove Invaluable for State Associations  
 Nov. 16 Alabama Association Examines Transfers with Investigations Team  
 Nov. 16 Illinois All-State Academic Team Honors Top Student-Athletes  
 Nov. 16 Nebraska Association Establishes “Head, Heart, Heat” Program

### **Technology**

- Sept. 08 Media Blogs Create Concern About High-tech Bullying  
 Feb. 13 Developing the Most Efficient Use of Your School’s Web Site  
 April 14 Twitter Policies Needed for High School Athletic Departments  
 Nov. 16 Understanding Snapchat and How Schools Can Utilize the App

### **Title IX**

- Sept. 07 Title IX – 35 Years and Counting: A View of Educational Equity  
 Oct. 07 Part 2: Title IX – 35 Years and Counting  
 Nov. 07 Point-Counterpoint – New Approaches to Economic Realities and Enforcement of Title IX  
 Jan. 10 Title IX – Avoiding Common Compliance Issues  
 May 10 Making Budget Cuts While Staying in Title IX Compliance  
 Sept. 11 Booster Clubs and Title IX: Tough Times and Tough Decisions  
 Sept. 11 Outside Sources of Funds – Are They Really Under Title IX?  
 Nov. 11 Cheerleading is Not a Sport – Can Cheer and Competitive Cheer Be Considered?  
 May 12 Title IX and 40: More Important Than Ever  
 May 12 Female Pioneers in State Associations Lead Growth of Girls Sports  
 May 12 Title IX: A Female Superintendent’s Perspective  
 May 12 Basketball Star Geri Grigsby Beneficiary of Title IX  
 Sept. 13 Comprehensive Reporting of Title IX Data at the High School Level: Use the Tool  
 May 14 Oversight of Booster Clubs Essential for Gender Equity  
 Nov. 14 Campus Accountability and Safety Act Addresses Sexual Assault

- Sept. 16      Conducting a Title IX Self-audit – A Proactive Measure
- Nov. 17      Title IX Expectations of K-12 Schools – 45 years After Passage

## ***STATE ASSOCIATION SPORTSMANSHIP FEATURES***

- March 14 Battle of the Fans Changing Culture in Michigan
- April 14 Florida Association Recognizes Acts of Sportsmanship
- May 14 Colorado Promotes Leadership in Sportsmanship Effort
- Sept. 14 “Add A. Tude” Keeps Sportsmanship Alive in Illinois
- Oct. 14 Massachusetts Offers Layered Approach to Sportsmanship
- Nov. 14 New Mexico State Association Brings Sportsmanship Back Home
- Feb. 15 Kansas Focuses on Sportsmanship
- March 15 Banners Presented to Sportsmanship Winners in Oregon
- April 15 Wyoming Rides for Sportsmanship
- May 15 Recognition is Key in Montana’s Pursuit of Good Sportsmanship
- May 15 HS Principal: Adults Present Biggest Sportsmanship Challenge
- Sept. 15 New York Offers Many Opportunities for Sportsmanship
- Oct. 15 Georgia Sportsmanship Program Gets a Little Help from its Friends
- Nov. 15 Battle for the Golden Megaphone Boosts Ohio’s Longstanding Sportsmanship Program
- Jan. 16 North Carolina Association Strives for Schools to be Ejection Free
- Feb. 16 Connecticut Sportsmanship Conference Sets the Standards
- March 16 Washington Lays Groundwork for Positive Sportsmanship
- April 16 Idaho State Tournaments Begin and End with Sportsmanship
- May 16 Utah Encourages Students to Raise the Bar on Sportsmanship
- Sept. 16 Indiana Association Recognizes Acts of Sportsmanship
- Jan. 17 Pennsylvania Sportsmanship: ‘The Only Missing Piece is You’
- Feb. 17 Maryland Students lead the Way to Sportsmanship
- March 17 New Hampshire Association Keeps Sportsmanship Simple
- April 17 The More, the Merrier for Sportsmanship in Tennessee
- May 17 Missouri Association “Shows Off” its Sportsmanship

## **LEGAL ISSUES**

### **Behavior Policies**

- Oct. 08      Behavior Policies for Athletes – Can They be Enforced Legally?
- March 15    School and Legislative Strategies to Prevent Cyberbullying
- Nov. 15     Liability of Schools, Athletics Personnel for Encouraging Use of  
Illegal Techniques

### **Cheerleading**

- May 09      Cheerleading: A Contact Sport in Wisconsin
- May 10      Cheerleading as a Sport for Title IX Proportionality
- Oct. 10      Federal Court Rules on Cheerleading as a Sport for Title IX  
Proportionality
- Sept. 15     Cheerleading and the Law

### **Concussions**

- Feb. 10      Concussion Legislation Introduced in Congress
- Sept. 10     Concussion in Sports: Don't Forget About the Classroom
- Nov. 12     Majority of State Legislatures Have Enacted Concussion Laws
- Sept. 14     Legal Perspective, Recommendations on State Concussion  
Laws

### **Disability Issues**

- Nov. 09      Disabilities Law Applied to Scholastic Athletic Programs
- Nov. 10      New ADA Regulations Impact School Sports Programs
- Feb. 13      Deadline Arrives for ADA Compliance by Schools on Pool Access
- March 13    DOE Issues Landmark Directive on Sports Participation Opportunities  
for Students with Disabilities
- Nov. 14      Disabled Spectator Access to Sports Facilities
- March 16    Disabilities Law and Reasonable Accommodations in Sports

### **Discrimination Issues**

- Sept. 10     Pregnancy Discrimination in School Sports Programs
- April 14     Basketball Team's Hair-length Restriction Unconstitutional
- May 14      Legal Obligations of Schools to Pregnant, Parenting Students

**Dismissal of Coaches**

March 12 Court Overturns Dismissal of Coach Based On Record

**Drones**

Oct. 14 Legal Issues Related to Use of Drones in High School Sports

**Drug Testing**

April 09 Student Drug Testing: Constitutional Issues

**Economic Issues**

Sept. 09 Legal Issues Impacting School Sports Programs During Economic  
Downturn

**Event Security**

April 08 Sports Event Security: Legal Issues and Strategies

Nov. 13 Sports Officials Under Assault – Liability Issues for School  
Programs

Oct. 16 Sports Event Management and Security: Legal Issues, Strategies

**Fair Labor Standards Act**

Nov. 07 Athletic Programs and the Fair Labor Standards Act

May 11 The Fair Labor Standards Act and Volunteer Coaches

Nov. 16 Fair Labor Standards Act Revisions Impact Schools, Athletics  
Programs

**First Amendment Rights – Brentwood Case**

Sept. 07 Friday Night Lights Shine on First Amendment

**Freedom of the Press**

Nov. 11 Friday Night Rights: Freedom of the Press and High School Sports  
Broadcasts

**General**

Feb. 15 School Legal Challenges to State Associations Rulings

- May 15 Top Ten Sports Law Issues Impacting School Athletics Programs  
 May 16 Top Ten Sports Law Resources for School Administrators  
 Sept. 16 Booster Club Embezzlement: Legal Issues, Preventive Strategies  
 May 17 Top Ten U.S. Supreme Court Cases for High School Athletic Directors  
 Nov. 17 Cheerleading and Dance Squad Music: Copyright Law Issues

### **Hazing/Cyberbullying Issues**

- Jan. 08 Hazing in Interscholastic Athletics: Legal Issues and Strategies for Prevention  
 April 10 Hazing Studies Provide Guidance for School Policy Development  
 Feb. 12 Recent Court Case Spotlights Hazing Legal Standards  
 Feb. 16 Cyberbullying: Challenging Legal Issue for Schools

### **Injuries to Spectators**

- May 13 The Baseball Rule: Liability to Spectators for Foul Ball Injuries

### **Liability for Sports Injuries**

- Sept. 13 Liability for Sports Injuries: New Guidelines to Help Prevent Deaths in High School Sports

### **Parent Issues**

- April 12 School Authority to Sanction Parents of Student-athletes  
 March 14 Coaches Suing Parents for Defamation: Legal Issues and Perspectives

### **Pregnant and Parenting Student-Athletes**

- March 17 Legal Obligations of Schools to Pregnant and Parenting Student-Athletes

### **Religion and High School Sports**

- Sept. 08 Religion and High School Sports – A Delicate Balance  
 April 16 Prayer, Religion-related Activities at School Athletic Events

### **Retaliation Lawsuits**

- March 08 Retaliation Lawsuits: A Legal Issue for Athletics Programs

Feb. 14      Retaliation Claims by Coaches: Recommendations for Minimizing Liability

### **School Sports Waivers**

Feb. 09      School Sports Program Waivers: Legal Standards for Valid Releases of Liability

### **School Strip Searches**

Oct. 09      High Court Rules on School Strip Searches

### **Sexual Harassment/Assaults**

May 08      Sexual Harassment in Athletic Programs: Legal Issues and Strategies for Prevention

March 11     Bullying and Harassment: The Legal Obligations of Schools

Sept. 12     Lessons from the Penn State Scandal for Scholastic Athletics Programs

April 13     Court Case Provides Blueprint for Sexual Harassment Policies

Oct. 15      Sexual Assaults in High Schools and Athletics Programs

Oct. 17      Sexual Violence Policy Development Guidelines for K-12 Schools

### **Sports Law Year-in-review**

Jan. 09      Sports Law Year-in-review: 2008

Jan. 10      Sports Law Year-in-review: 2009

Jan. 11      Sports Law Year-in-review: 2010

Jan. 12      Sports Law Year-in-review: 2011

Jan. 13      Sports Law Year-in-review: 2012

Jan. 14      Sports Law Year-in-review: 2013

Jan. 15      Sports Law Year-in-review: 2014

Jan. 16      Sports Law Year-in-review: 2015

Jan. 17      Sports Law Year-in-review: 2016

Jan. 18      Sports Law Year-in-review: 2017

### **Student Speech Rights**

Oct. 07      Student Speech Rights Case May Impact Athletics Policies

Oct. 11      Free Speech Rights vs. Student Postings on Social Media Sites

- Oct. 13      Conflicting Rulings in Cancer Bracelets Cases  
April 17      Limits on Schools to Punish Student-Athletes for National Anthem  
                  Protests

### **Technology**

- March 10     School Sued for Suspending Student-athletes Over MySpace Pictures  
April 11     ‘WebcamGate’ Case Addresses Student Electronic Privacy Issues  
Oct. 12      The Authority of Schools to Conduct Student Cell Phone Searches

### **Title IX**

- Feb. 08      High School Accountability Act – Proposed Legislation Would  
                  Impact Athletics Programs  
March 09     U.S. Supreme Court Rules on Title IX and Sexual Harassment  
Sept. 11     2011 Brings Explosion of Title IX Complaints in Scholastic Athletics  
May 12      Title IX Compliance in Scholastic Athletics

### **Trademark Issues**

- Apr 15       Trademark Issues with Use of College Names, Logos, Mascots

### **Transgender Athletes**

- Feb. 11      Transgender Athletes on School Sports Teams  
Feb. 17      Transgender Students: Participation in School Sports, Access to  
                  School Facilities

### **Transportation of Athletes**

- Nov. 08      Liability Issues Related to Transportation of Student-athletes

## **NFHS REPORT**

Sept. 07	NFHS News Transitions to High School Today
Oct. 07	Sports Participation Report
Nov. 07	Pay-to-Play Issues
Jan. 08	Friday Night Football
Feb. 08	NFHS Promotes Inclusiveness of all Participants
March 08	March Madness –State Basketball Tournaments
April 08	No Intent to Discriminate in Maryland Track Event
May 08	2008-2011 Strategic Plan
Sept. 08	Activity Programs: A Right or Privilege?
Oct. 08	Core Educational Values Missing in Club Sports
Nov. 08	Injury Surveillance Report
Jan. 09	The Role of Athletics in Our High School Curriculum
Feb. 09	Record Book
March 09	High School Coaches Are Real Heroes
April 09	New NFHS Licensing Program
May 09	Sportsmanship – It’s Up to You
Sept. 09	Economy Extends Shadow on High School Activity Programs
Oct. 09	NFHS, State Associations Have Education as Top Priority
Nov. 09	Certification Program Now Available for Coaches
Jan. 10	NFHS Provides Resources for Concussion Management
Feb. 10	The Case for High School Activities
March 10	Bob Gardner Named NFHS Executive Director
April 10	Hazing Has No Place in Education-based Activities
May 10	Bob Kanaby Reflects on 17-Year Career
Sept. 10	New NFHS Leadership on Mission to Serve State Associations, Schools
Oct. 10	High School Sports Participation Continues to Rise
Nov. 10	Sportsmanship Efforts Must Continue
Jan. 11	Standards for Measuring Success Not Based on Number of Victories
Feb. 11	State Associations Say ‘No’ to National Championships
March 11	NFHS Playing Rules Minimize Risk of Injury
April 11	Activities Other Than Sports Offered in Many States
May 11	Even with Pay-to-play, High School Sports are Bargain

Sept. 11	Olympic Education Parallels U.S. High School Aspirations
Oct. 11	Celebrating the Value of School Activity Programs
Nov. 11	Following Lead of Pros Not Always Best Choice
Jan. 12	Basketball Factories Miss Mission of High School Game
Feb. 12	Renewed Emphasis Needed Against Hazing Activities
March 12	Direction of 7-on-7 Football Must Be Stopped
April 12	NFHS Opposes U.S. Soccer's New 10-Month Season
May 12	Celebrating Title IX 40 Years Later
Sept. 12	Issues at Penn State Should Serve as Wake-up Call
Oct. 12	Boys Should Have Same Option as Girls in Soccer
Nov. 12	Playing Multiple Sports Offers Many Benefits
Jan. 13	Rules-writing Process Begins for 16 High School Sports
Feb. 13	Relationships – Top Benefit of High School Sports, Arts
March 13	Students with Disabilities Afforded Opportunity for Athletic Participation
April 13	NFHS Responds to Capitol Hill Regarding Energy Drinks
May 13	Preventing Heat Illness Must Be No. 1 Priority
Sept. 13	NFHS Network Features Digital Coverage of Events
Oct. 13	High School Football – Minimizing Risk of Injury
Nov. 13	U.S. Educational Model Just Fine, Thank You
Jan. 14	Improvement in Sportsmanship Needed to Retain Officials
Feb. 14	Working Together for Benefit of Student Participants
March 14	School Leaders: Set Ground Rules for Parents
April 14	Student-athletes Raising the Hand for Sportsmanship
May 14	Plans Should Be in Place to Minimize Risk of Heat Illness
Sept. 14	Football Outlook Promising With Rise in Participants
Oct. 14	Education-based Athletics – Best Ticket to Future Success
Nov. 14	No Tolerance for Hazing in Nation's High Schools
Jan. 15	Concussion Task Force Suggest Reduction in Contact
Feb. 15	From Boonville to Beijing
March 15	Success Comes in Many Forms in HS Activities
April 15	Sportsmanship: Daily Commitment to Do What's Right
May 15	NFHS Network Showcases Essence of HS Sports
Sept. 15	Participants are Winners in Education-based Athletics
Oct. 15	Best Route to Future Success? Multiple Sports on High School

- Nov. 15 Efforts to Minimize Risk in High School Football Continue
- Jan. 16 Proper Respect for Officials Needed in High School Sports
- Feb. 16 Efforts Continue to Reduce Concussions in Football
- March 16 Cheering for Your Team, Not Against the Opponent
- Apr 16 Changing the Culture of High School Football
- May 16 Football Camps, 7-on-7 Events Should Not Be Evaluation Opportunities
- Sept. 16 Five-year Strategic Plan Outlines Ambitious Goals
- Oct. 16 #MyReasonWhy Addresses Benefits of High School Activity Programs
- Nov. 16 Shortage of Sports Officials Reaching Crisis Stage
- Jan. 17 Success Not Defined Solely by Winning Championships
- Feb. 17 Minimizing Risk, Sportsmanship Remain Focus of Playing Rules
- March 17 Trend of Early Enrollment Not Best Path to Success
- April 17 NFHS Launches National Officials Recruitment Campaign
- May 17 Opportunity to Participate Outweighs Chance for College Scholarship
- Sept. 17 Risk Minimization Plans Continue as Participation Hits Record High
- Oct. 17 Evaluation, Recruiting Should Return to Local High Schools
- Nov. 17 Helping Students, Parents Confront Safety Concerns in Football
- Jan. 18 Learning Center Continues Expansion of Educational Resources

## ***SPORTS MEDICINE***

### **Adapted Programs**

- Jan. 15      Addressing Medical Issues for Students in Adapted Programs  
 Nov.17      Opportunity for Athletic Competition is Available to All Students

### **ADHD**

- April 11     Meeting the Needs of ADHD Students in Athletic Programs

### **AEDs**

- Oct. 09      Establishing an AED Program for your School  
 Oct. 09      AED Saves Arizona Student's Life  
 Sept. 15     Is Your School Prepared to Handle Sudden Cardiac Arrest?

### **Athletic Training/Trainers**

- Oct. 08      Vocational Athletic Training: An Educational and Athletic Safety  
                   Solution  
 Jan. 09      Value of Athletic Trainers in the Secondary School  
 Feb. 11      Athletic Training Student Aides Provide Assistance to High School  
                   Programs  
 March 11     Do I Need an Athletic Trainer?  
 Jan. 14      Sports Medicine Team Should Call "Time-out" Before Start of Events  
 March 15     The Value of the Secondary School Athletic Trainer

### **Concussions**

- Oct. 07      Managing the Student-athlete Suffering from Concussion: Is it Worth  
                   the Headache?  
 Sept. 09      There is No Such Thing as a "Ding" – A Community Approach to  
                   Managing Sport-related Concussions  
 Oct. 11      Academic Accommodations After a Sports-related Concussion  
 Feb. 12      REAP – A Community-based Concussion Management Protocol  
 Sept. 12      Concussions: Schools Asked to Develop "Return-to-academics"  
                   Policies  
 May 16      Computerized Cognitive Testing: The Good, the Bad and the Ugly

- Sept. 16 Concussion Management in Student-Athletes: Return to Learn Before Return to Play
- Oct. 16 Studies Show Decline in Rate of Concussions
- Sept. 17 Concussion in Sports – Past, Present and Future

### **Death of Student-Athlete**

- March 12 Prepare for the Worst: The Loss of a Student-athlete

### **Disordered Eating**

- April 17 RED-S Shifts Focus to All Athletes With Disordered Eating

### **Emergency Action Plan**

- April 13 Preparation Begins with Development of Emergency Action Plan
- Feb. 15 Minnesota’s “Anyone Can Save a Life” Program Available Nationwide
- Oct. 15 Athletic Departments Must Design and Practice – Emergency Action Plan

### **Energy Drinks**

- Feb. 09 The Use of Energy Drinks by Young Athletes
- March 13 Proper Nutrition, Hydration – Not Energy Drinks – Lead to Athletic Success
- Oct. 13 Not a Choice as Fluid Replacement Drink for Athletes

### **Heat/ Cold Issues**

- May 08 Duties of Administrators Regarding Heat Illness
- May 09 Duties of Administrators Regarding Heat Illness
- May 12 Heat Acclimatization and Heat Illness Prevention
- Nov. 13 Guidelines for Competition in the Cold
- May 14 The Heat is On – Minimizing the Risk and Optimizing Performance

### **Mental Health Issues**

- Feb. 16 Addressing Mental-Health Issues in Student-Athletes

### **MRSA**

- Jan. 08 CA-MRSA and the Athlete  
 Jan. 11 Proper Hygienic Principles Needed to Combat CA-MRSA, Other Skin Infections  
 Oct. 12 Sports Hygiene: Making a Case for Using Skin Wipes  
 Feb. 14 Limiting Risk Factors Key to Preventing MRSA Infections  
 Jan. 16 Prevention is Key to Reducing Skin Infections in High School Wrestling

### **Pre-participation Physicals**

- April 10 The Pre-participation Physical Exam  
 May 13 The Pre-participation Evaluation – First Step to Competing in Sports

### **Sickle Cell**

- March 10 The Sickle Cell Athlete: What Administrators, Coaches Need to Know

### **Smokeless Tobacco**

- March 17 Smokeless Tobacco, E-cigarettes, Vaping: What is the Real Deal?

### **Sports Injuries**

- Nov. 08 Task Force Develops Injury-reduction Strategies  
 April 12 High School Injury Surveillance Assists NFHS in Risk Minimization  
 Feb. 13 Ways to Handle Overuse Injuries During the Season  
 Sept. 13 Return to Play After Injury  
 Oct. 14 Return to Play After ACL Injuries  
 Nov. 15 Return -to-Participation Considerations Following Sports Injury  
 March 16 Return to Play: Who Makes the Decision?  
 April 16 Improving Surveillance of Catastrophic Sport Injuries in High School Sports

### **Team Physicians**

- Sept. 11 Recruitment of Your Team Physician  
 May 15 Development of the Sports Medicine Team

### **Vitamins**

- Sept. 14 Vitamin D and Calcium: Are You Deficient?  
Nov. 14 Popular Sports Supplements come With Unpopular Risks

### **Wrestling Weight Management**

- Jan. 08 The NFHS Wrestling Weight Management Program

### **Childhood Obesity**

- Apr 15 Childhood Obesity Continues as Major Concern Across Country

### **General**

- Oct. 16 Coaches' Health: Keys for Sleep, Exercise and Mental Health  
Nov. 16 Summit Initiatives: Expand Participation, Minimize Injury Risk,  
Maximize Performance  
Jan. 17 Sleep: An Underrated Player in Athletic Performance  
Oct. 17 Understanding Two Categories of Appearance and Performance  
Enhancing Drugs, Substances

## ***PERFORMING ARTS***

### **Debate Topic**

Jan. 08	Health Care, Alternative Energy Final Choices for 2008-09 Debate Topic
Feb. 08	Alternative Energy Chose as 2008-09 National Debate Topic
Jan. 09	Health Care, Poverty Final Choices for 2009-10 Debate Topic
Feb. 09	Poverty is Selected as 2009-10 National Debate Topic
Jan. 10	China and Military Deployment Final Choices for 2010-11 Debate Topic
Feb. 10	Military Deployment is Selected as 2010-11 Debate Topic
Sept. 10	Five Potential 2011-12 Debate Topics Chosen at Recent Meeting
Jan. 11	China, Space Final Choices for 2011-12 National Debate Topic
Feb. 11	Space is Selected as 2011-12 National High School Debate Topic
Sept. 11	Five Potential Debate Topics Selected for 2012-12
Jan. 12	Infrastructure, Immigration Final Choices for 2012-13 National Debate Topic
Feb. 12	Infrastructure is Selected as 2012-13 National Policy Debate Topic
Sept. 12	Five Potential Debate Topics Selected for 2013-14
Jan. 13	Latin America, Export Controls Final Choices for 2013-14 National Debate Topic
Feb. 13	Latin America is Selected as 2013-14 National Policy Debate Topic
Sept. 13	Five Potential Debate Topics Selected for 2014-15
Jan. 14	Oceans, Middle East Policy Reform Final Choices for 2014-15 National Debate Topic
Feb. 14	Oceans is Selected as 2014-15 National Policy Debate Topic
Sept. 14	Five Potential Debate Topics Selected for 2015-16
Jan. 15	Income Inequality, Surveillance Final Choices for 2015-16 National Debate Topic
Feb. 15	Surveillance is Selected as 2015-16 National Policy Debate Topic
Sept. 15	Five Potential Debate Topics Selected for 2016-17
Feb. 16	China is Selected as 2016-17 National Policy Debate Topic
Sept. 16	Five Potential Debate Topics Selected for 2017-18
Jan. 17	Energy Policy, Education Reform Final Choices for 2017-18 National Debate Topic

- Feb. 17 Education Reform is Selected as 2017-18 Policy Debate Topic  
 Oct. 17 Five Potential Debate Topics Selected for 2018-19

### **General**

- March 08 Value of Fine Arts in a “No Child Left Behind” World  
 Feb. 09 NFHS Offers Membership in National Music, Speech Associations  
 May 09 Arts Education Matters to America’s Future  
 Nov. 09 Building Successful Fine Arts Academic Programs  
 May 10 NFHS One of Co-sponsors for Arts Advocacy Day in Nation’s Capitol  
 Nov. 10 Iowa Mentorship Program Helps First-year Arts Educators  
 Jan. 11 Forensics Teachers Play Role in Developing Future Business Leaders  
 Feb. 11 Benefits of Arts Education Experiences  
 Jan. 12 Fine Arts Scheduling: Communication is the Key  
 May 13 Value of the Arts in Schools Through the Eyes of Others  
 Oct. 13 Is There Justification to Maintain the Arts in Schools?  
 Jan. 14 Making the Case for Forensics in Youngstown, Ohio  
 Feb. 14 School Boards Should View Performing Arts as Vital Programs  
 March 14 Associations Create Principles, Policies for Performing Arts Material  
 April 14 Minnesota Triple-A Awards for Students  
 Speech, Debate and Theatre Educator Awards  
 May 14 Meeting the Needs of Challenged Students in Performing Arts  
 Oct. 15 Fine Arts Should be Spared from School Districts’ Budget Cuts  
 Nov. 15 Activities Associations Offer Variety of State Competition  
 Jan. 16 Performing Arts Students Develop Skills Needed for Life and Work  
 Jan. 16 Activities: The Missing Variable in Many Education Reform Equations  
 Feb. 16 States Employ Various Methods of Sanctioning Performing Arts Events  
 Sept. 16 Collaboration Between Arts, Academics Benefits Students  
 Jan. 17 Recruiting Students for Speech, Debate, Theatre Programs  
 Feb. 17 Students Learn Important Life Skills Through Participation in Student Congress  
 April 17 Ways to Build Support for Performing Arts Programs  
 Nov. 17 Working with Students Made Teaching Career Worthwhile

**Music**

- Oct. 07 School Music Advocacy for the Non-musician
- Feb. 08 Tips for Administrators in Evaluating Music Educators
- Sept. 08 ‘Music and the Arts Carried Me Through Life’
- Jan. 09 Annual Music Conference Gets Smart
- April 09 Opportunities for Jazz Education Continue at State Level
- May 09 Proper Decorum Needed at Music Concerts
- May 10 Online Music Lessons Complement In-person Instruction
- April 11 Performing with Understanding, Teaching with Intention – A Primer for Music Teachers and Administrators
- Sept. 11 Honor’s Recital Provides Music Performance Opportunity
- Nov. 11 Grant Opportunities for School Music Programs
- Feb. 12 Launchpad Wisconsin Celebrates the Reach of Music Education
- April 12 ‘Young Musicians Excelling’ Helps Students in Washington
- Oct. 12 Maximizing Technology in the Band Classroom
- Jan. 13 School’s Music Department Annually Selects Curricular Focus Theme
- March 13 Oregon Music Champions Determined Through Competition
- March 14 Music Educator Awards
- Jan. 15 Music Directors Have Important Leadership Role in High Schools
- Feb. 15 It’s All in the Numbers for Cobre High School Concert Band
- March 15 Technology Helps HS Percussionist Keep the Beat
- Apr 15 Two Bands in One: Playing Another Instrument Provides New Perspective
- May 15 Community Support: The Key to Success for Award-Winning School
- Sept. 15 Music Trips Abroad – Is the Cost Worth the Value?
- Oct. 15 The Value of Solo and Ensemble Festivals within a Total Music Program
- Feb. 16 NFHS Launches Online Education Courses for Music Adjudicators
- May 16 Marching Bands: Keeping Them Healthy and Safe
- Sept. 16 Copyright Laws and Your School Music Program
- Nov. 16 Signing and Singing – the Power and Emotion of Music
- Jan. 17 Guitar Class Enhances Participation in School’s Music Program

- March 17 Music Educator Awards
- May 17 Balancing Life as a High School Music Educator
- May 17 Marichi – Newest State Music Event in Texas
- Nov. 17 National Jamboree Band Amazing Experience for Students, Educators

### **Speech/Debate**

- May 09 Iowa All-state Festival Honors Outstanding Performers
- Sept. 09 Creating ‘Component’ Students Through Speech, Debate and Artistic Activities
- Sept. 10 It Takes LEAPS of Faith: Essentials for a Quality Speech and Debate Program
- May 11 Speech and Debate Competition Contributes to Professional Success
- Sept. 11 Association Provides Quality Benefits for Speech Directors/Coaches
- Feb. 12 Selecting the National High School Policy Debate Resolution
- Nov. 12 High School Debate Offers Several Formats for Developing Critical Skills
- April 13 Montana School Claims 30<sup>th</sup> Consecutive State Speech Title
- May 13 Washington Speech/Debate Team Hosts Race for Sandy Hook Victims
- Jan. 14 Proud to be a Speech Coach and “The Weird Kid with the Guitar”
- Oct. 14 Former Debate Coach Randy Pierce Delivers Stirring Hall of Fame Speech
- Nov. 14 Crosstown Rivalry Fuels Nebraska Speech Teams
- March 16 Former High School Speech/Debate Students Excel as Professionals Today
- April 16 McDermott Trio Leads Prospect to Illinois Speech Title
- Oct. 16 Support for Beginning Speech and Debate Coaches
- April 17 Speech, Debate and Theatre Educator Awards
- Sept. 17 Speech and Debate: Opportunity for All Students
- Sept. 17 Saluting Speech and Debate Programs During Activities Month

### **Theatre**

- Oct. 11 In the Limelight: Sustaining a Successful Theatre Program
- March 12 Ask ‘Why’ When Making One-act Play Choices
- March 12 Most Popular School Plays in 2010-11

- May 12      Theatrical Design Contest Flourishes in Texas
- Sept. 13     Educational Theatre Activities Provide Learning Experiences for  
Students
- Sept. 14     Virginia to Stage First Film Festival
- Oct. 14      First Texas UIL Film Festival Receives Great Reviews
- Nov. 14      High School Theatre Prepares Students for Life Ahead
- Jan. 17      Students Gain Many Benefits from Involvement in Theatre

## ***IDEAS THAT WORK***

### **Activity Programs**

- April 13      School Board Shows Great Support for Activity Programs
- Nov. 13      Engaging Parents Helps to Support High School Activities
- Jan. 15      “GIFTS” Session – Great Ideas for Teaching Speech
- Nov. 17      Interest in Girls Flag Football Building In Nevada

### **Athletic Administration**

- Jan. 10      Steps for an Effective Principal/Athletic Director Relationship
- Nov. 12      Ways to Balance Work and Life in Athletic Administration
- Oct. 13      Two Athletic Directors – Better than One!
- Jan. 17      Athletic Directors: Effective Mentoring Ideas for Your Coaches
- Oct. 17      Adding an Assistant or Game Manager for Extra Help

### **Balancing Athletics, Fine Arts, Academics**

- Oct. 09      Balancing Athletics and Fine Arts Opportunities
- May 10      Athletics, Arts, Academics Work Together at California School
- Feb. 12      A Winning Combination: Balancing Athletics and Academics

### **Booster Clubs**

- April 10     Common Challenges and Solutions to Guide Your Booster Club
- May 12      Increasing Active Participation and Volunteerism in Your Booster Club

### **Community Service**

- Oct. 10      Graduation Requirement: 100 Hours of Community Service
- May 13      New York Association Encourages Participation in Community Service
- Sept. 14     Student-Athletes and Community Service: A Win-Win Strategy

### **Corporate Sponsorship**

- Nov. 10      Sponsorship Signs Support North Carolina School

### **Educator Night**

Nov. 09 Educator Night Focuses on Impact of Teachers

### **Extended School Day**

March 08 Extended School Day Slows Dropout Rate

### **Fund-raising**

March 11 Iowa Takes ‘Pride’ in Making Scrimmages Worthwhile  
 Jan. 13 Kentucky’s ‘WeWannaPlay’ Helps Lower Participation Fees  
 May 16 Choosing and Executing an Effective Fundraising Project  
 Oct. 16 Indiana School Group Successful in Raising Funds for Charity  
 Jan. 18 Elkhart Central High School Raises Monet by Selling Parking Spots

### **General**

May 11 Establishing a Hall of Fame in Your School  
 Oct. 12 Equine-assisted Therapy Helps Special-needs Students  
 Jan. 13 Grants – A Positive Approach to Budget Challenges  
 Jan. 14 Increasing Participation in Your Program  
 Feb. 14 Approaches and Guidelines for HS Sports Tryouts  
 April 14 Online Course is Option for Traditional Parent Meeting  
 May 14 Tips for Filling Those Difficult Coaching Positions  
 Apr 15 Schools Should Utilize Free Courses in NFHS Coach Education Program  
 May 15 Take 24: Striving for More Effective Communication  
 Nov. 15 Using the New NFHS Online Education Courses  
 Jan. 16 Minnesota Program Helps Recruit and Retain Officials  
 Nov. 16 Illinois Association Converts Old Films for Viewing on YouTube  
 May 17 Considerations for Adding New Teams to Your Program  
 Sept. 17 Sports Medicine Course Guidelines – Great Opportunity for Students  
 Sept. 17 Keeping Participation Levels Up Despite Shrinking Budgets  
 Jan. 18 Student Advisory Committee Plays Vital Role for Illinois Association  
 Jan. 18 Nebraska School Welcomes Another Member into Conference  
 Jan. 18 Arizona’s Pre-Contest Medical Preparedness Card Helps Save Lives

### **Preseason Meetings**

Sept. 10 Preseason Coaches Meeting Sets Tone for School Year

- Jan. 11 North Carolina School's Parent Meetings Provide Fun, Social Atmosphere
- May 12 Preparing for Success with Preseason Coaches Meetings

### **Recognition Programs**

- Sept. 11 Senior Athlete Recognition Programs are Worth Extra Effort
- Sept. 16 Adding Spice to Your School Recognition Programs
- Sept. 16 School Recognition Programs Build Morale of Staff, Students
- Feb. 17 Hall of Fame Recognitions Provide Many Benefits to Schools

### **School Broadcasts**

- April 17 NFHS Network – Incorporating Students into School Broadcasts

### **Sportsmanship**

- Sept. 10 Developing a League-wide Sportsmanship Initiative
- Feb. 16 Illinois Student Section Showdown Recognizes Good Sportsmanship
- Oct. 16 Wisconsin Association Highlights Sportsmanship at Summit

### **Student-Athlete Code of Conduct**

- Oct. 09 Improving Student-athlete Codes of Conduct

### **Supervising Events**

- Feb. 11 Principal Develops Plan for Supervision of All School Events

### **Team Leadership**

- Oct. 10 Team-building Activities Key to Successful Teams
- Feb. 11 'Senior Leaders' Replace Team Captains for Iowa Football Team
- Oct. 11 North Carolina Captain Retreat Program Teaches Leadership, Communication
- Nov. 11 Kansas Students Ignite the Fire of Leadership
- March 15 Michigan's Team Captains Course Moves Online

### **Technology**

- Nov. 07 Handling Growth – Technology and the Internet
- April 11 E-communication with Your Families

- Sept. 12 The Benefits of Social Media for the Athletic Director  
Sept. 12 New Technology Available for Completing Teacher Evaluations  
Oct. 13 The Need for Social Media Policy for Your Student-Athletes  
Feb. 15 Electronic “To-Do” List New Option to Traditional Method  
March 15 Online Registration Software – Saving Time and Paper  
Oct. 15 Personal Branding Course Helps Students Communicate in Digital World  
April 16 Using Technology to Become More Efficient and Productive  
Feb. 17 Podcasts Emerge as New Ways of Covering High School Sports  
March 17 Using Athletic Department Twitter Accounts for Effective Communication

### **TV Broadcasts**

- March 09 High Schools Broadcast State Championship Games

### **Volunteers/Community Groups**

- Nov. 12 Staffing Games with Community Groups

## ***DID YOU KNOW?***

- Feb. 08 Florida Adds Cheerleading State Championship
- April 08 Illinois Family Creates Wrestling Legacy (Bultman family)
- May 08 State Associations Broadcast Games on Web
- Oct. 08 Rowing Difficulties Worth the Trouble
- Oct. 08 Popularity of Rugby on the Rise
- Nov. 08 How High School Today is Developed
- Nov. 08 Membership Available in Five NFHS Professional Groups
- Nov. 08 NFHS Coach Education Program Exclusively for Interscholastic Coaches
- Jan. 09 Some States Play 6-, 8-, 9-Player Football
- Jan. 09 Underwater Hockey Teams
- March 09 Multiplier Formula Adopted by Eight States
- March 09 Atlanta Falcons Honor High School Football at the Georgia Dome
- May 09 ‘Mercy Rules’ Adopted by Several States
- Oct. 09 Facebook – Communication in the 21<sup>st</sup> Century
- Oct. 09 Illinois Starts Bass Fishing Championship
- Nov. 09 Playing Three Sports Earn Students Special Varsity Letter
- Nov. 09 Gag Rule In Oregon
- Feb. 10 High School Traditions Stand Test of Time
- March 10 NJCAA Presents Option for Many Student-athletes
- March 10 Cooperative Athletic Programs Continue to Grow
- May 10 NCAA Initial-eligibility Process
- May 10 High School Tradition – Topeka (Kansas) High School
- Sept. 10 ‘Go Blue’ Pins are More Than Just Tradition (Lincoln-Way East HS in Frankfort, IL)
- Oct. 10 Facebook: Communication Tool for Schools
- Jan. 11 AR, KS Surveys Validate Importance of High School Athletics
- Jan. 11 State Association Policies on Player and Coach Ejections
- Feb. 11 Opportunities at NCAA Division III Schools
- March 11 Towson Students Expand Education as Sports Reporters
- Nov. 11 Girls Wrestling Makes Strides Throughout Nation
- April 12 USA Coaching Coalition Hosts National Coaching Conference

- May 12 Strike Zone: Baltimore County's All-Inclusive Allied Bowling Tournament
- Sept. 12 Hawaii Offers Nation's Only Canoe Paddling Championship
- Nov. 12 Alaska Association Receives Student Input on Board of Directors
- Jan. 13 Core Programs Unique to NCHSAA Student Services
- Jan. 13 San Jose High School Alumni Revive Tradition for Youth Sports
- Feb. 13 Connecticut Offers Art as Part of Unified Sports Program
- March 13 Development of Transgender Policies Occurring at High School Level
- May 13 Student-athletes in Nevada Find Balance Between Athletics, Academics
- Sept. 13 New Mexico Association Offers Competition in Rodeo
- Oct. 13 Toolkit Assists Groups With Minority Inclusion Effort
- Nov. 13 North Carolina Association Encourages Ejection-free Schools
- Jan. 14 States Allow Differing Number of Basketball Contest
- March 14 West Virginia Organizations Collaborate to Reduce Tobacco Use by Students
- April 14 NCS4 Pilots Program on Sports Safety, Security for High Schools
- Sept. 14 Schools Help Wounded Soldiers Through "Operation Hat Trick"
- Oct. 14 Derrick Coleman Overcomes Deafness to Excel on Football Field
- Nov. 14 NFHS Sanctioning Meant to Protect Student-Athletes
- Jan. 15 Social Media – "Delete" May not Mean "Delete"
- Feb. 15 NFHS Task Force Discusses Inclusion of Students with Disabilities
- March 15 Survey Shows Students With School Spirit Are Top Achievers
- HS Sports Injury Surveillance System Now in the 10<sup>th</sup> Year
- Arizona School District Approves Class Credit for Sports Participation
- Oklahoma's Win-win Week Promotes Service Learning
- Apr 15 New York's Unified Basketball Program Thrives
- Sept. 15 Experts Gather to Discuss Overuse Injuries in Baseball
- Oct. 15 How to Become Involved in NFHS Network School Broadcast Program
- Feb. 16 AZPreps365.com – One-stop shop for Arizona High School Sports
- Feb. 16 Minnesota's Why We Plan Initiative Teaches Purpose of Educational Sports
- Feb. 16 Michigan Collects Concussion Data from Member Schools

- May 16 Cooperative Programs Keep Athletics Alive for Small Schools
- Feb. 17 'Veteran' Illinois Volleyball Officials Honored for Service to Country
- March 17 NFHS Authenticating Mark Program Now in 17<sup>th</sup> Year
- April 17 State Implement Pitching Restrictions in High School Baseball
- April 17 Texas, Kansas Add 'Game Day' to State Spirit Competition
- May 17 Minnesota Requires Photo Registration Card for Contest Officials
- Sept. 17 Officials Recruitment Campaign Has Positive Response Across Country
- Sept. 17 Student Leaders Gather for National Student Leadership Summit
- Sept. 17 *High School Today* Celebrates 10 Years of Serving Schools
- Oct. 17 NFHS Network Brings Fifth Year of Covering High School Sports
- Nov. 17 Minnesota Starts Program to Thank Officials for Service
- Jan. 18 Illinois Official Conference Provides Opportunity for Education, Networking

## **TECHNOLOGY**

- Sept. 11 DropBox – an Online Date-sharing Program
- Oct. 11 Meeting Wizard – an Online Scheduling Program
- Nov. 11 Twitter – Real-time Communication Without Disruption
- Jan. 13 GoToMeeting is Affordable Online Substitute for Meetings
- Feb. 13 Facebook Use for Athletic Directors
- March 13 ‘Pick-A-Time’ Useful for Scheduling School Activities
- April 13 Excel Useful for Tracking Inventory
- May 13 Microsoft Word Has Variety of Uses
- Sept. 13 iCloud Can Connect all Digital Devices
- Oct. 13 Excel Perfect Choice for Budgets
- Nov. 13 Tablets Let You Stay Connected When Away From the Office
- Jan. 14 A Day in the Life of an Athletic Director’s Tablet
- May 14 Moodle – Online Communication Tool for Students, Teachers
- Sept. 14 Monitoring Your School’s Online Presence
- Nov. 14 Administrators: Finding Apps, Software to Improve Production
- Feb. 15 LinkedIn – For An Educator? Really?
- Feb. 16 Technology Independence: What to Do Before it Fails
- March 16 Apps, Handheld Devices Offer Assistance with Weather Decisions
- April 16 Digital Music Stands: Music on Display
- May 16 Game Video: Not Your VHS Camcorder Anymore
- Oct. 16 Becoming More Effective Through Electronic Organization
- Feb. 17 Many Options Available in Athletic Scheduling Software Programs
- March 17 Online Database Management – Making Good on a Promise
- April 17 Google Drive – the Mechanism for Finally Going Paperless
- Sept. 17 Dartmouth Introduces Robots to Eliminate Live Tackling in Practice
- Jan. 18 Educational Digital Recording: Hearing How to Improve

## **ABOVE AND BEYOND**

- Sept. 07 Renn Bailey, New Mexico, Blind Runner
- Oct. 07 Evan Wilson, Minnesota, Down Syndrome, Wrestling
- Nov. 07 Ken Brown, Independence, Kansas, tennis coach
- Jan. 08 Granby, Virginia, field hockey team promotes breast cancer awareness
- Jan. 08 Smith Center, Kansas, keeps sportsmanship in mind
- Feb. 08 Jerome Singleton, Jr., South Carolina, paralympic athlete
- March 08 Collin Brusnahan, Shorewood, Wisconsin, autism, cross country
- April 08 Fridley, Minnesota, basketball player saves official with CPR
- May 08 Cullen Fitzgibbons, Los Alamitos, California, Down syndrome, wrestling
- Sept. 08 Megan Bomgaars/Tammy Dufford, Spirit of Sport Award, Colorado
- Oct. 08 Coaching Beyond the Field, Curt Bladt, Iowa
- Nov. 08 Diane Dennis, field hockey coach, Portsmouth (Virginia) Churchland High School
- Jan. 09 Alec Gramann, marching band, Austin LBJ High School, Texas, Ewing's sarcoma
- March 09 Haley Chaney, Norwell High School, Indiana, car wreck
- April 09 Jason McElwain: Life After His Big Game
- May 09 Dakota Dana, Wyoming, Spirit of Sport Award
- Sept. 09 Westwood High School, Iowa, wrestling team, car wreck
- Oct. 09 Cliff McCormick, wrestler, Towson (Maryland) High School, cerebral palsy
- Nov. 09 St. Mary's Colgan High School, Pittsburg, Kansas, girls track
- Jan. 10 Tyler Brown, McComb (Ohio) High School, football team manager, blind
- Feb. 10 Fort Knox (Kentucky) High School soccer team values country first, soccer second
- March 10 Southwestern Heights High School, Kismet, Kansas, girls basketball
- April 10 Mike Copeland, football coach, Stephenville, Texas, one arm
- May 10 Tori Clark, Illinois, Spirit of Sport Award
- Sept. 10 Sportsmanship, ConVal High School, Peterborough, New Hampshire
- Oct. 10 Anderson, Indiana, Bands Unite to Win State Band Title

- Nov. 10 Serena, Illinois, High School Softball Team Helps Player on Rival Team
- Nov. 10 Allie Sakowicz, Park Ridge, Illinois, tennis, helps pregnant teens
- Jan. 11 Alabama Schools Help Central-Hayneville After Fire
- Feb. 11 Regents School, Austin, Texas, helps prison team
- March 11 Loch Raven High School, Baltimore, Maryland, girls lacrosse, helps those with cancer
- April 11 Kori Hall, Rolla (Kansas) High School, Scholars Bowl
- May 11 New Kensington, Pennsylvania, Valley High School, Spirit of Sport Award
- May 11 Louisiana Soccer Teams Show Caring Spirit
- Sept. 11 Jacob Raleigh, Whitesburg, Kentucky, one-arm tennis player
- Oct. 11 Officials for Kids Program, Michigan
- Nov. 11 East Surry High School softball team, North Carolina, raised money for cancer research
- Jan. 12 Josh Ripley, Andover, Minnesota, High School, cross country, sportsmanship act
- Feb. 12 Iowa Wheelchair Athletes Make History
- March 12 Sami Stoner, blind runner, Lexington, Ohio, High School
- March 12 Maryland football coach, Mike Whittles, fights pancreatic cancer
- April 12 Mandan, North Dakota, High School ice hockey team gives back to community
- April 12 Taylor Howell, Vasquez High School, Acton, California, blind football player
- May 12 Jacob Goldberg, Florida, Spirit of Sport Award
- Oct. 12 Firestone Overcomes Adversity; Continues to Help Others
- Nov. 12 Volunteers Step Forward to Help Fargo, North Dakota School
- Jan. 13 Blind Runner Avoids Obstacles, Surmounts Challenges
- Feb. 13 Autistic Place-kicker Beats Odds, Kicks Game-winning Field Goal
- March 13 Wisconsin Family Devoted to Local School and Athletics
- April 13 Medical Condition Takes Swimmer's Sight, Not His Drive or Desire
- April 13 Wrestler Didn't Win Championship, But Became a Hero
- May 13 Two Kentucky High Schools Selected as Spirit of Sport Award Recipients
- May 13 Paralyzed Student-athlete Looks to Regain Competitive Edge

- Sept. 13 Leaping with Blind Faith
- Oct. 13 Rhode Island Runner Chooses Team Over Individual Pursuits
- Nov. 13 Alabama School Overcomes Obstacles to Win State Soccer Championship
- Nov. 13 Cathy Parker Field Transformed Community in the Land of the Midnight Sun
- Jan. 14 Rhode Island Swimmer Honors Mother with “Make a Splash for Mary”
- Feb. 14 Illinois School Plays Football Game Days After Devastation Meade Football Players, Give Back at “Our Daily Bread” in Baltimore
- April 14 Rhode Island Wrestler Pins Injury for Fourth State Title
- May 14 New Hampshire Making Impact with Unified Sports Program
- Sept. 14 Massachusetts School Returns Trophy After Realizing Mistake
- Oct. 14 Iowa Golfer’s Character Shines Despite the Cost
- Nov. 14 Illinois Official Makes Special Call for Ailing Family
- Jan. 15 Washington Football Team Cleans Bleachers After Games
- Feb. 15 Rival School Offers Support in Aftermath of Tragedy
- March 15 Massachusetts Basketball Player Delivers Assist of a Lifetime
- Apr 15 Student Saves Girl’s Life at Illinois State Chess Tournament
- May 15 Connecticut Three-sport Athlete is 2015 Spirit of Sport Recipient  
Chicago Music Student Selected 2015 Hear of the Arts Recipient
- Sept. 15 California’s Grayson Lyman Letters in Six Varsity Sports
- Oct. 15 From Disaster Comes Lifelong Connection Between Vermont Schools
- Nov. 15 Alabama Football Teams Unite a Year After Tragedy
- Jan. 16 Minnesota Man is More than Just a Coach
- Feb. 16 Delaware Expands Unified Sports Competition with Flag Football Event
- March 16 “Herculean” Fundraising Effort Keeps Douglas Programs Thriving
- April 16 Wimberley Responds to Larger Task Than Football Game
- May 16 Alabama Marching Band, Band Director Selected 2016 Heart of the Arts Award Recipients
- May 16 Nebraska Volleyball Player Selected 2016 Spirit of Sport Award Recipient
- Sept. 16 Fisher, Saban Offer Assistance in Flood-ravaged West Virginia

