

PUBLIC RELATIONS FOR VARSITY ATHLETICS IN THE  
CLASS 4-A AND 5-A HIGH SCHOOLS  
IN THE STATE OF KANSAS

by G80

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## INTRODUCTION

An awareness of public relations and what a good program can do to create interest in high school athletics is becoming more and more important to today's coaches and athletic directors. No athletic program is any better than the job of selling which has been done by those responsible for its operation. Not only must a coach or athletic director be a good tactician in order to be successful, he must also be able to meet people in the community and convince them that what he is doing is right and just.

It is the job, mainly of the athletic director, to develop a selling program that will increase the interest and gain the support of the community, the students, the faculty, the administration, and the board of education. Some of the methods he uses to create good public relations will overlap in their influence; others will be aimed at one particular group.<sup>1</sup>

Many people still believe that athletics are conducted merely for the purposes of advertising the school and increasing gate receipts at athletic events. This has been true too frequently in the past and it is becoming increasingly clear that the public must be made aware that these motives are in the minority. Therefore, the public must be educated in regard to the objectives of athletics by means of educational publicity.

Publicity is the use of all possible means of influencing the opinions of the public as a group of individuals.<sup>2</sup> It makes contacts and establishes

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<sup>1</sup>Andrew Grieve, Directing High School Athletics (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1963), p. 271.

<sup>2</sup>William Leonard Hughes, and Jesse Feiring Williams, Sports--Their Organization and Administration (New York: A. S. Barnes and Company, 1944) p. 235.