

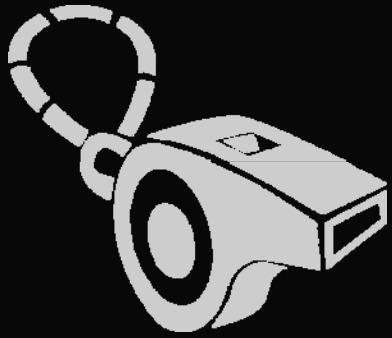
Cleaning up our Sports Culture

Jan Cairnes, Hanley Center

Denarvise Thornton,
Florida High School Athletic Association

Lori Stout, Clear Channel

Tom Morgan, Clear Channel



Win at all Cost

"Leagues that try to teach parents ethics and good sportsmanship are wasting their time until they deal with the real problem, and that is dialing back on our win-at-all-costs sports culture,"

Dr. Bruce B. Svare, the director for the National Institute for Sports Reform.

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!

A Schematic of the process of character education from learning to doing...

Learning Personal Character

Past & Present Experiences....

Family, Friends, Teachers...

Moral Instruction, moral reasoning...

Environment

Modeling

Cognitive Dissonance

Informal Learning

Formal Instruction

Character Education

The Triad of Character Development*

Valuing

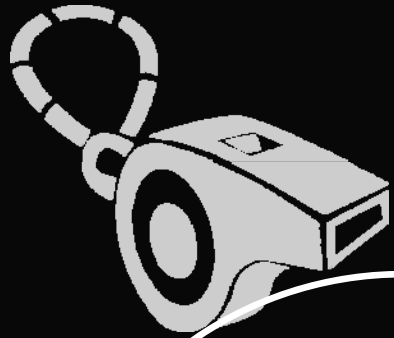
Knowing

Doing

*See, T. Lickona, Educating for Character

Copyright 1994, Sharon Kay Stoll, Ph.D
, Center for ETHICS*

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



Educating for Character

by Thomas Lickona

Moral Knowing

1. Moral Awareness
2. Knowing Moral Values
3. Perspective-taking
4. Moral reasoning
5. Decision-making
6. Self-knowledge

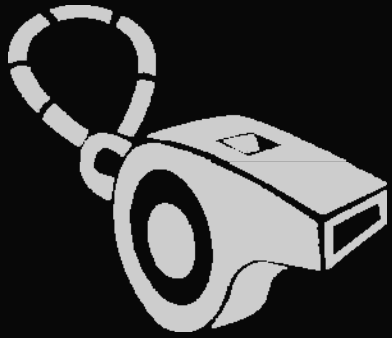
Moral Feeling

1. Conscience
2. Self-esteem
3. Empathy
4. Loving the good
5. Self-control
6. Humility

Moral Action

1. Competence
2. Will
3. Habit

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



Social and Moral Character

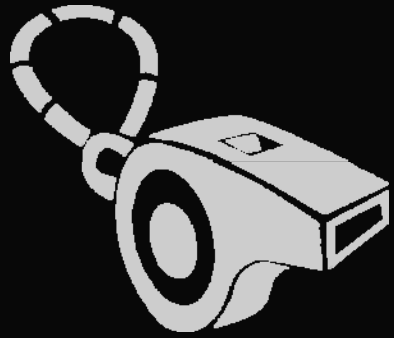
- **Social Character -**

- Teamwork
- Dedication
- Punctuality
- Attentiveness
- Loyalty
- Sacrifice
- Alertness

- **Moral Character -**

- Honesty
- responsibility
- Justice
- respect

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



Florida High School Athletic Association

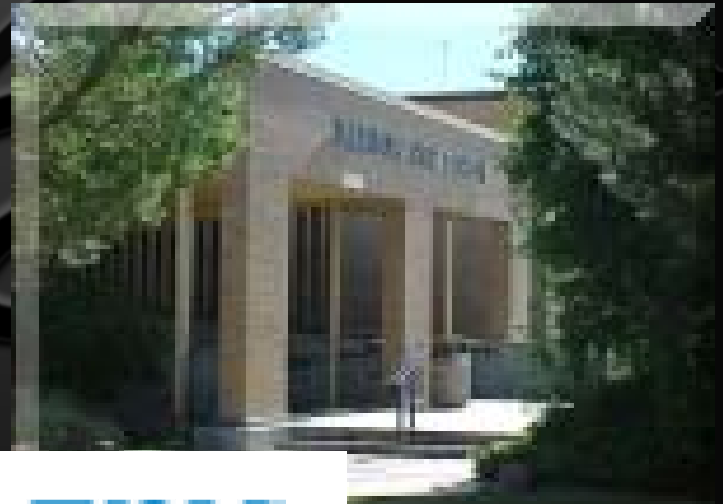
- Current programs
- Future endeavors
- Involving the community

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!

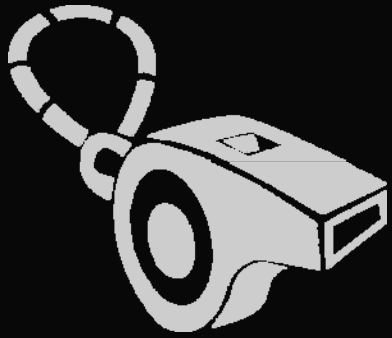


Sportsmanship..

- Nothing Beats
Hard Work



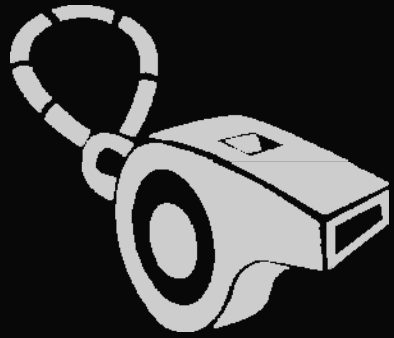
Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



Mount Dora High School

- Sportsmanship pledge cards
- Requires everyone to find a seat
- No entry after 3rd quarter
- No free re-entry

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



Catch Coaches “Being the Wall”

- Be Firm!
- Be Clear!
- Be Consistent!

BE THE WALL

Because kids need you now more
than ever!

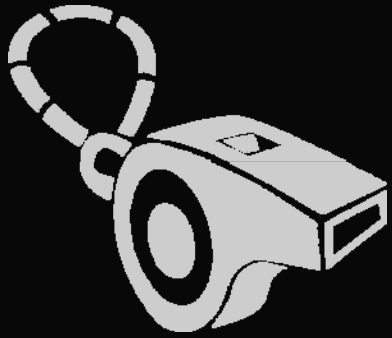
Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



Clear Channel

- Nominations
- Radio spots
- Certificates

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!



You can make a difference!

- Alcohol/drug workshops
- Catch coaches doing the right thing
- School district athletic departments
- “Be the Wall” campaign

Be Firm! Be Clear! Be Consistent! BE THE WALL! Because they need you now more than ever!