- Oct. 16 Small Illinois School Enacts Unified Bass Fishing Program
- Nov. 16 Michigan Teen Spread Awareness of Cerebral Palsy with Swagger
- Jan. 17 Maryland Soccer Team Turns Game into Benefit for Venerated Coach
- Feb. 17 Arizona Volleyball Team Aces Service On and Off Court
- March 17 Football Coaches Find Fulfillment Leading Allied Bowling Programs
- March 17 Prompt Response Saves Michigan Official at Football Final
- April 17 Organization Pitches in to Equip Baseball, Softball Teams
- May 17 High School Trumpet Player Succeeds Despite Vision Loss
- May 17 Minnesota Performing Arts Student is 2017 National High School Heart of the Arts Award Recipient
- May 17 Minnesota Four-sport Athlete is 2017 National High School Spirit of Sport Award Recipient
- Sept. 17 Illinois Sports Reams Help Communities with Flood Relief Efforts
- Oct. 17 Football Coach Achieves the Extraordinary by Doing the Ordinary
- Oct. 17 Vermont Student Leads Effort for CPR Training in Schools
- Nov. 17 After AED Saves Son's Life, Family Raises Money for More Units
- Nov. 17 Pastor, Teacher, Coach, School Administrator Dedicates Life to Service
- Jan. 18 Thanks to the Miracle in Monticello, A Life is Saved
- Jan 18. Legally Bling Alabama Football Player Chasing a Dream

## **COACH EDUCATION**

- Sept. 07     The Fundamentals of Coaching
- Jan. 08     NFHS Coach Education Committee Discusses Five-year Strategic Plan
- Sept. 08     NFHS Coach Education Program Begins to Take Form
- Nov. 08     NFHS Coach Education Program Exclusively for Interscholastic Coaches
- Nov. 09     Three New Coach Education Courses Now Available
- Feb. 10     Coaches Get a Quick Start on Certification
- Sept. 10     Coach Education Program Additions
- Oct. 11     Concussion Course Leading Way for NFHS Coach Education Program
- Sept. 12     NFHS Coach Education Reaches New Heights Through Free Courses
- Nov. 12     New Jersey First State to Require Coach Certification
- Nov. 12     North Dakota, North Carolina Enact Coaching Requirements
- Nov. 12     NFHS Offers Free Online Course – “Coaching Special Olympics Unified Sports”
- Nov. 12     Dan Schuster Named Assistant Director of NFHS Coach Education Program
- Feb. 13     NFHS Offers New Educational Opportunities for Coaches
- Sept. 13     Why Require Coaches to be Certified?  
The Importance and Benefits of Coaching Education  
NFHS Concussion Course Hits One Million Mark
- May 14     New NFHS Learning Center to Debut This Summer  
Dan Schuster Named NFHS Director of Coach Education
- Jan. 15     NFHS Begins Second Level of Certification for Coaches
- Sept. 15     NFHS Learning Center Continues Expansion with New Courses
- March 17    NFHS Learning Center – Five Million Online Courses in 10 Years
- Sept. 17     Three New Sport-Specific Officials Courses Available on NFHS Learning Center

# Story Ideas

## **National Issues for Possible Features/Other Story Ideas**

1. Interference from State Governments in Running State Associations
2. Wearable Technology in High School Sports – philosophical question
3. Importance of Branding in High School Sports Programs
4. Proper School Use of Logos/Trademarks
5. New Link Rule to Other Coaches in Michigan, Tennessee
6. Game Day Cheer Event in Kansas
7. Follow-up from Sports Medicine Summit in spring
8. Push for High School Boys Volleyball Programs
9. Report on Basketball Issues from NCAA/Rice Commission
10. Update on Public vs. Private Issues
11. Concussion Management and Return-to-Play Policies

## **Holdover Ideas from Previous Online Reviews**

1. Sportsmanship from a student spectator standpoint
2. How to raise local money for renovation projects
3. How athletic programs and coaches can best utilize social media
4. Roles of Assistant and Volunteer Coaches
5. How to find additional funding for projects, facilities
6. Survey of athletic departments in different states regarding budgets, revenues, ticket prices
7. How to empower athletic departments to use social media
8. Non-traditional activity programs
9. Necessary steps for adding a sport
10. Developing a good relationship between coach and athletic director
11. More information on smartphone apps
12. “Faces in the Crowd” similar to Sports Illustrated
13. Follow-up articles to the efforts on recruiting, retaining officials
14. Expectations of parents from high school sports programs
15. Figures regarding chances of earning college scholarships vs. opportunity to participate
16. Steps to building a successful student sportsmanship initiative

## Holdover Story Ideas

1. Strategies for dealing with cyberbullying
2. Ideas That Work: Keeping freshmen/sophomores involved in athletics as juniors/seniors
3. Security issues at high school sporting events
4. New series of articles on budget issues in high school sports
5. Feature on various structures of state association offices
6. How school administrators can positively affect athlete transfer issues (Michael Schaefer)
7. Athletic administration in times of transition – use of interim ADs (Brian Robinson, Jim Bloch)
8. Expansion of digital ticketing in high school sports
9. Update on transgender issue in high school sports
10. Pro/Con article on national championships/events
11. Communication issues with non-school coaches
12. How to run a top-notch program on a limited budget
13. Ideas That Work: Plan to Keep Hazing Out of a School's Athletic Program
14. Emergency Action Plans: Venue & Sport-Specific (Jeannette Bruno/Chris Brown)
15. Unified Bowling – Above & Beyond (Jeannette Bruno/Chris Brown)
16. Equity in Athletics – Providing Access for All (Mike Schaefer)
17. Sleep issue with high school student-athletes
18. Feature on Involvement of Middle School Students in Athletics
19. Ideas on convincing parents that sports (football) are safe for competition (concussions)

## **Suggested Articles from Online Reviews**

1. Time Management
2. How to Create Excitement in Athletic Programs
3. Ideas on Recruiting Officials
4. Hiring and Retaining Quality Coaches – Why Teachers Aren't as Willing to Coach
5. Ideas on Evaluating Coaches
6. Fundraising Ideas

## Sunday, December 10

NIAAA Past Presidents Meeting (North Building Room 121C) .....	7:30 a.m. – 9:00 a.m.
NIAAA CAA Test Study Session (North Building Room 122AB) .....	8:00 a.m. – 8:45 a.m.
NIAAA State Presidents Breakfast (North Building Room 121AB) .....	8:00 a.m. – 9:45 a.m.
NIAAA Blue Ribbon Panel (North Building Room 122C) .....	8:00 a.m. – 10:00 a.m.
Registration/LTI Booth (Lower Level Exhibit Hall Pre-Function) .....	8:00 a.m. – 4:00 p.m.
<b>First Workshop Session</b> .....	8:45 a.m. – 9:45 a.m.

*(All registered delegates are invited to participate in the workshop of their choice.)*

### 1. Grow Your Coaches Through Professional Development

(North Building Room 222)

Moderator: Joey Struwe, CMAA, Assistant Principal/Activities, Lincoln High School, Sioux Falls, South Dakota

Speakers: Susan Dullea, CAA, Director of Athletics, Carmel (New York) Central School District  
Scott Sugar, CAA, Director of Athletics, Fayetteville-Manlius High School, Manlius, New York



Susan Dullea



Scott Sugar

### 2. Emphasizing the Importance of Citizenship and Sportsmanship

(North Building Room 227)

Moderator: Mark Edgemon, CMAA, Director of Athletics, Upland Christian Academy, Rancho Cucamonga, California

Speakers: Jim Dorman, CMAA, Executive Director, South Dakota Interscholastic Athletic Administrators Association, Sioux Falls, South Dakota  
Brett Proctor, CAA, Athletic Director, Alta Loma (California) High School



Jim Dorman



Brett Proctor

### 3. Conducting Coach Evaluations the Right Way (North Building Room 221)

Moderator: Stephanie Wilkerson, Athletic Director, Olympic Community of Schools, Charlotte, North Carolina

Speakers: Lane Green, CMAA, District Director of Athletics and Activities, Blue Valley School District, Overland Park, Kansas  
Matt Johnson, CAA, Assistant Principal/Athletic Director, Olathe (Kansas) South High School



Lane Green



Matt Johnson

| Sunday |

- 4. Conquering Paper Shuffling with Google Docs** (North Building Room 224)  
Moderator: Chris Langevin, Athletics/Activities Director, Harwood Union High School, Moretown, Vermont  
Speaker: Jim Wright, EdD, CMAA, Supervisor of Physical Education, Health, Athletics, South Huntington High School, Huntington Station, New York
- 5. Advantages of Encouraging and Rewarding Multi-Sport Participation** (North Building Room 225)  
Moderator: Elisa Cordova-Long, RTSBA, CAA, Assistant Director of Athletics, Dallas (Texas) Independent School District  
Speakers: Larry Goins, CMAA, Director of Athletics, Pahrump Valley High School, Pahrump, Nevada  
Bradley Rose, CAA, Director of Activities and Athletics, Valley High School, West Des Moines, Iowa  
Jason Odegard, Assistant Principal/Athletic Administrator, Pahrump Valley High School, Pahrump, Nevada
- 6. LTC 799 and the Quality Program Award – A Simplified Process** (North Building Room 228)  
Moderator: Ernest Robertson, Director of Athletics, Palmer Trinity School, Palmetto Bay, Florida  
Speakers: Michael Duffy, CMAA, Athletics and Activities Manager, Howard High School, Ellicott City, Maryland  
Michael Williams, CMAA, Director of Athletics, Gettysburg (Pennsylvania) Area High School
- 7. Why the Shortage – How the Athletic Administrator Can Help Recruit Officials** (North Building Room 226)  
Moderator: Jena Jones, CAA, Assistant Athletic Director, The Webb School, Bell Buckle, Tennessee  
Speakers: Steve Janski, CAA, Director of Athletics, Fayetteville (Arkansas) Public Schools  
Karen Yoder, Director of Athletics, Calistoga (California) Jr-Sr High School
- 8. FORUM – Activity and Athletic Directors Role** (North Building Room 223)  
Facilitator: Ron Belinko, CMAA, Retired District Athletic Coordinator, Baltimore (Maryland) County Public Schools  
Recorder: Tol Gropp, CMAA, Timberline High School, Boise, Idaho



Jim Wright



Larry Goins



Bradley Rose



Jason Odegard



Michael Duffy



Michael Williams



Steve Janski



Karen Yoder



Ron Belinko

| Sunday |

Spouse/Guest Breakfast

(Off-site: Heard Museum) .....9:00 a.m. – 11:30 a.m.

