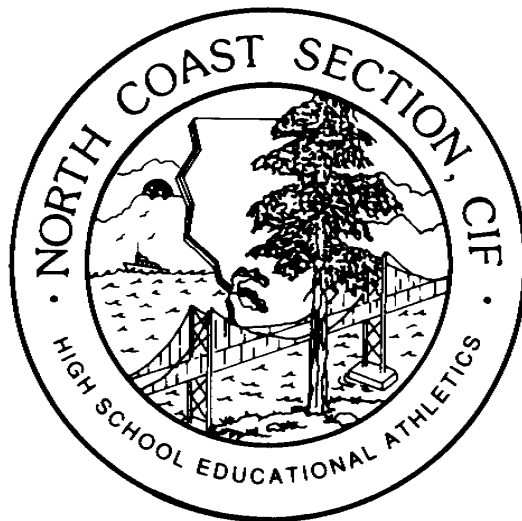


North Coast Section, CIF  
Citizenship Through Sports  
Program  
2010-11



5 Crow Canyon Ct., Suite 209  
San Ramon, CA 94583  
Phone (925) 263-2110  
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Gil Lemmon  
Commissioner of Athletics

# **NORTH COAST SECTION, CIF**

## **Values & Ethics / Sportsmanship Committee**

**Amy McNamara, Principal, James Logan High School – Chair**

Dennis Campbell, Retired Dean of Students, Emery High School

Geri Giovannetti, Athletic Director, Middletown High School

Dennis Harrington, Asst. Principal, Casa Grande High School

David Lonn, Asst. Principal, McKinleyville High School

Robert Pinoli, Athletic Director, Anderson Valley H.S.

Tom Welsh, Bay Area Conference Commissioner

Gil Lemmon, Commissioner, NCS/CIF

Bri Niemi, Asst. Commissioner, NCS/CIF

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# North Coast Section, CIF

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## NORTH COAST SECTION Values & Ethics Committee

Amy McNamara

Principal – James Logan H.S.

Chair – NCS Values & Ethics Committee

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Geri Giovannetti

A.D. – Middletown H.S.

Robert Pinoli

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Dennis Harrington

Asst. Principal – Casa Grande H.S.

David Lonn

Asst. Principal – McKinleyville H.S.

Tom Welsh,

Commissioner – BCL

Gil Lemmon

Commissioner of Athletics – NCS/CIF

Bri Niemi

Asst. Commissioner – NCS/CIF

## North Coast Section Sportsmanship Implementation Timetable

### August

- Distribute letters to various school committees, groups and community organizations
- Discuss value of sportsmanship with fall coaches and athletes
- Create a committee made up of school administrators, coaches, student-athletes, parents, etc., to discuss and monitor the sportsmanship efforts in your school
- Sponsor an evening assembly for fans of fall sports teams, using school team members, coaches and local officials, to emphasize athletic policies, team requirements and sportsmanship, and show the NFHS Sportsmanship video (available from the NCS Office)
- Talk with your administrative staff, faculty, event security staff and public address announcers about their role during games

### September

- Distribute brochures and display posters promoting sportsmanship
- Send press release announcing your school's dedication to good sportsmanship
- Visit home rooms in school, stressing the value of good sportsmanship

### October

- Discuss sportsmanship, ethics and integrity being used as topics in the classroom with selected instructors
- Emphasize good sportsmanship in school announcements and publications as fall activities are conducted

### November

- Discuss value of sportsmanship with winter coaches and athletes
- Develop an editorial for the school newsletter to the public, discussing positive sportsmanship efforts
- Sponsor an evening assembly for fans of winter sports teams, using school team members, coaches and local officials, to emphasize athletic policies, team requirements and sportsmanship, and show the NFHS Sportsmanship video (available from the NCS Office)

### December/January

- Emphasize good sportsmanship in school announcements and publications as winter activities are conducted

### February

- Discuss value of sportsmanship with spring coaches and athletes
- Sponsor an evening assembly for fans of winter sports teams, using school team members, coaches and local officials, to emphasize athletic policies, team requirements and sportsmanship, and show the NFHS Sportsmanship video (available from the NCS Office)

### March/April/May

- Emphasize good sportsmanship in school announcements and publications spring activities are conducted
- Evaluate your school's sportsmanship and begin planning your sportsmanship program for the next school year

*“One person practicing good sportsmanship is far better than fifty others preaching about it.”*

*- Knute Rockne*



# **NORTH COAST SECTION, CIF**

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## **CITIZENSHIP THROUGH SPORTS PROGRAM & WHAT YOU CAN DO**

### **ATHLETIC DIRECTOR & ADMINISTRATOR**

In order for sports to serve a purpose in the educational system, students must obtain positive educational benefits from athletics, such as; responsibility, self discipline, sportsmanship, teamwork, work ethics, integrity and personal sacrifice for the good of others.

### **THE GOAL OF THE HIGH SCHOOL CITIZENSHIP THROUGH SPORTS PROGRAM**

To encourage and promote good sportsmanship within the high school and high school athletic program.

### **WHAT YOU CAN DO**

- Instruct coaches in expected and acceptable behaviors.
- Develop programs for teaching and promoting the ideals and fundamentals of good sportsmanship within the school, class, league and state.
- Support and reward participants, coaches and fans that teach and display good sportsmanship and actively discourage undesirable conduct.
- Include sportsmanlike conduct in the coach's evaluations.
- Provide appropriate supervisory personnel for each contest.
- Attend events whenever possible.

### **SPORTSMANSHIP DEFINITIONS**

- Good sportsmanship is viewed by the NFHS and the NIAA as a commitment to fair play, ethical behavior and integrity. In perception and practice, sportsmanship is defined as those qualities that are characterized by generosity and genuine respect for others.
- A demonstration of fairness.
- Good sportsmanship is usually demonstrated by one who is fair, generous, is a good loser, and a gracious winner.
- The practice of playing fair, of taking loss or defeat without complaint or victory without gloating, and treating opponents with fairness, generosity, courtesy, etc.
- Sportsmanship is respect. Respect for others and for one's self.

### **IDEAS FOR PROMOTING GOOD SPORTSMANSHIP**

- Encourage coaches to discuss the definition of sportsmanship with their players.
- Encourage coaches to recognize and reward good sportsmanship.
- Send each of your coaches reminders and examples of good sportsmanship to discuss with their players.
- Request coaches to submit a nomination for Sportsman of the Year Award.
- Feature an article on the winner of the Sportsman of the Year Award in the athletic newsletter.
- Present a plaque to the Sportsman of the Year at the athletic award program.



# Sportsmanship: 10 Ways to Get it Going in Your School and Community

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1. Develop a Code of Good Sportsmanship and print a copy of it in event programs, on signs, banners and posters.
2. Review the Code of Good Sportsmanship with the student body, coaches, teams, cheerleaders, and band members.
3. Begin a column of Sportsmanship Hall of Fame in your school newspaper that identifies and recognizes groups and/or individuals who demonstrate good sportsmanship.
4. Send a letter to the visiting team's principal, athletic director, coach, and cheerleading squad welcoming them to your school.
5. Prepare and give to adult fans a sheet stating the following: "The (name of your school) High School student body extends an invitation to our adult fans to help us in demonstrating good sportsmanship."
6. Have your school's cheerleaders perform a special welcome cheer for the cheerleaders of the visiting team.
7. Post "Welcome" signs in each team's locker room.
8. Have the P.A. announcer welcome guests and request the home team's fans to stand and applaud when guests are introduced.
9. Organize a good sportsmanship board or committee to create good feelings between the two schools and communities.
10. Use pre-game announcements to help promote good sportsmanship throughout the contest.

## GOAL SETTING

### OVERALL GOAL

Responsible behavior by athletes, coaches, fans, cheerleaders and others connected with athletics as a result of clearly stated goals placed into practice.

### Mission Statement

The ideals of good sportsmanship, ethical behavior and integrity permeate our culture. The values of good citizenship and high behavioral standards apply equally to all activity disciplines. In perception and practice, good sportsmanship shall be defined as those qualities of behavior, which are characterized by generosity and genuine concern for others. Further, awareness is expected of the impact of an individual's influence on the behavior of others. Good sportsmanship is viewed by (your school's name) as a concrete measure of the understanding and commitment to fair play, ethical behavior and integrity.

---

### Define The Goals

Are sportsmanship behavior and unsportsmanlike behavior clearly stated?

### School Board Statement

Are the philosophy and goals of the interscholastic activities program adopted by the board of education? Is sportsmanship emphasized as part of educational activities?

### Athletic Policy Manual

Is sportsmanship emphasized in the coaching manual and materials distributed to student-athletes?

### Administrative Support

Do district administrators support and emphasize common sportsmanship goals?

