January 20, 2014

Dear Radio Station Manager or Representative:

Did you know that Kentucky high school students who participate in athletics and other extracurricular activities typically have higher grade point averages, fewer absences, and fewer disciplinary problems than those who do not?

Did you know that sportsmanship (or the lack thereof) is a significant challenge at many of the high schools in our state?

Did you know that every time a person from this community attends a high school sporting event, not only are they supporting the youth in our community, they are also adding needed operating income to their school’s budget.

The Kentucky High School Athletic Association, in partnership with the Kentucky High School Athletic Directors Association, Inc. has produced a series of two sixty-second (:60) and two thirty-second (:30) public service announcements designed to help the listeners of your radio station understand the essential role that high school activities play in providing teenagers with a complete educational experience. They also address other areas of concern at the high school in your community – like the importance of practicing good sportsmanship.

Please take a moment to listen to these four PSAs on the enclosed CD and, providing you approve of their content, please broadcast them on your radio station as often as possible.

**You can download these PSAs electronically by visiting** [**http://files.360grouponline.com**](http://files.360grouponline.com)**. Web banner ads are also available for your station’s website. To download, enter the following case-sensitive credentials:**

**Username: PSA\_Kentucky**

**Password: KYPSA14**

**Download files to your desktop using the "Arrow" icon next to each file.**

**It also would be helpful if you would take an extra minute or two to complete the enclosed broadcast survey.** The information you provide will help us continually improve this program.

Most people agree that the most valuable resource we have here in Kentucky is our young people. If we teach them, nurture them, and give them the tools they need to succeed, their potential—and, therefore, the potential of our state—knows no bounds. **This program is designed to help accomplish that goal.**

Thank you very much for your help.

Sincerely,

Julian Tackett

Commissioner

Kentucky High School Athletic Association