*\*Bus departs convention center from Third Street at 8:30 a.m.*

Presiding: Brenda Blackburn, Spouse of NIAAA Executive Director

Welcome: Terry Hines, 2017 Arizona Host Committee

Invocation: Paula Rison, Spouse of NIAAA Associate Executive Director

Entertainment: Brian Hammil – Native Spirit, Native Spirit Dancers and  
Champion Hoop Dancer

Special Announcement:

Jennifer Rowland, Alamo Heights Independent School District,  
San Antonio, Texas

**Second Workshop Session** .....10:00 a.m. – 11:00 a.m.

*(All registered delegates are invited to participate in the workshop of their choice.)*

**9. REPEAT – Grow Your Coaches Through Professional Development**

(North Building Room 224)

Moderator: Rich Bechard, CMAA, District Athletic/Activities Director, Lee's  
Summit (Missouri) R-7 School District

Speakers: Susan Dullea, CAA, Director of Athletics, Carmel (New York)  
Central School District

Scott Sugar, CAA, Director of Athletics, Fayetteville-Manlius High  
School, Manlius, New York



Susan Dullea



Scott Sugar

**10. Programs for Developing Captains and Building Leaders**

(North Building Room 222)

Moderator: Hally Yonko, CMAA, Athletic Director, Father Gabriel Richard High  
School, Ann Arbor, Michigan

Speakers: Sean Dowling, CMAA, Director of Athletics/Supervisor K-12 Health  
& Physical Education, Madison (New Jersey) High School

Steve Throne, CAA, Assistant Principal/Director of Activities and  
Athletics, Millard South High School, Omaha, Nebraska



Sean Dowling



Steve Throne

**11. Strategies for Successfully Dealing with Difficult Personalities**

(North Building Room 225)

Moderator: Benjamin Sutherland, EdD, Assistant Principal/Activities Director,  
Turner High School, Kansas City, Kansas

Speakers: Wendy Truvillion, EdD, Assistant Principal/Athletics, Alhambra  
High School, Phoenix, Arizona

Scott Dorsett, CMAA, Director of Athletics, The Webb School, Bell  
Buckle, Tennessee



Wendy Truvillion



Scott Dorsett

**12. Conflict Resolution for Coaches – Managing Parent and Team Struggles**

(North Building Room 221)

Moderator: David Lezenski, CMAA, Director of Athletics, Lowell  
(Massachusetts) Public Schools

Speakers: Joe Ito, CAA, Director of Athletics, The Bush School, Seattle,  
Washington  
Jeff Lowell, CAA, District Athletics & Activities Director, Bellevue  
(Washington) School District



Joe Ito



Jeff Lowell

**13. Recognizing the Signs of Hazing and Bullying** (North Building Room 228)

Moderator: Brad Criss, CMAA, Director of Athletics, Thomas Stone High  
School, Waldorf, Maryland

Speakers: Peg Pennepacker, CAA, Retired Director of Athletics, Red Hill,  
Pennsylvania  
Arthur Ballard, CAA, Retired Director of Operations, Irvine,  
Kentucky



Peg Pennepacker



Arthur Ballard

**14. Time-Saving Techniques for the Athletic Administrator**

(North Building Room 227)

Moderator: Mark Rerick, CMAA, Director of Athletics, Grand Forks (North  
Dakota) Public Schools

Speakers: Scott Smith, CAA, Associate Professor & Program Director, Ohio  
University, Athens, Ohio  
Steve Young, CMAA, Director of Athletics, New Rochelle (New  
York) High School



Scott Smith



Steve Young

**15. Most Recent Information from the NCAA Eligibility Center**

(North Building Room 226)

Moderator: Andy Elkins, Assistant Director of Athletics, North Central High  
School, Indianapolis, Indiana

Speaker: Glenn Terry, Associate Director of Customer Service, NCAA,  
Indianapolis, Indiana



Glenn Terry

**16. FORUM – 1st & 2nd Year Athletic Administrators** (North Building Room 223)

Facilitator: Benny Eaves, Director of Athletics, Mountain Brook (Alabama)  
Schools

Recorder: Jon Arthur, M.Ed., Athletic Director, Bethany (Oklahoma)  
High School



Benny Eaves

| Monday |

NIAAA CAA Test Administrators (North Building Room 123).....	8:00 a.m. – 9:00 a.m.
NFHS State High School Associations Roundtable (North Building Room 121).....	8:00 a.m. – 9:30 a.m.
Registration/LTI Booth (Lower Level Exhibit Hall Pre-Function).....	8:00 a.m. – 11:00 a.m.
Exhibit Show Breakfast Break (Lower Level Exhibit Hall 1-3).....	9:00 a.m.
<i>*Conference attendees only</i>	
Exhibit Show and Logo Shoppe (Lower Level Exhibit Hall 1-3).....	9:00 a.m. – 11:30 a.m.
<b>Third Workshop Session</b> .....	9:30 a.m. – 10:30 a.m.
<i>(All registered delegates are invited to participate in the workshop of their choice.)</i>	

**17. REPEAT – Programs for Developing Captains and Building Leaders**

(North Building Room 226)

Moderator: Chris Miller, CMAA, Gobles (Michigan) High School

Speakers: Sean Dowling, CMAA, Director of Athletics/Supervisor K-12 Health & Physical Education, Madison (New Jersey) High School  
Steve Throne, CAA, Assistant Principal/Director of Activities and Athletics, Millard South High School, Omaha, Nebraska



Sean Dowling



Steve Throne

**18. Foundations of an Education-Based Athletic Philosophy**

(North Building Room 225)

Moderator: Jamie Sheetz, CMAA, Athletic & Activities Director, Park City (Utah) High School

Speakers: Kevin Simmerman, CMAA, Activities Director, North Star High School, Lincoln, Nebraska  
Pete Shambo, CMAA, Director of Athletics, Penfield (New York) High School



Kevin Simmerman



Pete Shambo

**19. Transgender and Athlete Inclusion Policies** (North Building Room 224)

Moderator: Stacey Segal, CMAA, Assistant Director of Athletics, Dallas Independent (Texas) School District

Speakers: David Hines, Executive Director, Arizona Interscholastic Association, Phoenix, Arizona  
Kandice Mitchell, CAA, Assistant Director of Athletics, Atlanta (Georgia) Public Schools



David Hines



Kandice Mitchell

| Monday |

**20. Promote and Market Your Athletic Program** (North Building Room 221)

Moderator: Jen Brooks, CMAA, Athletic Director, Ursuline Academy, St. Louis, Missouri

Speakers: Jim Doyle, CAA, Director of Athletics, Hawken School, Gates Mills, Ohio  
Matt Heckel, CAA, Assistant Principal/Athletic Director, Dakota Ridge High School, Littleton, Colorado



Jim Doyle



Matt Heckel

**21. Orientation for Training of Non-Teaching Coaches**

(North Building Room 227)

Moderator: Jean Vanderpool, CAA, Activities Manager, Centennial High School, Ellicott City, Maryland

Speakers: Seth Lieberman, Associate Director of Athletics, Hawken School, Lyndhurst, Ohio  
Patti McCormack, CMAA, Director of Athletics, Lowell (Indiana) High School



Seth Lieberman



Patti McCormack

**22. The Impact of Positive Coaching** (North Building Room 228)

Moderator: Ryan Grunig, Director of Athletics, Sky View High School, Smithfield, Utah

Speakers: Lisa Langston, PhD, CMAA, Director of Athletics, Fort Worth (Texas) Independent School District  
Margo Hurst, CMAA, Assistant District Activities and Athletics Director, Center High School, Kansas City, Missouri



Lisa Langston



Margo Hurst

**23. Developing an Improvement Plan for Your Coaching Staff**

(North Building Room 222)

Moderator: Bill Davis, Director of Athletics, Westfield (Indiana) High School

Speakers: Joe Piro, CMAA, Director of Athletics, Nutley (New York) High School  
Dennis Squibb, Director of Athletics, Fruita Monument High School, Fruita, Colorado



Joe Piro



Dennis Squibb

## TV Channels

for "AD Conference Today":

- Hyatt Regency Phoenix – Channel 58
- Sheraton Grand Phoenix – Channel 89

| Monday |

**24. FORUM – Middle School & Junior High Athletic Directors**

(North Building Room 223)

Facilitator: Holly Farnese, CMAA, Retired Athletic Director, Wallingford, Pennsylvania

Recorder: Ted Reynolds, CAA, Activities Director, Twin Falls (Idaho) High School



Holly Farnese

Registration Gift Pick-up

(Lower Level Exhibit Hall 1-3) ..... 10:30 a.m. – 11:30 a.m.

Exhibit Show Door Prize Drawings

(Lower Level Exhibit Hall 1-3) ..... 10:45 a.m. – 11:30 a.m.

*\*Must be present to win.*

**Conference Luncheon**

(North Building Room 120AB) ..... 12:00 p.m. – 1:15 p.m.

Sponsored by:



Master of Ceremonies:

Jerome Singleton, President, NFHS Board of Directors (South Carolina)



Jerome Singleton

Invocation:

David Hines, Executive Director, Arizona Interscholastic Association



David Hines

NFHS Citations:

Presented by Bob Gardner, Executive Director, NFHS

**NFHS Citations**

Marc Haught, CMAA, Kansas

Michael Krueger, CMAA, Colorado

Wendy Malich, CAA, Washington

Jon Payne, CMAA, Ohio

Colin Roy, CAA, Maine

Jamie Sheetz, CMAA, Utah

Jeff Sitz, CMAA, Wisconsin

Myles Wilson, CMAA, South Carolina



Marc Haught



Michael Krueger



Wendy Malich



Jon Payne



Colin Roy



Jamie Sheetz



Jeff Sitz



Myles Wilson

| Monday |

- Exhibit Show  
(Lower Level Exhibit Hall 1-3) ..... 1:15 p.m. – 4:00 p.m.
- Logo Shoppe  
(Lower Level Exhibit Hall 1-3) ..... 1:15 p.m. – 4:00 p.m.
- Registration Gift Pick-up  
(Lower Level Exhibit Hall 1-3) ..... 1:15 p.m. – 3:30 p.m.
- Unified Sports Demonstration  
(Lower Level Exhibit Hall 1-3 – Exhibit Hall Lounge) ..... 1:30 p.m. – 2:30 p.m.
- Fourth Workshop Session** ..... 1:45 p.m. – 2:45 p.m.  
*(All registered delegates are invited to participate in the workshop of their choice.)*

**25. REPEAT – Foundations of an Education-Based Athletic Philosophy**  
(North Building Room 228)  
Moderator: Kelly Quatrale, Athletic Director, All Saints Catholic, Jupiter, Florida  
Speakers: Kevin Simmerman, CMAA, Activities Director, North Star High School, Lincoln, Nebraska  
Pete Shambo, CMAA, Director of Athletics, Penfield (New York) High School



Kevin Simmerman



Pete Shambo

**26. Steps Toward Title IX Compliancy and Equity** (North Building Room 227)  
Moderator: Karl Heimbach, CMAA, Director of Athletics, Columbia Borough High School, Columbia, Pennsylvania  
Speakers: Mike Quinn, CMAA, Director of Athletics, Lakewood High School, Lake Odessa, Michigan  
Zac Stevenson, CMAA, Director of Athletics, Lakeview High School, Battle Creek, Michigan



Mike Quinn



Zac Stevenson

**27. Neutralizing Threats to the Athletic Budget** (North Building Room 226)  
Moderator: Bill Molbeck, Commissioner of Athletics and Academics, Milwaukee (Wisconsin) Public Schools  
Speakers: Rebecca Moran, CMAA, Director of Athletics, Argo Community High School, Summit, Illinois  
Annette Scogin, CMAA, AIC, Assistant Director of Athletics, Dallas (Texas) Independent School District



Rebecca Moran



Annette Scogin

| Monday |

**28. Balancing Long Hours and Personal Time** (North Building Room 222)

Moderator: Antony Fisher, CMAA, Director of Athletics, Edgewater High School, Orlando, Florida

Speakers: Carolyn Sideco, CAA, Athletic Director, Physical Educator & Wellness Program Coordinator, ICA Cristo Rey Academy, San Francisco, California  
Greg Ferry, CAA, Athletic Director, Southington (Connecticut) Public School



Carolyn Sideco



Greg Ferry

**29. Social Media Do's and Don'ts** (North Building Room 221)

Moderator: Beth Penkala, CMAA, Executive Director, Rhode Island Interscholastic Athletic Administrators Association, Warren, Rhode Island

Speakers: Scott Garvis, CMAA, Director of Athletics & Activities, Newton (Iowa) High School  
Steve Bridge, CMAA, Educational Consultant, Clear Risk Solutions, Elma, Washington



