



**Date: June 4, 2012**  
**For Immediate Release**

**NSAA Contact: Jim Angele**  
**Phone: 402-489-0386**

## **Nine Nebraska High Schools Earn NSAA's Coveted Farmers® Sportsmanship Award for 2011-12**

LINCOLN – The Nebraska School Activities Association is pleased to announce the third set of Nebraska high schools earning the prestigious Farmers® School Sportsmanship Award. The annual awards program is designed to recognize NSAA member high schools that establish and follow a quality sportsmanship program within their athletic activities.

The following Nebraska high schools have met the criteria listed below and are the 2011-2012 Farmers Sportsmanship Award winners.



# **FARMERS**

### **2011-2012 Sportsmanship Award Winners**

**\*Bancroft-Rosalie**  
**Battle Creek**  
**Elkhorn South**  
**\*\*Gothenburg**  
**\*\*Lincoln Lutheran**  
**\*\*Norfolk Catholic**  
**\*Pierce**  
**Plattsmouth**  
**\*Valentine**

\*Bancroft-Rosalie, Valentine and Pierce high schools earned the award for the second time, while  
\*\*Gothenburg, Lincoln Lutheran, and Norfolk Catholic were honored for the third consecutive year.

-MORE-

“The Nebraska School Activities Association is proud have Battle Creek, Elkhorn South, and Plattsmouth high schools earn the Farmers® School Sportsmanship Award for the first time by providing a friendly sporting-environment during their interscholastic activities,” says Dr. Steve Shanahan, interim executive director of the NSAA. “We are also pleased to have six schools as repeat winners, honoring their continued commitment to sportsmanship. Farmers Insurance and the NSAA commend these schools and their communities for setting a positive example.”

The above NSAA member schools will receive the Farmers School Sportsmanship banner to hang within their school. A Farmers representative will present the Sportsmanship Award banner at an all-school assembly of the school’s choosing during the upcoming school year.



# FARMERS

## School Sportsmanship Program Criteria

1. Develop a school sportsmanship policy which is prominently posted within the school and (if possible) printed in the student and activity handbooks.
2. Promote awareness and involvement in sportsmanship and citizenship efforts by accomplishing three of the following (provide evidence to verify):
  - a. Attend NCA/NSIAAA Sportsmanship Summit (list names of student and adult participants)
  - b. Receive the NCA/NSIAAA Sportsmanship Award at an NSAA Girls and/or Boys State Basketball or Soccer Championships.
  - c. Utilize the NFHS “Sportsmanship. It’s up to you,” materials.
  - d. Print and announce sportsmanship messages at all spectator activities.
  - e. Publicize/Highlight a public action by a student or coach from your school who exhibited good sportsmanship in the media.
  - f. Conduct a school-wide or grade level sportsmanship essay contest submitting the winning essay to the NSAA for possible publication.
  - g. Conduct another appropriate project.
3. Promote awareness and involvement in sportsmanship and citizenship efforts by accomplishing one of the following (provide evidence to verify):
  - a. Develop a Mentoring/Positive Role Model program for elementary or middle grade students.
  - b. Develop and implement a school-wide sportsmanship recognition and awards program.
  - c. Develop a local publicity campaign to produce and present sportsmanship-related public service announcements, local bulletin boards and community service projects.
  - d. Conduct a school or community sportsmanship workshop.
4. Conduct an internal sportsmanship audit or evaluation involving students, staff and community to determine areas of success and specific areas needing improvement.
5. Did not have a coach or multiple athlete ejections at any level of athletic competition during the school year.

Farmers® is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case maybe. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries.