



# National High School Activities Month

**OCTOBER 2021**

The National Federation of State High School Associations created National High School Activities Week in 1980 to increase the public's awareness of the values and needs of interscholastic activity programs. However, there was a need to celebrate the contributions and benefits young people experience by participation in sports and performing arts for an entire month. Hence, Activities Week has transformed into Activities Month. During this special time, the nation's high schools are encouraged to promote the values inherent in high school athletics and other activities such as speech, music, theatre and band.

**National High School Activities Month is an opportunity to remind the public that already in place in every community is a comprehensive program addressing society's most current concerns, by:**

- Finding and nurturing the best effort of each young participant;
- Encouraging students to stay in school, perform better academically and become better citizens;
- Demanding respect for fair play and appreciation for the equitable application of procedures, rules and regulations;
- Providing healthy lifestyle instruction;
- Challenging racism, sexism and classism through the active pursuit of teamwork and school spirit;
- Honor and appreciate the adults who support, sponsor activities and recognize the students' accomplishments.



*"High school sports and activity programs provide one of the best bargains in our community and nation and will continue to do so as long as our nation supports them as an integral part of the education of our young people. Not only do these programs teach the more than 12 million student participants who engage in them valuable life skills lessons, such as ethics, integrity and healthy lifestyles, they also provide the best entertainment value in our nation."*

*"We have fundamental, empirical evidence that interscholastic activities provide a successful way in which to create healthy and successful citizens."*

*"Through National High School Activities Month, we have an opportunity to reflect on our participation as well as the participation of our children. Our nation must continue to support these programs and the life skills they provide America's youth."*

**– Dr. Karissa L. Niehoff**

Executive Director

National Federation of State High School Associations

## OCTOBER 2021

National  
Sportsmanship,  
Fan Appreciation  
and Public-Address  
Announcers Week

**October 1-10**

National  
Performing Arts  
Activities and Local  
State High School  
Associations Week

**October 11-17**

National  
Coaches, Advisors,  
Officials, and  
Sponsors Week

**October 18-24**

National  
Community  
Service/Youth  
Awareness Week

**October 25-31**

# OCTOBER 2021 | NATIONAL HIGH SCHOOL ACTIVITIES MONTH

## Materials to Promote Activities Month

The NFHS is providing state associations and high schools a wealth of resources to promote National High School Activities Month during October 2021.

In addition to the National High School Activities Month Booklet, a Toolkit is being provided that contains print ads, website banner ads, email signature and public-service announcements (PSAs).

These items can be found under the "Campaigns" tab on NFHS.org or by visiting [www.nfhs.org/HSActivitiesMonth](http://www.nfhs.org/HSActivitiesMonth)

## The Materials:

- NFHS National High School Activities Month Booklet
- NFHS National High School Activities Month Toolkit
- The Case for High School Activities Booklet

## Toolkit

The National High School Activities Month Toolkit was created to simplify the process of promoting this annual celebration. These materials are ready to be printed and placed in gymnasiums, locker rooms, souvenir programs, as well as your website.

If you are needing a specific size of a graphic, please reach out to Beth Ainbinder; [bainbinder@nfhs.org](mailto:bainbinder@nfhs.org) with your request.

### The toolkit contains:

#### Digital Graphics:

- Email Signature
- Website Banner Ads
  - 728 X 90, 160 x 600, 300 X 250

#### NFHS Logo:

- EPS, PNG – 72, JPG – 300

#### Print Ads:

- Full page: 8.5" X 11"
- Half page: 8.5" X 5.5"
- Quarter page: 4.25" X 5.5"

#### PSAs:

- Written Scripts
- :30 Video

# OCTOBER 2021

## National High School Activities Month

### Recommendations to Use Throughout the Month:

- ✓ Promote activities at your school on social media using **#HSActivitiesMonth**
- ✓ Invite school board members to read a public-service announcement on the value of activities at school functions or pep rallies
- ✓ Display school board members photos with athletes and/or activity participants around school or in school event programs
- ✓ Provide local radio and news stations with public-service announcements
- ✓ Place web banner ads on your school's website
- ✓ Have a school wide poster contest and the winner will have their work displayed on the bulletin boards throughout the school
- ✓ Assembly or pep rally
- ✓ Mayoral proclamation
- ✓ Invite public officials to be guests at contests or planned activities and recognize their attendance
- ✓ Ask civic organizations to recognize student participants, their parents or fans who are members of their organization
- ✓ Ask local merchants to advertise discounts during the week to those with ticket stub or program from school event
- ✓ Create a contest between each class (freshman, sophomore, junior and senior) to devise the best way to celebrate National High School Activities Month