Scott Garvis



Steve Bridge

**30. Scheduling Philosophy and Strategies** (North Building Room 224)

Moderator: Dennis Squibb, Athletic Director, Fruita Monument High School, Fruita, Colorado

Speakers: Chris Muskopf, CAA, Athletic Director, St. Louis (Missouri) University High School  
Mike Hughes, CAA, Assistant Principal/Athletic Director, Lakewood (Colorado) High School



Chris Muskopf



Mike Hughes

**31. You Can Have a Paperless Office** (North Building Room 225)

Moderator: Tina Tamura, CMAA, Athletic Director, Santee EC, Los Angeles, California

Speakers: Curt Miller, EdD, CAA, Coordinator of Athletics, Health & Physical Coordinator, Henry County Schools, Jackson, Georgia  
Larry Herges, RAA, Athletic Director, Taylor High School, Cleves, Ohio



Curt Miller



Larry Herges

**32. FORUM – Assistant Principal and Athletic Directors Role**

(North Building Room 223)

Facilitators: Matt Hensley, CMAA, Assistant Principal for Extracurricular Activities, Mahomet-Seymour High School, Mahomet, Illinois

Recorder: John Woods, CAA, Assistant Principal/Athletic Director, Champaign (Illinois) Central High School



Matt Hensley

| Tuesday |

**Fifth Workshop Session** ..... 8:15 a.m. – 9:15 a.m.

*(All registered delegates are invited to participate in the workshop of their choice.)*

**33. REPEAT – Steps to Title IX Compliance and Equity** (North Building Room 226)

Moderator: Stacey Segal, CMAA, Assistant District Athletic Administrator,  
Dallas (Texas) Independent School District

Speakers: Mike Quinn, CMAA, Director of Athletics, Lakewood High School,  
Lake Odessa, Michigan

Zac Stevenson, CMAA, Director of Athletics, Lakeview High School,  
Battle Creek, Michigan



Mike Quinn



Zac Stevenson

**34. How to Improve Parent Behavior at Your Events** (North Building Room 221)

Moderator: Tracey Leinen, CMAA, Director of Athletics, Boise High School,  
Boise, Idaho

Speaker: Darryl Nance, CMAA, Director of Athletics, Greenville (South  
Carolina) County Schools



Darryl Nance

**35. Is Your Role More Leadership or Management** (North Building Room 224)

Moderator: Tammy Richards, Executive Director, New Mexico Athletic  
Directors Association and NMAA Assistant Director of Sports,  
Albuquerque, New Mexico

Speakers: Rusty Evans, CMAA, Assistant Athletic Director, The Heritage  
School, Newnan, Georgia

James Perry, Athletic Director, Huntington Beach (California)  
Union High School District



Rusty Evans



James Perry

**36. Best Safety Practices for After-School Programs** (North Building Room 228)

Moderator: Regina Quintero, CAA, Executive Director, Nevada Athletic  
Directors Association, Elko, Nevada

Speakers: Jay Hammes, CMAA, President, Safe Sport Zone, Racine,  
Wisconsin

Mike Gulino, CAA, President, 3 Dimensional Leadership  
Consultants, Nanuet, New York



Jay Hammes



Mike Gulino

**37. Mental Toughness and Resiliency in Today's Athletes**

(North Building Room 225)

Moderator: Augie Fontanetta, Director of Athletics, New Trier High School,  
Winnetka, Illinois

Speaker: Kristin Sheehan, Program Director, Play Like a Champion Today,  
Notre Dame, Indiana



Kristin Sheehan

| Tuesday |

**38. Sports Medicine – NFHS Essentials Initiative** (North Building Room 227)

Moderator: Bob Colgate, Director of Sports and Sports Medicine, NFHS, Indianapolis, Indiana

Speaker: Michael Koester, MD, Chairperson of the NFHS Sports Medicine Advisory Committee, Eugene, Oregon



Michael Koester

**39. Tips for Having Difficult Conversations** (North Building Room 222)

Moderator: Jeff Maidment, CAA, Director of Athletics, Moses Brown School, Providence, Rhode Island

Speaker: Leslie Farmer, CMAA, Retired Athletic Director, Keene, New Hampshire



Leslie Farmer

Wendy Malich, CAA, Director of Athletics and Activities, Franklin Pierce School District, Tacoma, Washington



Wendy Malich

**40. FORUM – AD’s of Schools Under 500 Enrollment** (North Building Room 223)

Facilitator: Todd Gulluscio, CMAA, Athletic Director, Physical Education, Health, Wellness and Personnel, Shelter Island (New York) Union Free School District

Recorder: Joe Ito, CAA, Athletic Director, The Bush School, Seattle, Washington



Todd Gulluscio

NIAAA Retired ADs Breakfast

(North Building Room 121).....9:00 a.m. – 11:00 a.m.

NIAAA CAA Exam

(North Building Room 123).....9:00 a.m. – 1:00 p.m.

Hot Topic Session – “Enriching Your Professional Skills Affiliated with Coaching Staff Relationships – Attracting, Expectations, Retention and Support”

(North Building Room 120CD).....9:30 a.m. – 10:30 a.m.

Speakers: Ray Roberts, Director of Urban School Development for Special Olympics, former NFL player, motivational speaker, high school football coach, sports radio talk show host



Ray Roberts

Dr. Tim McGuine, distinguished scientist, sports medicine program – department of orthopedics, University of Wisconsin School of Medicine and Public Health



Tim McGuine

## TV Channels

for “AD Conference Today”:

- Hyatt Regency Phoenix – Channel 58
- Sheraton Grand Phoenix – Channel 89

# March Story Log

Copy In	Name of Story	Assigned To	Length	Art
	<b>COVER ART</b>			
	<b>PICTURE PAGE</b>			
		Contact: Kim V		
	<b>NFHS REPORT</b>			
	1. TBD	Contact: Bruce		
	<b>FEATURES</b>			
	1. Establishing and Maintaining a Culture of Balance	Contact: Mike Schaefer Author: ?		x
	2. Effects of Hurricane Maria on HS Sports in Puerto Rico (Puerto Rico School Athletic Assoc)	Contact: Bruce Author: Cody		x
	3. Officiating Mentorships	Contact: Tim Leighton Author: Tim Leighton		x
	4. Budget Cuts to Education – Leave Athletics Alone	Contact: Dave Hoch Author: Kevin Fitzgerald		x
	5. Effective School-based Strength and Conditioning Programs	Contact: Mike Schaefer Author: ?		x
	6. Why Did You Become an Athletic Administrator and How to Return to Positive Experiences (interview with two ADs)	Contact: Dave Hoch Author: Dave Hoch		mugs
	7. Instant Replay in High School Sports	Contact: Bruce Author: Chris		x
x	8. Making Your New School Feel Like C.A.S.A. (Connect, Ask, Serve, Aim)	Contact: Bruce Author: Chris Hobbs		x
	<b>VIEWPOINTS</b>			
	<b>AFFILIATE ORGANIZATIONS</b>			
	1. Monthly Feature – Manitoba High Schools Athletic Association – Canada	Contact: Bruce Author: Cody		x
	<b>LEGAL ISSUES</b>			
	1. Challenges to State Associations' Legal Authority	Contact: Lee Green Author: Lee Green		x

	<b>ABOVE AND BEYOND</b>			
	1. Deaf Ben Davis High School Football Player	Contact: Chris Author: Lindsey		x
	2. Ohio Football Player Comes Back from Cancer to Play	Contact: Chris Author: Lindsey		x
	<b>IN THEIR OWN WORDS</b>			
	<b>IDEAS THAT WORK</b>			
	1. Pennsylvania Track Program	Contact: Chris Boone Author: Chris Boone		x
	<b>PERFORMING ARTS</b>			
	1. Benefits of NFHS Speech/Music Membership	Contact: Steffen Parker Author: Steffen Parker		
	2. Developing Team Concepts in Performing Arts	Contact: Steffen Parker Author: Andrew Miskavage		x
	3. NFHS Deal with Performing Rights Organizations	Contact: James Weaver Author: Bruce		
	4. Jazz Education Update	Contact: Steffen Parker Author: ?		x
	5. Music Educator Awards	Contact: Bruce		
	<b>SPORTSMANSHIP</b>			
	<b>STATE-BY-STATE</b>			
	1. Reports from States in Sections 1-3	Contact: Chris Authors: Erin, Cody, Chris, Lindsey		







Future Story

Logs

## ***HST April 2018-October 2018***

<i>Issue Date</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Sep-18</i>	<i>Oct-18</i>
<b>Copy Due</b>	<i>16th of March, 2018</i>	<i>13th of April, 2018</i>	<i>15th of August, 2018</i>	<i>17th of September, 2018</i>
<b>NFHS Report (NFHS staff)</b>	<i>Staff</i>	<i>Staff</i>	<i>Staff</i>	<i>Staff</i>
<b>It All Started Here (150-200 words)</b>				
<b>From the Student Perspective (committee member rotation) (150-200 words)</b>				
<b>Around the Nation Map Question</b>				
<b>Technology (Steffen) (500-750 words)</b>				
<b>Unusual Nicknames (NFHS staff)</b>	<i>Gonzaga (WA) Prep Bullpups</i>	<i>Edgemont (SD) High School Moguls</i>	<i>Governor French Academy (Belleville, IL) Lionhearts</i>	<i>Alamosa (CO) High School Mean Moose</i>
<b>For the Record (NFHS staff)</b>	<i>Staff</i>	<i>Staff</i>	<i>Staff</i>	<i>Staff</i>
<b>Helpful Apps/Websites (Cody, committee)</b>				

<b>Top High School Performances (NFHS staff)</b>	<i>Staff</i>	<i>Staff</i>	<i>Staff</i>	<i>Staff</i>
<b>Legal Issues (1500 words)</b>				
<b>Did You Know? (500-750 words)</b>				
<b>Voices of the Nation (75-100 words)</b>				

<p><b>Features</b></p> <p>Use ALT+ENTER to enter a carriage return at the end of a line and be able to enter multiple lines in a single cell</p> <p><b>(1000-1200 words)</b></p>		<p>1. <i>Feature Saluting Bob Gardner for Years of Service (Bruce)</i></p> <p>2. <i>"Association Work - Charting the Course of Interscholastic Athletics" - book on Charles Whitten, H.V. Porter (Scott Johnson)</i></p> <p>3. <i>Survey on Attendance at High School Sports Events (Bruce)</i></p>	<p>1. <i>High School Sports Participation Survey (Bruce)</i></p> <p>2. <i>Feature on Kickoff of NFHS Centennial Celebration (Bruce)</i></p>	
<p><b>Above and Beyond</b></p> <p><b>(1000-1200 words)</b></p>		<p>1. <i>Spirit of Sport, Heart of the Arts Awards Feature (John Gillis)</i></p>		
<p><b>Sports Medicine</b></p> <p><b>(1000-1200 words)</b></p>				

<b>In Their Own Words</b> <b>(1000-1200 words)</b>		<i>1. Interview with Hall of Fame inductee (staff)</i>		
<b>Sportsmanship</b> <b>(500-750 words)</b>				
<b>Performing Arts</b> <b>(1000-1200 words)</b>	<i>1. Speech and Debate Educator Awards</i>			
<b>Ideas That Work</b> <b>(500-750 words)</b>				
<b>In the News (NFHS staff)</b>	<i>1. National High School Hall of Fame Class (staff)</i>			
<b>NFHS Coach Education</b>				

<b>NFHS Here for You (NFHS staff)</b>  <b>(150-200 words)</b>				
<b>Legal Brief (Lee Green to write each month)</b>				
<b>Ask the Athletic Director (Dave Hoch to select topic each month)</b> <b>(250 words)</b>				
<b>Guess What Happened to Me Today -- Quick Hits (committee member rotation)</b> <b>(150-200 words)</b>				
<b>STATE HIGHLIGHTS (Staff)</b>	<i>Sections 4-8</i>	<i>Sections 1-3</i>	<i>Sections 4-8</i>	<i>Sections 1-3</i>
<b>Sports Venues - Quick Hits</b>  <b>(250 words)</b>	<i>Rockwood Field, Birmingham, AL (staff)</i>			

# To-Do Lists



# High School Today – August 2017

## Publications Committee To-Do List

### Treva Dayton

\_\_\_\_\_ Feature article by Sue Jane Sullivan on “Helping Students Participate in Both Athletics, Performing Arts” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Ideas That Work by Michael Peitz on “Positive Results of Working with Students on New Interp Performance” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Contact author for Ideas That Work on “Angel Tournaments – Mentor Through Competition” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Guess What Happened to Me Today (Michael Peitz) for the February issue (1/16/18 deadline)

\_\_\_\_\_ Did You Know by Brad Kent on “UIL Wind Ensemble Competition” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Above and Beyond article for future issue

\_\_\_\_\_ Speech or theatre topic for future issue

\_\_\_\_\_ It All Started Here from Luis Munoz or Scott Allen for future issue

\_\_\_\_\_ Obtain reviews of each issue from five individuals



## **Darrell Floyd**

\_\_\_\_\_ Feature on “Chain of Command Protocol Regarding Parent Complaints” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Two emails of school board members to Bruce by 11/1/17 for the Voices of the Nation section of January issue.