### Emphasis

Do league meetings emphasize the importance of educationally sound athletic experiences?

### Shape

Are desirable behaviors articulated and reinforced? Potential vehicles are through game programs, pass outs, tickets, pre-season meetings, assemblies, contests, triangle or coaches-athletes-parents.

### Quantify

Are the goals measurable?

### Rewards

Are positive behaviors acknowledged?

### Contingency Plan

Does your district have a contingency plan to respond to critical contest situations?

### Goal

Responsible behavior where youngsters **play hard, play safe, respecting the opponent and game officials and accept the results** of interscholastic competition. Keep athletics in perspective.



# Spectator Behavior and Sportsmanship

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## Purpose of the Presentation

The purpose is to make students aware that:

- The unacceptable behavior witnessed at various sporting events at all levels must be altered.
- The superintendent, board of education, teachers, parents and many students, shares concern over unacceptable fan behavior.
- Programs that foster continued poor behavior may be dropped.
- After-school programs are an extension of the regular school day with all school rules and regulations in effect.
- The school's reputation should not be placed in jeopardy because of unsportsmanlike behavior.
- School administrators are present to inform all students of the school's expectations of spectators at all future after-school events.

## What Is Expected In General

- Students in attendance at after-school events are expected to have fun by demonstrating positive enthusiasm without causing harm, danger or embarrassment to others or to the school.
- Students are to follow all rules that are in effect during the school day at after-school events.
- Students are to demonstrate respect toward fellow students, opponents, players, coaches and officials.
- Students are to police their own ranks and demand proper behavior from fellow students. One's individual behavior can affect the total group.
- Students are expected to demonstrate respect and pride for the school.

## What Is Specifically Expected

- During the National Anthem, students are to face the flag, not to talk, listen to the public address announcer for instructions to sing or not, and to remain still until the end of the anthem.
- Proper language is to be used. No swearing or language which is offensive to others, will be tolerated. High school events are a family activity. Individual and group vulgarity is unacceptable, as is taunting, trash talk and other verbal forms of harassment and booing of players, coaches and officials.
- Obscene gestures are unacceptable.
- Dangerous and boisterous behavior – pushing, shoving or fighting and passing of students, is not acceptable.
- The throwing of objects, even toilet paper, at fellow spectators, band members, cheerleaders, officials, players or onto the playing surface, is unacceptable, and could result in an injury and the team being penalized by the game official.
- Respect is the key to good sportsmanship. Opponents should be respected. They are not enemies, but fellow teenagers who happen to attend other schools.
- Be modest and humble in victory or defeat. It is easy to be a good winner and difficult to show class when you lose.
- Acknowledge good plays by both teams.
- Be concerned with anyone who is injured. Give concerned applause when an injured athlete is aided from the field.
- Work together with cheerleaders for positive chants and avoid obscene, degrading or elitist cheers – when you participate in an elitist cheer, you give support to an elitist image.
- At half-time, watch any performance or presentation if possible, acknowledge the hard work, preparation and performance of those involved, and do not in any way detract from the performance.
- After the game, do not tease or belittle the opponent in any way and be pleasant and gracious to everyone.

## What The School Wants Most

- A large student turnout at events.
- Exemplary sportsmanship from players and fans.
- To be proud of its teams and fans at contests.

## Consequences, In Effect For All Games

- All regular school rules are in effect.
- Violation of rules may cause: Being evicted from the game/premises; receiving in-school suspension or suspension from school; a required parental conference before re-admittance to regular class; prohibition from attending future events; possible cancellation of all spectators from attending a sport; possible cancellation of sports.

# North Coast Section, CIF Citizenship Through Sports Program

## Tips for Teaching Sportsmanship

While youngsters participate in sports they develop behavioral attitudes that they will carry with them for the rest of their lives. Coaches have a responsibility to emphasize the importance of good sportsmanship and fair play to all their players.

The following are some tips on teaching sportsmanship:

1. Hold parent meetings to reinforce the importance of fun, sportsmanship, teamwork and cooperation with others.
2. Take the time to point out examples of both good and poor sportsmanship by professional athletes and discuss their behavior with the team.
3. Reward ethical behavior and good sportsmanship. Make this an important reward and not just a consolation prize. Develop a system of points to be accumulated by your players where awards are received for demonstrating fair play and good sportsmanship.
4. Teach athletes to be responsible for their own behavior.
5. Support officials and field directors in their efforts to control the games.
6. Educate your players about the rules and “the spirit” of the rules.
7. Stress fair play, civility, and common decency toward opponents and officials.
8. Control problems early and let fans and players know that there are consequences for unacceptable behavior.
9. Let your athletes know that there will be mistakes made and that losing as well as winning is a part of the game.
10. Define winning as doing your best and trying your hardest in practice as well as games.
11. Teach your team the importance of being gracious in both victory and defeat.
12. Never allow yourself or anyone else to discriminate against or make fun of athletes based on their race, gender, body type, ability, disability, nationality, religion, accent, ethnic origin, appearance, economic level or parental affiliations.
13. Remember that the essence of competition is the mutual quest for excellence through challenge and the playing field must be even for both teams.

*This article is adapted from Youth Sports Journal, the publication of the National Alliance for Youth Sports.*

# North Coast Section, CIF Citizenship Through Sports Program

## THE PARENT PLEDGE: WE ARE IN IT FOR THE KIDS

At (your high school's name), a pledge program has been developed involving parents on an annual basis. Everyone who "takes the pledge" receives a certificate from the school, and has their name listed in a school publication.

### Good Sports Are Winners! – A Program That Works

Young people need to know that integrity, fairness and respect are lifetime values taught through athletics, and these are the principles of good sportsmanship.

### Why Do We Need Good Sportsmanship?

- We need to prevent violent actions towards officials, opponents and other spectators that are becoming commonplace in today's society and sports.
- To decrease the emphasis on just winning or losing an athletic event.
- To promote ethics, respect and integrity in all walks of life.
- To promote the ideal of intrinsic rewards of athletics.
- To learn the attitudes necessary for responsible behavior.

Through our school's Citizenship Through Sports Program, parents can make proper behavioral choices while viewing their children's athletic events:

### Parents Who Pledge Agree:

- We will be a proper role model for our student-athletes.
- We will inform our students that we have taken the pledge and why.
- We will give our kids solid information about proper conduct and behavior while participating or viewing an athletic event.
- We will be clear and firm about rules concerning our conduct and behavior while viewing and while participating in an athletic event.

### Take The Pledge If You...

- Have a child.
- Want the reassurance of having your kids practice good sportsmanship.
- Want to support all kids who need to feel OK about being good sports.

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## Citizenship Through Sports Program Pledge

I (We) take the Citizenship Through Sports Program Pledge.

I (We) will not allow poor sportsmanship from our families.

I (We) will encourage **ALL** athletes to be the "Best" at all times.

I (We) will applaud acts of sportsmanship whether from our team or our opponent.

I (We) will praise all "Great" plays, whether by our team or our opponent.

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

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

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

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

Child(ren)'s School: \_\_\_\_\_

Grade: \_\_\_\_\_ Sport: \_\_\_\_\_

New Pledge

Renewal Pledge

Please feel free to publish my name along with other parents who support the Citizenship Through Sports Program. \_\_\_\_\_

# Recommended Public Service Announcements (all sports)

## GUIDELINES:

*\*Read any combination of three during each home contest where a Public Address System is available.*

### PA Announcement #1

Tonight's game is not only a competitive contest between these two schools, but it's also an educational experience for the students involved. Because high school activities are about learning life values, (YOUR HIGH SCHOOL'S NAME) would like to remind everyone to do their part in keeping our hometown sports a positive experience for everyone. When you attend your next game, do your part to help rekindle the spirit of citizenship by showing good sportsmanship. You'll be teaching a positive lesson and you'll be fostering a very important message to our student athletes and spectators. Thanks for your support of high school educational athletics.

\* \* \* \* \*

### PA Announcement #2

Whether its balls and strikes, fouls or flags, your referees and game officials are a vital part of high school athletics. If you have ever tried your hand at officiating, you know how hard these men and women work, and you certainly know that they would never miss a call intentionally. Keep these things in mind as you attend sporting events. After all, respecting officials and authority figures is one of the most valuable lessons that we can teach our students. Thanks for your support of high school educational athletics.

\* \* \* \* \*

### PA Announcement #3

Fans, when you attend a high school game, do you stand at attention during the National Anthem? Do you cheer a good play by the opposing team? If your team loses, do you take it well, in stride? If you answered yes to any of those questions, you are showing positive examples of sportsmanship. Don't forget that when you attend high school events, young eyes are watching you for examples of acceptable behavior. By making a conscious effort, you will be helping our students grow into better citizens. Thanks for your support of high school educational athletics.

\* \* \* \* \*

### PA Announcement #4

Role models are more important than ever in today's society. You can serve as a role model for others the next time you display good sportsmanship at a high school athletic event. Good sports are winners and are also vital to preserving our fine sports traditions. So the next time you attend a sporting event, remember to be a good sport and help rekindle the spirit of citizenship! Thanks for your support of high school educational athletics.

\* \* \* \* \*

### PA Announcement #5

The score of any athletic event is generally forgotten over time, but the actions of players, coaches and spectators leave lasting impressions. The next time you attend a high school game, think of how history will remember you. Choose good sportsmanship and help rekindle the spirit of citizenship. Remember, the lessons you teach today will help develop better citizens in our communities for tomorrow. Thanks for your support of high school educational athletics.

\* \* \* \* \*

### PA Announcement #6

Welcome to today's contest between <School A> and <School B>. These teams would like to remind you that sportsmanship and the objectives of educational athletics are what set this event apart from other levels of competition. Your cooperation and support of the values promoted by these schools is appreciated.

The schools participating in this event have adopted the rules under which the games are conducted. A commitment to excellence, fair play and sportsmanship is vital to this activity's success. <School A> and <School B> high schools appreciate your recognition of the values being taught at this educational event.

\* \* \* \* \*

**PA Announcement #7**

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

\* \* \* \* \*

**PA Announcement #8**

When <Home Team> High School sponsors an athletic event, that event is an extension of the classroom, with the lessons learned as important as those in a textbook. Perhaps the most important lesson is good sportsmanship, which will serve everyone well in the game of life.

\* \* \* \* \*

**PA Announcement #9**

Welcome to <Home Team> High School. Our coaches and athletes seek to uphold the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship. Please join us in exemplifying these values.

\* \* \* \* \*

***Welcomes – Prior to Player Introductions***

- Hello. <Home Team> High School welcomes you to today’s game. Sportsmanship is the Golden Rule of athletics – treat others the way you wish to be treated. Sportsmanship asks us to focus on respect, because sportsmanship is a way of life.
- Hello. <Home Team> High School welcomes you to today’s game. The first person you should look at when evaluating sportsmanship is yourself. What does your reflection look like? Please be a good sport today!
- Hello. <Home Team> High School welcomes you to today’s game. High school sports are a privilege to play and a privilege to watch. A privilege that depends on responsible conduct in school hallways, classrooms and playing fields. A privilege that depends on good sportsmanship.
- Hello. <Home Team> High School welcomes you to today’s game. The educational value of this event is more important than its outcome. Respect for others, including opponents and officials, is part of that value. There are no excuses for taunting and trash-talking.

***After Lineups Are Introduced – Introduce Officials***

- Your officials for today’s game are <Referee> and <Umpire>. They are hired by <Home School> High School with the mutual agreement of the schools participating in this event. Their experience and integrity qualify them to administer the rules of the game. All spectators, players and coaches, no matter what their personal feelings or loyalties, should display respect for them.

# **Recommended Public Service Announcements (all sports)**

## **PRE-GAME INTRODUCTION**

Ladies and gentlemen, good evening and welcome to (home high school) for tonight's/today's athletic contest. As the hosts of this game, let's welcome our guests this evening/afternoon - the (mascot) from (visiting high school)! Let's wish students from both schools good luck, and we encourage all spectators at tonight's/today's game to keep in mind that good sportsmanship is expected at (name of field, gym, stadium), as we set good examples for our students, players and youngsters in attendance. (Continue with introduction of starting lineups, etc.) ...

## **PRE-GAME INTRODUCTION**

Ladies and gentlemen, welcome to (name of field, stadium or gym) for tonight's/today's athletic contest between the visiting (mascot) or (visiting high school) and your (home high school and mascot). (Home high school) is a proud member of the California Interscholastic Federation, and we remind all spectators that this game is competitive, but it is also an educational experience for all players and students. Let's continue to show respect and sportsmanship throughout this contest and refrain from negative cheers, chants or behavior. We welcome our guests from (visiting high school) and wish all players good luck in tonight's/today's game. Now let's meet tonight's/today's starting lineups ...

## **ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME**

(High School) reminds all fans that we all play a role in the education of our students. Parents, fans and people in the community all set an example for students - whether they are aware of it or not. Help rekindle the spirit of citizenship and set a positive example in everything you do - both here at the game and in the community. Good sportsmanship is what sets our school apart!

## **ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME**

Ladies and gentlemen, (home high school) is proud of our school's sportsmanship. Whether it's here or on the road, make our school, our community and our students proud by displaying positive sportsmanship. Good sportsmanship and positive citizenship are vital in the development of good citizens. (High School) gladly welcomes the challenge of being a leader in sportsmanship and in continuing a proud tradition.

## **ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME**

We all know that our school is one of the best in the state. We've proven it with our teams on the field and with our classroom performances off the field. We ask all spectators at this game to help continue that proud tradition by showing good sportsmanship throughout this contest. Let's make our visitors feel welcome and give our officials the respect they deserve for doing a difficult job. Being one of the state's best schools is not easy, but with fans like you to set examples of good sportsmanship, our proud tradition here at (high school) is guaranteed to continue for years to come!

## **ANNOUNCEMENT FOR USE DURING BREAKS NEAR THE END OF THE GAME**

Fans are reminded that entering the playing field (court) at anytime is not permitted. Your cooperation is appreciated. We also appreciate all fans that made our school proud with good sportsmanship throughout this game. We ask that all spectators continue to display good sportsmanship even after tonight's/today's game is over. Thank you and please return to (field, stadium, gym) for our next game (date) at (time). Thank you for your support of high school educational athletics.

(YOUR SCHOOL ' S NAME)

The student-athletes of (YOUR SCHOOL ' S NAME) welcome you to another exciting season of (MASCOT & SPORT). These games, like all events sponsored by the C.I.F., N.C.S. and the (LEAGUE), serve as learning activities in an educational setting. Among the many values and attitudes learned by the student-athletes are responsibility, self-discipline, sportsmanship, teamwork, work ethic, integrity and personal sacrifice for the good of others.

As guests at these events, you have responsibilities, also. You are to support these goals at all times by displaying the behavior that is generally referred to as "good sportsmanship". Included in the display of good sportsmanship by spectators are the following behaviors:

- \$ Realizing that attendance is a privilege to observe a contest and support high school activities, and not a license to verbally assault others or be generally obnoxious.
- \$ Showing respect for the decisions made by contest officials.
- \$ Modeling positive support for the teams in every manner possible, including the content of cheers and signs.
- \$ Respecting the fans, coaches and participants from opposing schools.
- \$ Respecting and following the rules required of spectators at the gym where the contest is being held. These rules are put in place to create a safe environment where the goals of high school athletics can be fully supported.

In the (YOUR SCHOOL ' S NAME) gym (OR OTHER ATHLETIC VENUE), spectators are required to:

- \$ Respect the portions of the bleachers set aside as student cheering sections for both the home and visiting school.
- \$ NOT bring in items that could be disruptive to the game. Included among these are noisemakers, flags, balls, and laser-lights.
- \$ Remain off of the court at all times. League rules prohibit spectators from being on the court during time-outs, half-times, or between contests.
- \$ Remember that the only spirit-leaders allowed out of the bleachers are the official squads supplied by each school. Requests for spirit-bands must be made in advance of the game.
- \$ Realize that there are no return privileges for the gym, and that once a person leaves the building, they have left the event for the evening.
- \$ Face painting is contrary to league rules and not acceptable in our gym.

Thank you for your help in making this a safe, fun and entertaining season.

(YOUR SCHOOL ' S NAME)

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- \$ Face painting is contrary to league rules and not acceptable in our gym.

# BE A COACH OF CHARACTER

Thank you for your help in making this a safe, fun and entertaining season.

## A GOOD COACH:

- is a teacher!
- is someone to look up to and admire.
- knows the difference between right and wrong and always tries to do what is right.
- sets a good example for everyone.
- Teaches, Enforces, Advocates and Models according to the “Six Pillars of Character”:

## TRUSTWORTHINESS, RESPECT, RESPONSIBILITY, FAIRNESS, CARING, AND CITIZENSHIP

### TRUSTWORTHINESS

- Integrity**      **DO:** Stand up for your beliefs. Follow your conscience. Be honorable. Live by your principles no matter what others say. Have the courage to do what is right and to try new things even when it is hard, costly. Build and guard your reputation  
**DON'T:** Lose heart if you fail or don't get what you want. □ Do anything wrong.
- Honesty**      **DO:** Tell the truth, and nothing but the truth. Be sincere, □ be forthright and candid.  
**DON'T:** □ Lie, cheat, steal, be sneaky, tricky, or deceptive.
- Reliability**      **DO:** Keep your promises. Honor your word and commitments. Be dependable. Do what you are supposed to do. Return what you borrow. Pay your debts. Be on time.
- Loyalty**      **DO:** Stand by and protect your family, friends, school and country. Be a good friend. Look out for those who care about you. Keep the trust of those who confide in you.  
**DON'T:** Betray a trust. Let your friends hurt themselves. Do anything just so others will like you. Ask a friend to do anything wrong or spread gossip that could hurt others.

