

GOAL 6.0 - Emphasize and promote good citizenship and conduct at interscholastic events and other activities involving coaches, officials, athletes and spectators.

Strategy 6.1 – Utilize public relations, media and Internet partners to promote KHSAA events, athletic participants and the Association.

Regardless of how long an event has been in existence, it is critical that the KHSAA continue to market and promote its activities to maintain the current level of support or increase that level of support in the face of extreme competition for the entertainment dollar.

Tactic 6.1.1 – Use KHSAA existing partnership with a third party marketing agency as well as other public relations and marketing options to test market a television and/or radio show to promote current activities and high school sports in general.

Implementation 6.1.1.1 – Highlight all sanctioned sports and officials through consistent promotions.

Implementation 6.1.1.2 – Promote the Student Athlete-of-the-week, Team-of-the-week, and School-of-the-week concepts while ensuring equal treatment for all KHSAA constituencies.

Tactic 6.1.2- Pursue an aggressive strategy to promote the positive benefits of athletic participation on the lives of young people, and the need for constant emphasis on sportsmanship.

Implementation 6.1.2.1 - Expand usage of "Commissioner's Notes" and communiqués to inform and educate the member schools and the general public about the KHSAA programs.

Implementation 6.1.2.2 - Develop new or utilize existing programs that illustrate the benefits of athletic participation to the general public such as the National Federation Activities Weeks Promotion Material.

Implementation 6.1.2.3 – Participate in new initiatives with the NFHS such as Special Olympics, Make the Point program.

Implementation 6.1.2.4 - Support educational seminars on the positive benefits of athletics and its influence on the lives of young people. Emphasis should be placed on all facets of the interscholastic program that promote and enhance gender equity and increased opportunities for participation and involvement by females and previously underrepresented populations.

Implementation 6.1.2.5— Continue to promote good sportsmanship by reading the "Sportsmanship Card" at all KHSAA sporting events.

Strategy 6.2 – Continue and potentially expand ancillary programs for the development of the student-athlete experience.

Tactic 6.2.1 - Continue to Expand and Publicize the KHSAA Academic All-State Program

Implementation 6.2.1.1 - Ensure that all schools are aware of the program and fully recognize worthy recipients.

Implementation 6.2.1.2 – Secure long-term partnership contract to ensure the continuance of the Academic All-State program.

Tactic 6.2.2 - Continue to Expand and Publicize the KHSAA Sportsmanship/Citizenship Scholarship Program

Implementation 6.2.2.1 - Ensure that all schools are aware of the program through all KHSAA resources and fully recognize worthy recipients.

Implementation 6.2.2.2 – Secure a long-term partnership contract to ensure the continuance of the Sportsmanship Banquet and Scholarship Program.

Implementation 6.2.2.3 – Recognize member schools and athletes for maintaining a high level of sportsmanship.

Tactic 6.2.3 - Continue to Expand and Publicize Other KHSAA student recognition programs.

Implementation 6.2.3.1 - Continue to develop and publicize the KHSAA HYPE Conference

Implementation 6.2.3.2 – Promote other KHSAA awards programs such as Sportsmanship Recognition Scholarship, Game Guy and other Academic Scholarships to improve participation and ensure that all Association entities are represented.

Implementation 6.2.3.3-Secure long-term partnership contract to ensure the continuance of the HYPE Student Leadership Conference.