

Sportsmanship — A United Effort



Sportsmanship is a common denominator among the eight national sports organizations in the United States, and leaders of these eight groups remain committed to proper sportsmanship and ethical behavior as a No. 1 priority.

This year, the focus among the eight members of the National Sportsmanship Committee is proper conduct of players and coaches. Each organization will use its own resources this year to promote proper conduct among these individuals.

The "Be A Sport" theme and logo were produced as a sign of unity among the eight organizations. The handshake on the logo symbolizes the spirit by which contests should be played at all levels of competition. For more information about the "Be A Sport" emphasis, including merchandise available for purchase, contact the National Federation, 11724 N.W. Plaza Circle, P.O. Box 20626, Kansas City, MO 64195-0626.

Following are quotes from the leaders of the eight members of the National Sportsmanship Committee regarding the importance of sportsmanship, especially relating to conduct of players and coaches:



Bud Selig
Chairman
Executive Council
Major League Baseball

"Sportsmanship is what separates true champions from the others. Whether you're a player or a coach or a fan in the stands, the display of sportsmanship is vital for the enjoyment and enrichment that comes from being a part of sports. Major League Baseball and its 28 clubs are proud to be a part of the "Be A Sport" campaign.



James R. Chasteen
President and CEO
National Association
of Intercollegiate
Athletics

"The NAIA is glad to be a part of the effort to promote sportsmanship for amateur and professional athletics. We see this partnership with other amateur and professional sports organizations as a collective approach that will improve sportsmanship in athletics. We join with others in encouraging coaches to be cognizant of their responsibility as leaders in developing sportsmanship. By doing so, it is clear that their athletes will respond positively.



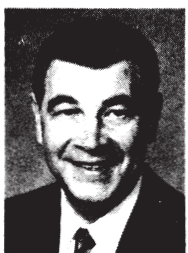
David J. Stern
Commissioner
National Basketball
Association

"In the NBA, sportsmanship is demonstrated by the respect our players show to their teammates, opponents and coaches, and by selfless play and teamwork. Not only can sportsmanship be found in professional basketball, but also in every sport and at every age. The NBA and its players support the National Federation of State High School Associations in promoting the 'Be A Sport' campaign to the many young athletes around the country. No matter how talented you are, you can always be a good sport."



Cedric W. Dempsey
Executive Director
National Collegiate
Athletic Association

"The NCAA applauds the efforts of the National Sportsmanship Committee to curb unsportsmanlike conduct among student-athletes, coaches and fans. The NCAA Presidents Commission Advisory Committee on Ethical Behavior in College Athletics has recommended the development of institutional policies and codes of conduct, as well as the assignment of responsibility to presidents and chancellors for hiring athletic directors and coaches who have a philosophy consistent with those policies and codes of conduct. As a member of the National Sportsmanship Committee, the NCAA will work with the other seven groups to treat these concerns consistently at all levels of competition.



Robert F. Kanaby
Executive Director
National Federation
of State High School
Associations

"The National Federation is very proud to be associated with the 'Be A Sport' program, which links the high schools of America with collegiate and professional programs in an effort to encourage one of the most important responsibilities to be learned from participation in sports. The observation of Plato that one can 'learn more about a person in an hour of play than in a year of conversation,' illustrates the ability of our events to develop that aspect of sport that contributes to the development of young people. We are obligated at every level to promote the concept of sportsmanship in order to support our nation's ideals of good citizenship. Good sportsmanship is good citizenship — we need to always keep that goal before us."



Paul Tagliabue
Commissioner
National Football
League

"We encourage our players and teams to strive to be the best. A big part of that commitment is recognizing the importance of sportsmanship. To be the best, you have to be a good sport. What is sportsmanship? It's just what the dictionary says: 'a person who can take loss or defeat without complaint, or victory without gloating, and who treats his or her opponents with fairness, generosity and courtesy.' The NFL is pleased to be part of this effort to celebrate and promote sportsmanship."



Gary B. Bettman
Commissioner
National Hockey
League

"What better example of the spirit of sportsmanship than the conclusion of a National Hockey League playoff series? At the end of each round, no matter how closely it was contested, our players meet at center ice and congratulate one another — no winners, no losers, just competitors. The National Hockey League is glad to support the National Federation of State High School Associations and the 'Be A Sport' campaign."



George E. Killian
Executive Director
National Junior
College Athletic
Association

"The NJCAA is extremely proud to be a part of the ongoing "Be A Sport" program. Sportsmanship is the single most important factor to be gained from intercollegiate athletic competition. It must have its genesis with each of our coaches, who in turn impart to their players the importance of projecting sportsmanship both on and off the playing fields of our nation's schools and colleges. We look forward to our continued association with the National Sportsmanship Committee and the "Be A Sport" campaign in this most worthwhile project.