### RESPECT

- Golden Rule**      **DO:** Treat others the way you want to be treated. Respect the dignity, privacy and freedom of all individuals. Value and honor all people, no matter what they can do for you or to you. Respect others' property. Take good care of property you are allowed to use and don't take or use property without permission. Respect the autonomy of others - tell them what they should know to make good choices about their own lives  
**DON'T:** Use or manipulate others, abuse, demean or mistreat anyone.
- Tolerance and Acceptance**      **DO:** Judge others on their character, abilities, and conduct without regard to race, religion, gender, where they live, appearance, or economic status. Be tolerant, respectful, and accepting of those who are different from you. Listen to others and try to understand their points of view.
- Nonviolence**      **DO:** Resolve disagreements, and deal with anger peacefully and without violence.  
**DON'T:** Use threats or physical force to get what you want or to express anger.
- Courtesy**      **DO:** Use good manners. Be courteous, polite and civil to everyone.  
**DON'T:** Use put-downs, insults, yelling, or ridicule to embarrass or hurt another person.

## RESPONSIBILITY

- Duty** **DO:** Know and do your duty. Acknowledge and meet your legal and moral responsibilities.
- Accountability** **DO:** Accept responsibility for the consequences of your choices, not only for what you do but what you don't do. Think about consequences for yourself and others before you act. Think long-term. Do what you can do to make things better. Set a good example  
**DON'T:** Look the other way when you can make a difference, make excuses or blame others.
- Pursue Excellence** **DO:** Your best. Persevere. Don't quit. Be prepared. Be diligent. Work hard. Make all you do worthy of pride.
- Self-Control** **DO:** Take charge of your own life. Set realistic goals. Keep a positive outlook. Be prudent and self-disciplined with your health, emotions, time and money. Be rational, act out of reason not anger, revenge or fear. Know the difference between what you have a right to do and what is right to do. Be self-reliant - manage your life so you are not dependent on others; pay your own way whenever you can.

## FAIRNESS

- Justice** **DO:** Be fair and just. Treat people equally. Make decisions without favoritism or prejudice. In imposing punishment be sure the consequences for wrongdoing are consistent, certain, and proportional (not too harsh or lenient).  
**DON'T:** Take more than your fair share, take advantage of or blame others unfairly.
- Openness** **DO:** Be open-minded and impartial - consider what people have to say before you decide. Be careful - get the facts, including opposing viewpoints, before making decisions (especially blaming or accusing another).

## CARING

- Concern for Others** **DO:** Be compassionate and empathetic. Be kind, loving, and considerate. Be thankful and express gratitude for what people do for you. Forgive others for their shortcomings.  
**DON'T:** Be mean, cruel or insensitive.
- Charity** **DO:** Be charitable and altruistic - give money, time, support, comfort without strings for the sake of making someone else's life better, not for praise or gratitude. Help people in need.

## CITIZENSHIP

- Do Your Share** **DO:** Be a good citizen and a good neighbor. Care about and pursue the common good. Be a volunteer - help your school and community be better, cleaner, and safer. Protect the environment by conserving resources, reducing pollution, and cleaning up after yourself. Participate in making things better by voicing your opinion, voting, serving on committees, reporting wrongdoing and paying taxes.
- Respect Authority** **DO:** Play by the rules. Obey parents, teachers, coaches, and others who have been given authority. Observe just laws. Honor and respect principles of democracy.

## Pursuing Victory with Honor

@1999 CHARACTER COUNTS!, a project of the Josephson Institute of Ethics and the State CIF

## **(Your school's name) High School Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Citizenship Through Sports Program

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One of the athletic department's goals for this school year is to implement and promote a Citizenship Through Sports Program. I'm sure you know that when two schools or programs compete against each other there are really two objectives. One objective is to determine which school or program has the better team, and the other is to determine which school or program has instilled in its student athletes the desirable qualities of good sportsmanship, courtesy and fair play.

As educators and role models we share an obligation to teach and maintain good sportsmanship within our athletic program. We must not only demonstrate adherence to the standards of good sportsmanship but we must also instill in our student athletes their responsibility to abide by these standards.

Listed below are a few additional things we can do to promote good sportsmanship at our high school.

### **DURING THE SEASON:**

- **TEACH THE IMPORTANCE OF SPORTSMANSHIP**
- **ENCOURAGE AND PROMOTE SPORTSMANSHIP AT EVERY OPPORTUNITY**
- **REWARD DISPLAYS OF GOOD SPORTSMANSHIP (T-SHIRTS, DAILY ANNOUNCEMENTS, ATHLETIC NEWSLETTER, ETC.)**

### **POST SEASON:**

- **PRESENT A SPORTSMANSHIP AWARD AT EACH ATHLETIC BANQUET**
- **NOMINATE AN ATHLETE FROM YOUR PROGRAM FOR THE SPORTSMANSHIP OF THE YEAR AWARD**
- **HIGHLIGHT AN ATHLETE WHO DISPLAYS GOOD SPORTSMANSHIP IN AN ARTICLE IN THE ATHLETIC NEWSLETTER.**

### **END OF THE YEAR**

- **PRESENT A SPORTSMANSHIP OF THE YEAR AWARD AT THE AWARDS PROGRAM**

Hopefully, our Citizenship Through Sports Program will be another step toward maintaining our quality athletic programs. Thanks in advance for your support of this program and please feel free to submit any recommendations or suggestions to my office.

Thanks once more for your time, effort and commitment to athletics at our school.

Principal or Athletic Director

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Citizenship Through Sports Program Coaches Expectations

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The following expectations will be part of the criteria your evaluation will be based on:

- Exemplify the highest moral character, behavior and leadership, adhering to strong ethical and integrity standards.
- Respect the integrity and personality of the individual athlete.
- Abide by teaching the rules of the game in letter and in spirit.
- Describe and define respectful and disrespectful behavior. Stress that disrespectful behavior, especially taunting, trash talking and intimidation, will not be tolerated.
- Set a good example for players and spectators to follow: please refrain from arguing in front of players and spectators; no gestures which indicate an official or opposing coach does not know what he or she is doing or talking about; no throwing of any objects in disgust. Shake hands with the officials and the opposing coaches before and after the contest in full view of the public. Demand the same of your players.
- Respect the integrity and judgment of game officials. The officials are doing their best to help promote athletics and the student/athlete. Treating them with respect, even if you disagree with their judgment, will only make a positive impression of you and your team in the eyes of the people at the event.
- Display modesty in victory and graciousness in defeat in public and in meeting/talking with the media. Please confine your remarks to game statistics and to the performance of your team.
- Instruct participants and spectators in proper sportsmanship responsibilities and demand that they make sportsmanship the No. 1 priority.
- Develop a program that rewards participants and spectators for displaying proper sportsmanship and enforces penalties on those who do not abide by sportsmanship standards.
- Be no party to the use of profanity, obscene language, or improper actions.

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Citizenship Through Sports Program Student Athlete Expectations

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Coaches: You are responsible for letting your athletes know what is expected of them in terms of citizenship and sportsmanship by the coaching staff and the school administration. The following are the expectations we support:

- Accept and understand the seriousness of your responsibility, and the privilege of representing your school and community.
- Live up to the standards of sportsmanship established by the coaching staff and the school administration.
- Learn the rules of the game thoroughly and discuss them with parents, fans and fellow students. This will assist both them and you in the achievement of a better understanding and appreciation of the game.
- Treat opponents the way you would like to be treated, as a guest or friend. Who better than yourself can understand all the hard work and team effort that is required of your sport?
- Refrain from taunting, trashing talking or making any kind of derogatory remarks to your opponents during the game, especially comments of ethnic, racial or sexual nature. Refrain from intimidating behavior.
- Wish opponents good luck before the game and congratulate them following either victory or defeat in as sincere a manner as you would like to be greeted.
- Respect the integrity and judgment of game officials. The officials are doing their best to help promote you and your sport. Treating them with respect, even if you disagree with their judgment, will only make a positive impression of you and your team in the eyes of the officials and all people at the event.
- Win with humility; lose with grace. Do both with dignity.
- Avoid excessive celebrating after a play or at the end of a game.

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Citizenship Through Sports Program Spirit Group Expectations

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Advisors: You are responsible for letting your students know what is expected of them in terms of sportsmanship by the coaching staff and the school administration. The following are the expectations we support: Please take the time to sit down with your cheerleaders and review the bullets below. Your help and cooperation are greatly appreciated.