\_\_\_\_\_ From the Student Perspective on “What’s the Most Important Life Lesson You’ve Learned From Your Student Council Sponsor?” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Sports Venues on Guthrie, OK, Baseball Field for the March issue (2/15/18 deadline)

\_\_\_\_\_ It All Started Here on Cody Davis (Los Angeles Rams) for future issue

\_\_\_\_\_ Future article on “Grant Funding for Activity Programs”

\_\_\_\_\_ Possible future Mentoring article (David Boren’s research)

\_\_\_\_\_ Obtain reviews of each issue from five individuals



## Lee Green

\_\_\_\_\_ Legal article on “K-12 Recommendations for Sexual Violence” for the October issue (9/15/17 deadline)

\_\_\_\_\_ Legal article on “Music Copyright Issues” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Legal article on Sports Law Year-In-Review for the January issue (11/22/17 deadline)

\_\_\_\_\_ Legal article on Challenges to State Associations’ Legal Authority for the February issue (1/16/18 deadline)

\_\_\_\_\_ Legal article on “Legal Issues Related to Termination of Coaches” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Legal Brief for next four issues

\_\_\_\_\_ Obtain reviews of each issue from five individuals



## David Hoch

\_\_\_\_\_ Feature article on “Teams Supporting Teams – Innovative Ways to Promote Respect and Sportsmanship” (Matt Heckel) for the October issue (9/15/17 deadline)

\_\_\_\_\_ Feature article on “Investigating Allegations in Program” (Jason Parker) for the October issue (9/15/17 deadline)

\_\_\_\_\_ Ideas That Work on “Adding an Assistant or Game Manager for Extra Help” for the October issue (9/15/17 deadline)

\_\_\_\_\_ From the Student Perspective on “What Are the Most Important Things You Have Learned From Your High School Coach” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Feature article by Kevin Fitzgerald on “Establishing an Athletic & Performing Arts Culture in Your District” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Feature article on “Pre-season Parent Meetings Using PowerPoint – interview with two ADs” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Feature article by Peg Pennepacker on “Title IX at 45 Years of Age” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Feature article on “Hiring Coaches Who Fit Into Education-based Concept – interview with two ADs” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Feature article by Kevin Fitzgerald on “What to Do When the School Board Wants a Coach Fired” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Feature article on “How Do You Combat Specialization and Encourage Multi-sport Participation in Your Program – interview with two Ads” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Feature article on “Why Did You Become an Athletic Administrator and How to Return to Positive Experiences – interview with two ADs” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Feature article by Kevin Fitzgerald on “Budget Cuts to Education – Leave Athletics Alone” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Contact writer for future article on “Educating the Community as to Why It Is So Difficult to Find Coaches for Certain Sports”

\_\_\_\_\_ “Ask the Athletic Director” column for each issue

\_\_\_\_\_ Obtain reviews of each issue from five individuals



## **Tim Leighton**

- \_\_\_\_\_ State by State – Section 2 Updates for the October issue (9/15/17 deadline)
- \_\_\_\_\_ Feature article on “Crisis Management” for the October issue (9/15/17 deadline)
- \_\_\_\_\_ State by State – Section 3 Updates for the November issue (10/13/17 deadline)
- \_\_\_\_\_ Did You Know on “Thank a Ref Program in Minnesota” for the November issue (10/13/17 deadline)
- \_\_\_\_\_ Above and Beyond article for the January issue (11/22/17 deadline)
- \_\_\_\_\_ State by State – Section 4 Updates for the January issue (11/22/17 deadline)
- \_\_\_\_\_ Guess What Happened to Me Today for the January issue (11/22/17 deadline)
- \_\_\_\_\_ Sports Venues on “Wakota Arena – S. St. Paul, Minnesota” for the February issue (1/16/18 deadline)
- \_\_\_\_\_ State by State – Section 5 Updates for the February issue (1/16/18 deadline)
- \_\_\_\_\_ Feature article on “Officiating Mentorships” for the March issue (2/15/18 deadline)
- \_\_\_\_\_ State by State – Section 6 Updates for the March issue (2/15/18 deadline)
- \_\_\_\_\_ Obtain reviews of each issue from five individuals



## **Steffen Parker**

\_\_\_\_\_ Technology article on “Apps for Athletic Administrators” for the October issue (9/15/17 deadline)

\_\_\_\_\_ Above and Beyond article on “Tommy Watson – student who does CPR” for the October issue (9/15/17 deadline)

\_\_\_\_\_ Music educator emails (5-6) to Bruce by 9/15/17 for Voices of the Nation for November issue.

\_\_\_\_\_ Feature article on “Value of Fine Arts in an ESSA World” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Performing Arts article on “National Jamboree Band” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Guess What Happened to Me Today for the November issue (10/13/17 deadline)

\_\_\_\_\_ Technology article on “Apps for Athletic Directors” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Music Websites to Cody for the November issue (10/13/17 deadline)

\_\_\_\_\_ From the Student Perspective on “What Are the Most Important Things You Have Learned from Your High School Music Teacher?” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Technology article on “Portable Audio Recording Equipment” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Performing Arts article on “Methods for Recruiting Music Students” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Technology article on “Apps for Administrators” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Performing Arts article by Andrew Miskavage on “Developing Team Concepts in Performing Arts” for February issue (1/16/18 deadline)

\_\_\_\_\_ Performing Arts article on the “Benefits of NFHS Speech/Music Membership” for the March issue (2/16/18 deadline)

\_\_\_\_\_ Performing Arts article on “Jazz Education Update” for the March issue (2/16/18 deadline)



- \_\_\_\_\_ Future Technology article on “Drones”
- \_\_\_\_\_ Future Technology article on “Making Your Own Smartphone App”
- \_\_\_\_\_ Contact Leigh Mallory for article on “Team-Building Programs” for future issue
- \_\_\_\_\_ Future article on “Trends in Marching Band Support Groups”
- \_\_\_\_\_ Future article on “Evaluation of for-profit festival opportunities”
- \_\_\_\_\_ Future article on “Multi-arts Programs – Does the Combination Help with Enrollment”
- \_\_\_\_\_ Obtain reviews of each issue from five individuals

## **Brian Robinson**

- \_\_\_\_\_ Sports Medicine (SMAC) article on “Appearance and Performance-Enhancing Drugs and Supplements” (Bill Heinz) for the October issue (9/15/17 deadline)
- \_\_\_\_\_ Feature article by Megan Shipp on “Preparing for Cardiac Arrest” for the October issue (9/15/17 deadline)
- \_\_\_\_\_ Sports Medicine (SMAC) article on “All Sports for All People” (Katherine Dec, Robert Faulkens) for the November issue (10/13/17 deadline)
- \_\_\_\_\_ Sports Medicine (SMAC) article on “Pitching Injuries” (Dr. Koester, Lynne-Marie Young) for the January issue (11/22/17 deadline)
- \_\_\_\_\_ Sports Medicine (SMAC) article on “Opioids” (Dr. Cardenas) for the February issue (1/16/18 deadline)
- \_\_\_\_\_ Sports Medicine (SMAC) article on “Sport Specialization” (Dr. McGuine) for the March issue (2/15/18 deadline)
- \_\_\_\_\_ Sports Medicine (SMAC) article on “Lightning” (Dr. Valentine) for the April issue (3/15/18 deadline)
- \_\_\_\_\_ Sports Medicine (SMAC) article on “Sickle Cell” (Dr. Dec and Dr. Rooks) for the May issue (4/15/18 deadline)
- \_\_\_\_\_ Future article by Brad Swope and Perry Denehy on “Athletic Training Care” for future issue (due 10/1/17)



- \_\_\_\_\_ Future article on Sports Performance Certifications
- \_\_\_\_\_ Future article on Asthma
- \_\_\_\_\_ Future article on Diabetes
- \_\_\_\_\_ Future article on Obesity
- \_\_\_\_\_ Future article on Mental Health
- \_\_\_\_\_ Future article on EAP/anaphylaxis
- \_\_\_\_\_ Future article on Athletic Training Software
- \_\_\_\_\_ Future article on Medical Time-outs Prior to Games
- \_\_\_\_\_ Future article on HIPAA vs. FERPA: What Parents and School Officials Need to Know (game applications)
- \_\_\_\_\_ Future article on How to Start an Athletic Training Program – PPG article
- \_\_\_\_\_ Future article on Selecting/Recruiting a Team Physician
- \_\_\_\_\_ Future article by Ronnie Harper on Nutrition for Vegan/Vegetarian
- \_\_\_\_\_ Future article by Ronnie Harper on Energy Drinks vs. Fluid Replacement
- \_\_\_\_\_ Future article by Rebecca Lopez on Summer Safety Checklist (due February 1)
- \_\_\_\_\_ Obtain reviews of each issue from five individuals



## **Mike Schaefer**

\_\_\_\_\_ Future feature article on “How School Administrators Can Positively Affect Athlete Transfer Issue”

\_\_\_\_\_ Did You Know on “Cardiac Screenings for Students” for the October issue (9/15/17 deadline)

\_\_\_\_\_ Send one School Board member email to Bruce by 11/1/17 for Voices of the Nation for January issue

\_\_\_\_\_ Feature article on “Equity in Activities – Providing Access for All” for the January issue (11/22/17 deadline)

\_\_\_\_\_ From the Student Perspective on “What is Your Reason Why You Participate in High School Activities” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Feature article on “Importance/Process of Branding for School Programs” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Feature article on “Establishing and Maintaining a Culture of Balance” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Contact author for article on “Effective School-based Strength and Conditioning Programs” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Guess What Happened to Me Today for the March issue (2/15/18 deadline)

\_\_\_\_\_ Obtain reviews of each issue from five individuals



## **Matt Troha**

\_\_\_\_\_ Above and Beyond on “Kid Saved by AED” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Ideas That Work on “Successful Use of Student Advisory Committees – workshop from 2017 Summer Meeting” for the November issue (10/13/17 deadline)

\_\_\_\_\_ Sports Venues on Mt. Carmel HS Football Field for the November issue (10/13/17 deadline)

\_\_\_\_\_ Did You Know on “Officials Conference in Illinois” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Feature article on “Pitch-Count Restrictions Reaction, National Impact” for the January issue (11/22/17 deadline)

\_\_\_\_\_ Did You Know on “Unified Bass Fishing Championships” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Feature article on “Marketing Valuation – workshop #40 Summer Meeting” for the February issue (1/16/18 deadline)

\_\_\_\_\_ Technology article on “Social Media- Snapchat” for the March issue (2/15/18 deadline)

\_\_\_\_\_ Ideas That Work on “Online, On-Demand Learning” (Jeannette Bruno) for future issue

\_\_\_\_\_ In Their Own Words on Bo Jackson (possible future issue)

\_\_\_\_\_ Obtain reviews of each issue from five individuals



## **Jim Vanderlin**

\_\_\_\_\_ Send two School Board emails to Bruce by 11/1/17 for Voices of the Nation for January issue.

\_\_\_\_\_ Contact Tom Cripliver regarding rewrite of “How Lack of Funding Affects All Programs” (Bruce to route to committee for review)

\_\_\_\_\_ Above and Beyond article on John Masson for future issue

\_\_\_\_\_ Obtain reviews of each issue from five individuals