**OCTOBER 1-10** | NATIONAL HIGH SCHOOL ACTIVITIES MONTH



# **National Sportsmanship, Fan Appreciation and Public-Address Announcers Week**



Facebook: @NFHS1920 | Twitter: @NFHS\_Org | Instagram: @nfhs\_org

**OCTOBER 1-10, 2021**

## **National Sportsmanship, Fan Appreciation and Public-Address Announcers Week**

**Purpose:** A week to encourage awareness and discussion about the importance of sportsmanship, ethics and integrity to the conduct of interscholastic programs, and a time to thank the spectators who support activity programs throughout the year. In addition, acknowledge the dedication and service that public-address announcers perform every contest.

### **What you can do:**

- ✓ Create a week long social media campaign using **#HSActivitiesMonth** to showcase your appreciation for fans
- ✓ Make up positive cheers, chants or songs
- ✓ Print bookmarks with sportsmanship ideas; ask the school library to slip them into all books
- ✓ Hand out incentives to faculty, staff and students "caught" being a good sport
- ✓ Use table tents in cafeteria, reading lounges or library for sportsmanship messages
- ✓ Welcome visiting teams with an announcement over public-address system
- ✓ Cheer good plays by opposing team
- ✓ Incorporate the NFHS Sportsmanship. *It's Up to You.*™ campaign implementation and resource kit into your school's sportsmanship program
- ✓ Offer tailgate party with hot chocolate and refreshments
- ✓ Offer a complimentary program to "selected fans" (based on school colors or some other criteria)
- ✓ Give Booster Club members coupon for free soda and popcorn
- ✓ Introduce parents of players and cheerleaders during pregame ceremony
- ✓ Give school shirt to most avid fans (student and adult)
- ✓ Present chair cushion to a dedicated adult fan
- ✓ Dress up in your school spirit outfit
- ✓ During the course of the season, acknowledge season ticket-holders by name
- ✓ Interview your school's public-address announcer on the local school television or radio station
- ✓ Host Public-Address Announcer contests, where the winner gets to publicly announce a live junior high/middle school contest
- ✓ Invite your school's public-address announcer to explain his/her role and why he/she enjoys being a part of the action

**#HSActivitiesMonth**



**OCTOBER 11-17** | NATIONAL HIGH SCHOOL ACTIVITIES MONTH



# **National Performing Arts Activities and Local State High School Associations Week**



Photo provided by Keith Warren, Mississippi High School Activities Association

**Facebook:** @NFHS1920 | **Twitter:** @NFHS\_Org | **Instagram:** @nfhs\_org

**OCTOBER 11-17, 2021**

## **National Performing Arts Activities and Local State High School Associations Week**

**Purpose:** A time to focus on the students, coaches and sponsors involved in performing arts programs and the local state activity/athletic associations who sponsor these events.

**What you can do:**

- ✓ Create a week long social media campaign using **#HSAactivitiesMonth** to showcase your performing arts activities and local state association
- ✓ Recognize performing arts participants at pep rally
- ✓ Have reception for students interested in joining performing arts programs; invite current participants
- ✓ Have alumni program with former performing arts students
- ✓ Establish "Awards" program (Oscars, Emmys, Tonys, etc.) to recognize contributors to performing arts programs
- ✓ Create magnetic posters for display on lockers of students involved in performing arts
- ✓ Present program to elementary school or judge "You Got Talent" style program at local nursing home
- ✓ Invite local actors or musicians for performance with students
- ✓ Do a feature story in school newspaper
- ✓ Present drama skit during lunch
- ✓ Have a performing arts participant read the morning or afternoon announcements in character
- ✓ Have former band members return to play with current band
- ✓ Sponsor a "Mystery Dinner" where diners have a role in the mystery-themed play during dinner
- ✓ Show appreciation for the dedicated adults who sponsor and promote all statewide activity and athletic programs