- Stimulate the desired crowd response using only positive cheers, signs and praise without antagonizing or demeaning the opponents.
- Keep the crowd focused with positive cheers, especially in tense situations.
- Treat opposing spirit groups, players and fans with respect.
- Recognize outstanding performance on either side of the playing field or court.
- Know the rules and strategies of the contest in order to cheer or play at the proper times.
- Bands should not be playing during actual game play.
- Maintain enthusiasm and composure serving as a role model.
- Noisemakers such as air horns, shakers and whistles are not allowed.

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Citizenship Through Sports Program Reminder

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Just a reminder about the role each coach plays in the CITIZENSHIP THROUGH SPORTS PROGRAM:

Each coach should do the following:

- At the beginning and during each season talk with your student athletes about the importance of good sportsmanship.
- Each week select an athlete on YOUR TEAM that displays good sportsmanship and tell your student-athletes how proud you are of this person. Praise them for their efforts.

**MAKE A BIG DEAL ABOUT IT!!!!**

- Submit the name of the athlete you've selected to the athletic office.

**THAT'S IT!!!!**

Remember, as educators and role models we have an obligation to teach and maintain good sportsmanship within our athletic programs.

Thanks for your assistance and cooperation.

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Citizenship Through Sports Program – Sportsmanship Hints

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One element of our sportsmanship program that we will use to help promote good sportsmanship will be “Sportsmanship Hints,” which are short and simple informational messages. As you receive these short messages throughout your season, please take a few minutes to share these thoughts with your athletes.

Thanks for your cooperation.

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #1

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What is SPORTSMANSHIP: the practice of playing fair, of taking loss or defeat without complaint or victory without gloating, and treating opponents with respect, fairness, generosity, courtesy, etc.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #2

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Don't allow your student athletes to taunt other athletes.

What is taunting:

“Any actions or comments by coaches, players or spectators which are intended to bait, anger, embarrass, ridicule or demean others whether or not the deeds or words are vulgar or racist. Included is conduct that berates, needles, intimidates or threatens based on gender, ethnic origin or background, and conduct that attacks religious beliefs, size, economic status, speech, family, special needs or personal matters.”

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #3

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Use every practice as an opportunity to demonstrate the characteristics of good sportsmanship.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #4

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Remind your athletes that they are never to be the first or third person in an altercation. If they unwillingly become the second person in a fight if someone pushes them or swings at them they are to walk away.

They should either walk towards an official or towards their bench. Walking away is the difficult choice; it's easier to fight.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #5

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When spontaneous acts of sportsmanship occur, praise the player at your first opportunity.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #6

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Remind your athletes why honest, spontaneous celebration of achievement is not only allowed, but also welcomed, and why preplanned, showy displays designed to insult the other team are not.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #7

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Make it a team goal to have no technical fouls, or unsportsmanlike conduct fouls or ejections for the entire season.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #8

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Discuss sportsmanship in depth with your captains. They are your representatives with the team, and they need to be in step with you regarding sportsmanship. It's important for them to set an example for their teammates on displaying good sportsmanship.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #9

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Remind your athletes that.....

**“WINNING IS FOR A DAY.  
SPORTSMANSHIP AND CITIZENSHIP ARE FOR A  
LIFETIME.”**

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #10

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Remind your athletes that.....

Sportsmanship is more important than wins or losses, because it reflects very accurately the depth and quality of character.

Thanks for the extra effort!!!

**(Your school's name) High School  
Athletic Office Memorandum**

**To:** All Coaches  
**From:** (Athletic director's or principal's name)  
**Date:**  
**Subject:** Sportsmanship Hint #11

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Coaches – You:

- set the tone for the importance of sportsmanship with your athletes.
- establish ground rules.
- define acceptable and unacceptable behavior, what a player can do after a score or a sack, and what actions are unsportsmanlike in your judgment.
- set the standard for sportsmanship behavior by what you say and do and by establishing expectations of your athletes.
- are the pivotal, most influential figure in heightening the code of sportsmanship among your athletes.
- have the necessary tools, time with the athletes and the inherent authority of your role to set a gold standard of sportsmanship.

Thanks for the extra effort!!!

# North Coast Section, CIF Citizenship Through Sports Program

## SPORTSMANSHIP SELF-EVALUATION FOR COACHES

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

SPORT AND LEVEL: \_\_\_\_\_

Please complete the following evaluation and submit to the Athletic Director.

A. Please rate yourself in the following areas:

- 1 needs improvement
- 2 fair
- 3 good

- 4 very good
- 5 excellent

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1. Encourage players to play within the rules                                 | 1 | 2 | 3 | 4 | 5 |
| 2. Encourage players to respect officials                                     | 1 | 2 | 3 | 4 | 5 |
| 3. Encourage players to treat opposing teams with respect                     | 1 | 2 | 3 | 4 | 5 |
| 4. Encourage players to react properly to spectators                          | 1 | 2 | 3 | 4 | 5 |
| 5. Encourage players to handle winning and losing in an appropriate manner    | 1 | 2 | 3 | 4 | 5 |
| 6. Supervise players in a manner that helps to prevent sportsmanship problems | 1 | 2 | 3 | 4 | 5 |
| 7. Provide a proper example for the players concerning sportsmanship          | 1 | 2 | 3 | 4 | 5 |

- B.
1. The thing that I did this year that most promoted sportsmanship for our team was....
  2. The area of sportsmanship that I could most improve in as a coach would be.....
  3. The biggest problem that we had this year with sportsmanship was (include your opinion, was this preventable?)
  4. Coaches' comments

# (Name of School)

## Code of Conduct for Interscholastic Coaches

### Preface

We, in the California Interscholastic Federation, believe that high school athletic competition should be fun but that it must also be a significant part of a sound educational program. We believe that those who coach student-athletes are, first and foremost, teachers who have a duty to assure that their sports programs **promote important life skills and the development of good character**. We believe that the essential elements of character-building are embodied in the concept of sportsmanship and six core ethical values: trustworthiness, respect, responsibility, fairness, caring, and good citizenship (the "Six Pillars of Character<sub>sm</sub>"). We believe, further, that the highest potential of sports is achieved when teacher-coaches consciously Teach, Enforce, Advocate and Model (T.E.A.M.) these values and are committed to the ideal of pursuing victory with honor. Finally, we believe that sincere and good-faith efforts to honor the words and spirit of this Code will improve the quality of our programs and the well being of our student-athletes. This Code of Conduct applies to all full-time and part-time coaches involved in interscholastic sports.

I understand that in my position as a coach, I must act in accord with the following code:

### **TRUSTWORTHINESS**

1. *Trustworthiness* — be worthy of trust in all I do and teach student-athletes the importance of integrity, honesty, reliability and loyalty.

- Integrity* — model high ideals of ethics and sportsmanship and always pursue victory with honor; teach, advocate and model the importance of honor and good character by doing the right thing even when it's unpopular or personally costly.
- Honesty* — don't lie, cheat, steal or engage in or permit dishonest or unsportsmanlike conduct.
- Reliability* — fulfill commitments; I will do what I say I will do; be on time.
- Loyalty* — be loyal to my school and team; put the team above personal glory.

2. *Primacy of Educational Goals* — be faithful to the educational and character-development missions of the school and assure that these objectives are not compromised to achieve sports performance goals; always place the academic, emotional, physical and moral well being of athletes above desires and pressures to win.

3. *Counseling* — be candid with student-athletes and their parents about the likelihood of getting an athletic scholarship or playing on a professional level. Counsel them about the requirement of many colleges preventing recruitment of student-athletes that do not have a serious commitment to their education, the ability to succeed academically or the character to represent their institution honorably.

4. *College Recruiters* — be honest and candid with college recruiters about the character and academic abilities and interest of student-athletes.

### **RESPECT**

5. *Respect* — treat all people with respect all the time and require the same of student-athletes

6. *Class* — be a good sport, teach and model class, be gracious in victory and accept defeat with dignity; encourage student-athletes to give fallen opponents a hand, compliment extraordinary performance, and show sincere respect in pre- and post-game rituals.

7. *Taunting* — don't engage in or allow trash-talking, taunting, boastful celebrations, or other actions that demean individuals or the sport.

8. *Respect Officials* — treat contest officials with respect; don't complain about or argue with official calls or decisions during or after an athletic event.

9. *Respect Parents* — treat the parents of student-athletes with respect; be clear about your expectations, goals and policies and maintain open lines of communication.

10. *Profanity* — don't engage in or permit profanity or obscene gestures during practices, sporting events, on team buses, or any other situation where the behavior could reflect badly on the school or the sports program.

11. *Positive Coaching* — use positive coaching methods to make the experience enjoyable, increase self-esteem and foster a love and appreciation for the sport. Refrain from physical or psychological intimidation, verbal abuse, and conduct that is demeaning to student-athletes or others.

12. *Effort and Teamwork* — encourage student-athletes to pursue victory with honor, to think and play as a team, to do their best and continually improve through personal effort and discipline. Discourage selfishness and put less emphasis on the final outcome of the contest, than upon effort, improvement, teamwork, and winning with character.

13. *Professional Relationships* — maintain appropriate, professional relationships with student athletes and respect proper teacher-student boundaries. Sexual or romantic contact with students is strictly forbidden as is verbal or physical conduct of a sexual nature directed to or in view of student-athletes.

## **RESPONSIBILITY**

14. *Life Skills* — always strive to enhance the physical, mental, social and moral development of student-athletes and teach them positive life skills that will help them become well-rounded, successful and socially responsible.

15. *Advocate Education* — advocate the importance of education beyond basic athletic eligibility standards and work with faculty and parents to help student-athletes set and achieve the highest academic goals possible for them.

16. *Advocate Honor* — prominently discuss the importance of character, ethics and sportsmanship in materials about the athletic program and vigorously advocate the concept of pursuing victory with honor in all communications.

17. *Good Character* — foster the development of good character by teaching, enforcing, advocating and modeling (T.E.A.M.) high standards of ethics and sportsmanship and the six pillars of character.

18. *Role-Modeling* — be a worthy role-model, always be mindful of the high visibility and great influence you have as a teacher-coach and consistently conduct myself in private and coaching situations in a manner that exemplifies all I want my student-athletes to be.

19. *Personal Conduct* — refrain from profanity, disrespectful conduct, and the use of alcohol or tobacco in front of student-athletes or other situations where my conduct could undermine my positive impact as a role model.

20. *Competence* — strive to improve coaching competence and acquire increasing proficiency in coaching principles and current strategies, character-building techniques, and first-aid and safety.

21. *Knowledge of Rules* — maintain a thorough knowledge of current game and competition rules and assure that my student-athletes know and understand the rules.

22. *Positive Environment* — strive to provide a challenging, safe, enjoyable, and successful experiences for the athletes by maintaining a sports environment that is physically and emotionally safe.

23. *Safety and Health* — be informed about basic first aid principles and the physical capacities and limitations of the age-group coached.

24. *Unhealthy Substances* — educate student-athletes about the dangers and prohibit the use of unhealthy and illegal substances including alcohol, tobacco and recreational or performance-enhancing drugs.

25. *Eating Disorders* — counsel students about the dangers of and be vigilant for signs of eating disorders or unhealthy techniques to gain, lose or maintain weight.

26. *Physician's Advice* — seek and follow the advice of a physician when determining whether an injured student-athlete is ready to play.

27. *Privilege to Compete* — assure that student-athletes understand that participation in interscholastic sports programs is a privilege, not a right and that they are expected to represent their school, team and teammates with honor, on and off the field. Require student-athletes to consistently exhibit good character and conduct themselves as positive role models.

28. *Self-Control* — control my ego and emotions; avoid displays of anger and frustration; don't retaliate.

29. *Integrity of the Game* — protect the integrity of the game; don't gamble. Play the game according to the rules.

30. *Enforcing Rule* — enforce this Code of Conduct consistently in all sports-related activities and venues even when the consequences are high.

31. *Protect Athletes* — put the well being of student-athletes above other considerations and take appropriate steps to protect them from inappropriate conduct.

32. *Access* — help make your sport accessible to all diverse communities.

33. *Improper Commercialism* — be sensitive to and avoid unwholesome commercialism including inappropriate exploitation of my name or the name of the school and undue financial dependence on corporate entities. Make sure any affiliation or association with a corporate entity is approved by school and district officials.

### **FAIRNESS**

34. *Fair and Open* — be fair in competitive situations, selecting a team, disciplinary issues and all other matters; and be open-minded and willing to listen and learn.

### **CARING**

35. *Safe Competition* — put safety and health considerations above the desire to win; never permit student-athletes to intentionally injure any player or engage in reckless behavior that might cause injury to themselves or others.

36. *Caring Environment* — consistently demonstrate concern for student-athletes as individuals and encourage them to look out for one another and think and act as a team

### **CITIZENSHIP**

37. *Honor the Spirit of Rules* — observe and require student-athletes to observe the spirit and the letter of all rules including the rules of the game and those relating to eligibility, recruitment, transfers, practices and other provisions regulating interscholastic competition.

38. *Improper Gamesmanship* — promote sportsmanship over gamesmanship; don't cheat. Resist temptations to gain competitive advantage through strategies or techniques (such as devious rule violations, alteration of equipment or the field of play or tactics designed primarily to induce injury or fear of injury) that violate the rules, disrespect the highest traditions of the sport or change the nature of competition by practices that negate or diminish the impact of the core athletic skills that define the sport.

**I have read and understand the requirements of this Code of Conduct. I will act in accord with this code. I understand that school (and district) officials as well as league and section officials will and should expect that I will follow this code.**

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**Signature of the Coach**

---

**Date**

**(Name of School)**  
**Code of Conduct for Interscholastic Student-Athletes**

*Interscholastic athletic competition should demonstrate high standards of ethics and sportsmanship and promote the development of good character and other important life skills. The highest potential of sports is achieved when participants are committed to pursuing victory with honor according to six core principles: trustworthiness, respect, responsibility, fairness, caring, and good citizenship (the "Six Pillars of Character<sup>sm</sup>"). This Code applies to all student-athletes involved in interscholastic sports in California. I understand that, in order to participate in high school athletics, I must act in accord with the following:*

**TRUSTWORTHINESS**

1. *Trustworthiness* — be worthy of trust in all I do.

*Integrity* — live up to high ideals of ethics and sportsmanship and always pursue victory with honor; do what's right even when it's unpopular or personally costly.

*Honesty* — live and compete honorably; don't lie, cheat, steal or engage in any other dishonest or unsportsmanlike conduct.

*Reliability* — fulfill commitments; do what I say I will do; be on time to practices and games.

*Loyalty* — be loyal to my school and team; put the team above personal glory.

**RESPECT**

2. *Respect* — treat all people with respect all the time and require the same of other student-athletes.

3. *Class* — live and play with class; be a good sport; be gracious in victory and accept defeat with dignity; give fallen opponents help, compliment extraordinary performance, show sincere respect in pre- and post-game rituals.

4. *Disrespectful Conduct* — don't engage in disrespectful conduct of any sort including profanity, obscene gestures, offensive remarks of a sexual or ***racial*** nature, trash-talking, taunting, boastful celebrations, or other actions that demean individuals or the sport.

5. *Respect Officials* — treat contest officials with respect; don't complain about or argue with official calls or decisions during or after an athletic event.

**RESPONSIBILITY**

6. *Importance of Education* — be a student first and commit to getting the best education I can. Be honest with myself about the likelihood of getting an athletic scholarship or playing on a professional level and remember that many universities will not recruit student-athletes that do not have a serious commitment to their education, the ability to succeed academically or the character to represent their institution honorably.

7. *Role-Modeling* — Remember, participation in sports is a privilege, not a right and that I am expected to represent my school, coach and teammates with honor, on and off the field. Consistently exhibit good character and conduct yourself as a positive role model. **Suspension or termination of the participation privilege is within the sole discretion of the school administration.**

8. *Self-Control* — exercise self-control; don't fight or show excessive displays of anger or frustration; have the strength to overcome the temptation to retaliate.

9. *Healthy Lifestyle* — safeguard your health; don't use any illegal or unhealthy substances including alcohol, tobacco and drugs or engage in any unhealthy techniques to gain, lose or maintain weight.

10. *Integrity of the Game* — protect the integrity of the game; don't gamble. Play the game according to the rules.

**FAIRNESS**

11. *Be Fair* — live up to high standards of fair play; be open-minded; always be willing to listen and learn.

## CARING

12. *Concern for Others* — demonstrate concern for others; never intentionally injure any player or engage in reckless behavior that might cause injury to myself or others.

13. *Teammates* — help promote the well being of teammates by positive counseling and encouragement or by reporting any unhealthy or dangerous conduct to coaches.

## CITIZENSHIP

14. *Play by the Rules* — maintain a thorough knowledge of and abide by all applicable game and competition rules.

15. *Spirit of rules* — honor the spirit and the letter of rules; avoid temptations to gain competitive advantage through improper gamesmanship techniques that violate the highest traditions of sportsmanship.

**I have read and understand the requirements of this Code of Conduct. I understand that I'm expected to perform according to this code and I understand that there may be sanctions or penalties if I do not.**

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**Student-Athlete Signature Date**

(sample letter to parent of student athlete)

Mr. & Mrs. John Doe  
3800 Eastern Ave.  
Las Vegas, Nevada 89123

Dear Mr. & Mrs. Doe:

On behalf of (your school's name) High School's Athletic Department, I would like to congratulate you on your son's recent selection to the High School football team.