**OCTOBER 18-24** | **NATIONAL HIGH SCHOOL ACTIVITIES MONTH**



# **National Coaches, Advisors, Officials, and Sponsors Week**



Photos provided by Steve Conner Photography, Idaho High School Activities Association; Jack Eberhard, JacksActionShots.com, Colorado

**Facebook:** @NFHS1920 | **Twitter:** @NFHS\_Org | **Instagram:** @nfhs\_org

**OCTOBER 18-24, 2021**

## **National Coaches, Advisors, Officials, and Sponsors Week**

**Purpose:** A time to recognize the contributions of high school coaches, advisors, officials, and sponsors.

### **What you can do:**

- ✓ Create a week long social media campaign using **#HSActivitiesMonth** to showcase your appreciation for coaches, advisors, officials and sponsors
- ✓ Ask non-coaching faculty to serve as "coach of the day" to give them different perspective
- ✓ Honor different coaches and advisors each hour of the day
- ✓ Recognize coaches and sponsors and their families on public-address system during events
- ✓ Invite retired coaches to attend practice or event
- ✓ Play "Name that Coach" clue game
- ✓ Send letters or emails to a coach, advisor, official or sponsor to thank them
- ✓ Host breakfast for officials who help in sports and performing arts
- ✓ Class competition of "You Make the Call" and feature questions regarding sport rules
- ✓ Have round-table discussion with students, officials and parents
- ✓ Donate sportsmanship book or video to library on behalf of officials
- ✓ Send certificates of recognition and appreciation letters to officials
- ✓ Have students create letters to thank officials and deliver to them after the game
- ✓ Provide NFHS sportsmanship cards to all officials who work contests at your school
- ✓ Present the NFHS Sportsmanship-Ethics-Integrity Award to deserving coaches, advisors, officials, and sponsors.



**OCTOBER 25-31 | NATIONAL HIGH SCHOOL ACTIVITIES MONTH**



# **National Community Service/Youth Awareness Week**



Photo provided by Minnesota State High School League

**Facebook:** @NFHS1920 | **Twitter:** @NFHS\_Org | **Instagram:** @nfhs\_org

**OCTOBER 25-31, 2021**

## **National Community Service/Youth Awareness Week**

**Purpose:** A time to give back to your community and show your appreciation for their support of your programs. This week also can be used to promote fund-raising efforts that support interscholastic programs. In addition, this is a perfect opportunity to promote healthy lifestyles and prevention efforts.

### **What you can do:**

- ✓ Create a week long social media campaign using **#HSActivitiesMonth** to showcase your appreciation for your community
- ✓ Hold an all school clean up day where each grade has a different part of the school to clean up (examples – picking up trash outside, repainting the gyms, etc)
- ✓ Offer free admission to event to representatives of program advertisers
- ✓ Offer a beneficial service to business partners, i.e., clean parking lot, cut grass, etc.
- ✓ Hold open house in gymnasium; invite alumni, businesses and media to attend
- ✓ Learn more about high school activities by visiting **[www.nfhs.org](http://www.nfhs.org)**
- ✓ Create radio and TV PSAs with activities participants
- ✓ Offer school souvenirs at auction
- ✓ Put announcement on school marquee
- ✓ Invite news stations to do a story on the event
- ✓ Record and put on YouTube or on the school's website
- ✓ Offer pregame meal with nutritional analysis
- ✓ Hold student workshops on health issues; recognize school nurse, trainer and team doctor
- ✓ Offer students opportunity to "shadow" health professionals
- ✓ Create and display bulletin boards and posters promoting a healthy lifestyle
- ✓ Ask students to prepare resource directory of community agencies
- ✓ Read a "health tip of the hour"
- ✓ Hold assembly with guest speakers, such as nutritionists, local county health officials, and local college or university experts



## General Information About Public-Service Announcements

A majority of state associations are involved, to some extent, in television and/or radio broadcasts of interscholastic sports. The 1991 Radio and Television Survey indicated sport events were broadcast on radio in at least 46 states and on television in at least 39 states. This measure of high school sports programming also indicates the magnitude of opportunities potentially available for state associations to educate the public about the values and needs of interscholastic programs and encourage sportsmanship.