I'm sure you already know that athletic competition builds character and shapes lifetime attitudes. (Your school's name) High School's Citizenship Through Sports Program reinforces and promotes the principles of good sportsmanship, which are integrity, fairness, and respect.

A good sport, whether a student or a parent, is a true leader in the community. As a parent of a student at our school, your sportsmanship goals should include:

- Realizing that athletics are part of the education experience, and the benefits of involvement go beyond the final score of a game.
- Encouraging our students to perform their best, just as we would urge them on with their class work, knowing that others will always turn in better or lesser performances.
- Participating in positive cheers that encourage our youngsters, and discouraging any cheers that would redirect that focus including those that taunt and intimidate opponents, their fans and officials.
- Learning, understanding and respecting the rules of the game, the officials who administer them and their decisions.
- Respecting the task our coaches face as teachers, and supporting them as they strive to educate our youth.
- Respecting our opponents as student athletes, and acknowledging them for striving to do their best.

Develop a sense of dignity under all circumstances. **Be a fan ..... not a fanatic!** The leadership role you take in sportsmanship will help influence your child, and our community, for years to come.

Thank you for your continued support.

Athletic Director

# NORTH COAST SECTION CHAMPIONSHIP SERIES EVENTS

## TOPIC OUTLINE FOR PRE-GAME SPORTSMANSHIP MEETING

### (Sport)

Attendees: Participating school's Administrator-in-charge, head coach, captain(s), officials, cheerleader advisor, cheerleader captain(s), student representative and site director.

- A. Welcome to all and congratulations!
- B. Operational items:
  - 1. Location of Principals/Administrators-in-charge during the game
  - 2. Team introductions by announcer
  - 3. Half-time
  - 4. Post-game awards ceremony, if necessary
- C. Principals/Administrators-in-charge
  - 1. Duties/responsibilities
  - 2. Crowd control
- D. Head Coaches
  - 1. Congratulations - On behalf of NCS, thank you for your service to your student-athletes and your school
  - 2. Expectations - bench decorum
  - 3. Demeanor post-game & during awards ceremony
- E. Team Captains
  - 1. Congratulations
  - 2. Leadership role
  - 3. Reminder...team represents school, families, community and league
  - 4. Expectations - player demeanor on the court & on the bench
  - 5. Taunting, trash-talking and any unsportsmanlike conduct are absolutely inappropriate and will not be tolerated
- F. Officials
  - 1. Congratulations
  - 2. NCS expectations - This game will be officiated no differently than any other high school basketball game by National Federation of High School rules.
- G. Closing Remarks
  - 1. Remember.....
  - 2. Only one team will emerge as the winning team tonight.....but everyone involved in this game has an opportunity to act like a winner.

**GOOD LUCK!!**

# NORTH COAST SECTION, CIF

## Citizenship Through Sport Program

### Sportsmanship - Game Management/Supervision of Athletic Contests

The NCS Board of Managers, Executive and Values & Ethics Committee are committed to the promotion of good sportsmanship at all athletic contests in which a NCS member school participates. It is imperative that member schools strive to provide a sportsmanlike environment for students, coaches, and spectators. NCS member schools are expected to implement a plan to promote responsible behavior by fans and all persons associated with athletics. The use of contest programs, the media, bulletins, and meetings are among the suggested means for promoting good sportsmanship. Schools should also have plans for the monitoring of home and away contests and for dealing with those persons who violate the principles of responsible behavior. The following suggestions and guidelines are provided to assist NCS member schools in reaching the goals of good sportsmanship and responsible behavior.

#### **Pre-Planning for Game Management**

Although there are no magical secrets to crowd control, the following important suggestions need emphasis by administrators and event managers in crowd control:

- Establish written behavioral standards and expectations for coaches, players, students, song and cheerleaders, spectators, and management personnel. Communicate them in a variety of ways, expect them to be followed, and do something when they aren't.
- Establish/communicate policies and emergency procedures. Written emergency procedures should be clearly understood by all administrative staff, game management personnel and the public address announcer.
- When someone is behaving in an undesirable way, or violating rules of good citizenship, do something about it. Actions speak louder than words. Inaction allows the establishment of undesirable examples and habits that can mushroom, lead to more serious problems, and result in negative learning.
- Establish precise job descriptions, expectations, and authority of all working personnel and inform them of all rules, regulations, and emergency procedures.
- The visiting school should be supplied with the following information:  
Map of school, press box information, availability of areas for video taping, location of dressing rooms, field information such as pre-game practice area, location of spotters, side of field to be used by each team and medical emergency information.

#### **Game Site - Preparation and Planning**

Pre-planning and preparation of the facilities and site are vitally necessary to the successful conduct of an event in order to assure their readiness prior to the arrival of spectators and the visiting team. The following check list will aid schools in preparing for each and every athletic contest.

##### **Contest Site**

- Adequacy of seating
- Seating plan for both home team and visiting team spectators
- Playing conditions
- Restrooms
- Concessions
- Parking
- Team/officials locker rooms
- Equity for participants

##### **Game/Site Personnel**

- Ticket Takers
- Scorers
- Announcer (Adult)
- Medical Personnel
- Custodians
- Timer (Adult)
- Officials
- Site Director
- Security (police, security agencies or civilian (staff/boosters))

##### **Materials**

- Walkie-Talkie Rental
- Signs
- Program Content  
(Code of Ethics, Messages from the principal, coaches, booster club, Sportsmanship Messages)

##### **Rules and Regulations**

The State and Section have selected the rules by which the game will be played. Be sure each administrator and head coach understand which rules, state adoptions, section and league rules apply.

#### **GAME MANAGEMENT**

Game management responsibilities for facilities and personnel services should be accomplished in a manner that will contribute to the utmost comfort, convenience, and safety of students, spectators and players.

##### **Police Supervision**

- A meeting with the officer who will be in charge of the police detail should be scheduled prior to the first home game in order to review plans for crowd control.
- The school administrator-in-charge should give specific instructions and recommendations and note specific areas that need constant supervision.
- The administrator-in-charge should meet with the members of the detail as they arrive in order to review last minute instructions.
- A police car should be made available at the site in order that spectators involved in serious problems can be removed from the area immediately.
- The game announcer should make it perfectly clear before the contest that spectators not following established crowd control policies will be asked to leave the premises.
- Some means of communication (i.e., walkie-talkie) should be made available between the home and visiting school administrators and the police officer in charge.

##### **Home School Supervision**

- School staff supervisors should be individuals who are as familiar as possible with members of the student body in order to facilitate identification of students whenever necessary.
- Develop a supervision chart of duties and lines of responsibility for school staff. Special care should be taken to insure the carrying out of assigned duties by all personnel. Supervisors paid for a specific assignment should not be "watching the game", "visiting", or "sitting down on

the job” - this allows unnecessary problems to develop.

- Some means of staff identification should be used. (T-shirts, jackets, uniforms, badges, etc.).

### **Visiting School Supervision**

- The home school should make arrangements with the visiting school administrator-in-charge to meet immediately prior to the contest in order to review crowd control procedures and introduce him/her to officers and staff on duty.
- The visiting school should assign a sufficient number of supervisors in order that adequate crowd control can be accomplished.
- Some means of staff identification should be used. (T-shirts, jackets, uniforms, badges, etc.)

### **Home and Visiting School Administrative Supervision**

- Be present prior to the game to assure that all details of the athletic event have been performed.
- Assign and delegate to the proper school officials authority for crowd control responsibility.
- Convey to those delegated authority the seriousness of crowd control.
- As the administrator-in-charge you are the final authority concerning the proper behavior of athletes, students and fans.
- Insist that the coaches conduct themselves in a manner conducive to good sportsmanship and clean athletics.
- During the contest practice “active supervision.” Roam during the entire game making sure that all supervisors, gate personnel and security personnel are doing their jobs.
- At the conclusion of the contest make sure that spectators exit peacefully.
- End your supervision in the parking lot and do not leave until the parking lot is clear of all vehicles, students and spectators.

### **Ticket Booths**

- Have adequate lighting and police supervision in the area of the ticket booths.
- All booths should have a ticket price sign posted.
- Booths should remain open and ticket takers remain on duty until the end of the game. (This will discourage late comers who are only there to cause trouble.)
- Free entry to the stadium or gym at halftime is discouraged.
- No un-chaperoned children under the age of 12 should be admitted to the contest.
- Inform the visiting school of any special gate arrangements so that students and other fans may be advised in advance.
- Have a visiting school administrator at the entrance to the visitors’ gate.

### **School/Spectator Sportsmanship**

Each participating school’s administration is expected to emphasize sportsmanlike behavior at all athletic contests. This should be communicated to all students, athletes, parents and spectators using the following methods:

- Have pre-season meetings with parents of athletes and spend time stressing sportsmanship.
- Distribute and explain sportsmanship expectations and consequences.
- Address how to welcome officials.
- Explain booster club involvement in general and its responsibility for leadership in sportsmanship.
- Explain to parents that they are leaders and need to be leaders in the stands.
- Recognize outstanding sportsmanship.
- Post banners/signs regarding sportsmanship.
- Have the announcer read sportsmanship messages several times during the contest.

### **Spectator Seating**

- Provide separate seating areas for visitors.
- Schools should notify rooters to remain in their assigned areas at all times except for trips to rest rooms and concessions stands.
- Students should not be allowed to visit opponent’s rooter section.
- Discourage students from leaving before the end of the game.

### **Procedures for Dealing with Unruly Spectators**

- Timing is critical: get to problems quickly.
- Use half time or post game. Tell a person, “I thought you were getting a little carried away today” and “Try to look at our sportsmanship expectations.”
- When to go into the stands:
  - 1) For abuse or foul language.
  - 2) For throwing objects.
  - 3) For obstruction of view.
  - 4) When a spectator is ignoring the requests of others.
  - 5) When game management has been informed by the official that a spectator needs to settle down or be asked to leave.
  - 6) Use less crowded, less emotional lower level games as an education opportunity to teach in the stands.
- Sit next to them and explain their options:
  - 7) Stop the behavior.
  - 8) Final step is being escorted out by security.
- At that stage, say: “I need to see you in the hallway for a few minutes.” Talk with them out of the public eye.
- If that’s unsuccessful, say: “I’m going to ask you to leave, and if you don’t, we may be asking you not to return for the rest of the season.”
- Follow up with people who have been difficult
  - 9) Use a form letter for some situations.
  - 10) For others, meet individually with the person to talk about the situation, philosophy of program, etc.
  - 11) Talk to them in a non-threatening, positive way.

- 12) Discuss other ways the spectator might have handled his/her disappointment or frustration.
- 13) Have an established procedure involving the principal and/or superintendent for problems that are severe, chronic or unresolved after the initial letter and/or meeting.
- 14) Write a newsletter article to explain philosophies, policies and procedures.

### **Public Address System and Game Announcer**

The public address system should be checked prior to the game to make certain that it is working. It is recommended that the schools have an adult as their game announcer.

The game announcer should:

- Be impartial.
- Notify spectators of school, league and section policy regarding noisemakers, sportsmanship, etc.
- Know locations of emergency exits, locations of telephones, ambulances, doctors, etc.
- Attempt to be aware of the entire situation so that calm directions can be given in an emergency. Often serious incidents can be avoided if the announcer will caution against coming onto the field, throwing object, or causing other disturbances.
- Make positive statements regarding officials and sportsmanship prior to the start, during and just prior to the end of the game.
- Let no one except those in charge of the event use the microphone.

### **Dressing Rooms**

- The Athletic Director or his/her representative should meet the visiting teams upon arrival, direct them to the dressing room, and assist with any last-minute requests or needs.
- All unauthorized persons must be kept out of the dressing room areas.

### **Field Supervision**

Police officers or school staff supervisors should be assigned to keep the field/gym clear of unauthorized persons and to protect the equipment in the areas of the team benches.

### **First Aid**

It is recommended that a licensed physician, certified athletic trainer or stand-by ambulance be available for the home and visiting teams.

### **POST-GAME CONTROL**

Effective post-game control is one of the single most important aspects of crowd management. Every precaution should be taken to protect against post-game complications, especially when there is a tense atmosphere from either a close game or a rivalry.

### **Pedestrian Traffic Control**

- All entrance gates should be staffed for the entire game, if possible.
- Separate exits should be provided for each student body, and every available gate should be open to provide rapid exit from the stadium or gym.
- A portion of the police detail should be assigned to move with the crowd to parking areas, to act as a deterring element.
- Spectators should be encouraged by police and school staff supervisors not to linger at exits or inside the stadium or gymnasium.
- Have a pay telephone station available for use by spectators and make sure that it is in working order.
- School staff supervision should continue until the stadium or gymnasium area has been completely cleared, and someone should be specifically assigned to remain until all students have been picked up by parents.
- The game announcer should inform the spectators of the exit areas for the home and visiting guests.
- If the atmosphere is tense following the game, request the home fans to remain in the stands until the visitors have had an opportunity to vacate the area.
- Pre-game, halftime, and post-game entertainment has a definite soothing effect on crowd behavior.

### **Auto Traffic Control**

- Police service should continue until all traffic has been dispersed.
- A definite plan must be established for the rapid dispatching of all busses.
- Busses should be parked in such a manner as to provide for quick exit.
- There should be supervision for all rooter and team busses leaving the area.

### **Police Organization**

- Police protection should continue until the stadium or gymnasium area has been completely cleared of spectators and vehicles.
- The officer in charge should make a final report to the school administrator-in-charge before the detail leaves the area.

### **GUIDELINES FOR GAME OFFICIALS**

Prior to each athletic contest, officials shall:

- Arrive in adequate time to identify game managers, partner(s), timers and scorers.

In accordance with the rules, the officials shall:

- Work with both school's administrator-in-charge in determining that a contest should not begin.
- Determine that a contest should be terminated.
- Report any situation or ejection to the proper individuals according to established procedures.

Officials shall during post-game procedures:

- Leave the competition area immediately.
- Avoid discussions with coaches, participants, spectators, or reporters.
- Report any unsportsmanlike behavior to the proper individuals according to established procedures.

# North Coast Section, CIF

5 Crow Canyon Ct., Suite 209

San Ramon CA 94583

Phone: (925) 263-2110

Fax: (925) 263-2120

To: Principals or Head Masters  
From: Bri Niemi, Asst. Commissioner  
Date: September, 2010  
RE: Sportsmanship Banners

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North Coast Section would like to announce the opportunity to purchase a Sportsmanship Banner for your school. The NCS Values & Ethics Committee has developed a 3' x 8' white heavy vinyl banner printed in two colors – navy blue and burgundy. Each banner comes with six grommets for easy display at outdoor or indoor events. The NCS Sportsmanship Banner is a reminder to parents, spectators, athletes and coaches of the importance of sportsmanship at each and every athletic event. Coupled with letters to parents, use of the coaches and athletes Code of Conduct, presentation of sportsmanship certificates and announcements in school newsletters and bulletins, the sportsmanship banner is another tool in promoting the proper behavior at your school's events. If your school would like to purchase a NCS Sportsmanship Banner please complete the form at the bottom of this page and forward with your check to the NCS Office.

## *NCS Sportsmanship Banner*



## *Sportsmanship –*

Integrity – Fairness – Respect

*Let's all practice good sportsmanship!!*

---

Our school would like to order \_\_\_\_\_ NCS Sportsmanship Banners @ \$125.00 each (includes shipping and handling).  
# of banners requested

School \_\_\_\_\_ Total Enclosed: \_\_\_\_\_

Person authorizing the purchase of the NCS Sportsmanship Banners:

Name \_\_\_\_\_ Title \_\_\_\_\_

Please forward this order form and check to the NCS Office, Attn. Bri Niemi, 5 Crow Canyon Ct., Ste. 209, San Ramon, CA 94583



# Fundamentals of Sportsmanship

**A. Gain an understanding and appreciation for the rules of the contest.**

Being well informed is essential. Know the rules. Refrain from expressing opinions on decisions made by officials, coaches and administrators.

**B. Exercise representative behavior at all times.**

The true value of interscholastic competition relies upon everyone exhibiting behavior that is representative of a sound value base. Your behavior influences others whether you are aware of it or not.

**C. Exhibit respect for the officials.**

The officials of any contest are trained, impartial arbitrators who perform to the best of their ability. Mistakes by all those involved are a part of every contest. We should not rationalize our own poor or unsuccessful play by placing responsibility on an official. A rule of good sportsmanship is to accept and abide by the decision made.

**D. Openly display respect for the opponent at all times.**

Opponents are guests and should be treated cordially, provided with the best accommodations, and accorded tolerance at all times. Be a positive representative of your school, team or family.

**E. Display pride in your actions at every opportunity.**

Never allow your ego to interfere with good judgment and your responsibility as a school representative. Regardless of whether you are an adult, student, player, coach or official this value is paramount since it suggests that you care about yourself and how others perceive you.

## The Keys to Sportsmanship

Know the rules of the game.

Recognize good play by both teams.

Respect your opponent and spectators.

View the game with a level head and always with restraint.

Realize that bad passes lose more games than bad calls.

Sportsmanship  
Reveals Character –  
Regardless of  
the Final Outcome.