Several state associations received guaranteed air time for their messages, either instead of or along with, radio and/or television rights fees. Generally, the time is allotted during broadcast of regional and state championship events. A few state associations have negotiated broadcast of their PSAs for other than event-related purposes as a part of their rights fees.

State associations that have been successful in having PSAs broadcast on both radio and television for messages other than upcoming events suggest establishing a relationship with their respective state broadcasters' association. Almost

every state broadcasters' association participates in a NCSA (noncommercial sustaining announcement) campaign. However, the degree of involvement in this effort varies among states. For instance, some state broadcasters' associations will help identify specific stations within the state that will help with the actual production of dubbing, as well as distribution of radio PSAs. Also, these broadcasters' associations can provide such information as a directory of all radio stations within each state and appropriate contact persons at the stations.

Finally, many state broadcasters' associations publish a newsletter for distribution to radio and/or television stations. The newsletter can carry notice of upcoming public-service campaigns of nonprofit organizations and encourage participation by radio and television stations. These state broadcasters' associations also can be helpful in documenting the broadcast of PSAs within the state and reporting this information to state associations. In summary, the state broadcasters' association is an important resource for getting our PSAs on the air!



## Public-Service Announcements

- 1 Every society needs articulate and persuasive leaders. Many of today's leaders, whether politicians, attorneys or actors, were involved in high school forensics. High school activities and academics make great curriculum partners. Support forensics programs in high school, where tomorrow's leaders are trained. A public-service message from your state high school association.
- 2 The importance of teamwork often is learned on the field, court or in a band, or during a concert or play. In fact, most of us learned to play by the rules, respect authority and value commitments through high school activities. Participation in high school co-curricular activities teaches the positive values that also apply to our daily lives. A public-service message from your state high school association.
- 3 Respect for the coaches, officials, opponents, and other spectators is necessary at all levels of athletics and activity programs. At interscholastic contests, everyone's behavior should be characterized by generosity and genuine concern for others. Display this respect the next time you attend a high school event. A public-service message from your state high school association.
- 4 Your ticket to an interscholastic athletic event is a privilege, a privilege to watch high schoolers compete and learn on the playing field. One of the lessons taught to players is one that spectators can follow as well – that of good sportsmanship. Unruly behavior is unacceptable in the classroom, and the athletic field is a classroom. A public-service message from your state high school association.
- 5 An educational environment is critical to the success of high school athletics and activity programs. An important part of that environment is perspective. Without proper perspective, the lessons learned lose their value. The ability to show that a feeling of self-worth is more important than the outcome of any game is a vital lesson. A public-service message from your state high school association.
- 6 Where do high school students learn about competition, free enterprise, or morals? What about values and how to succeed in our society? Students learn these in uniquely staged high school activity programs. You can be a part of this valuable learning experience by supporting your local high school by attending athletic events, as well as music and speech competitions. Join your friends at the main event... meet them at a high school game! A public-service message from your state high school association.
- 7 Good role models are more important than ever in today's society. Whether you know it or not, you can serve as a role model for others. Set an example with your display of good sportsmanship every time you attend a high school athletic event. Everyone appreciates the positive values portrayed by acts of good sportsmanship. A public-service message from your state high school association.
- 8 Good sportsmanship is a virtue that is learned, practiced and executed. Respecting opponents, spectators, coaches and officials is necessary at all levels of athletics and activity programs. Everyone's behavior should be characterized by generosity and genuine concern for others. The next time you attend a high school event, be a role model for good sportsmanship. A public-service message from your state high school association.
- 9 Ethics, integrity and respect are values important in our daily lives. These values are learned through participation in interscholastic activity programs. Coaches should set a good example for players and fans. Participants should treat opponents with respect, as well as to officials and judges. Fans should be fans, not fanatics. A public-service message from your state high school association.