

# Niagara University Athletic Association

Niagara University, N. Y.

OFFICE OF  
DIRECTOR OF ATHLETICS

October 15, 1938.

Dear Coach:

The coaching Ethics Committee of The National Association of Basketball Coaches is attempting not only to improve the ethical practices of our basketball coaches, but also has started a national movement to improve spectator sportsmanship at basketball games.

Our committee feels that there is room for improving the ethical standards among basketball coaches. We also feel that in recent years there has been a tendency for basketball spectators to conduct themselves with the bias obnoxious attitude that is so noticeable at professional baseball and wrestling contests. We feel that the proper conduct at basketball games by students will help accomplish the sportsmanship ideals which all educators are anxious to instill in the hearts of their students.

I am enclosing some suggestions which our committee has compiled for the benefit of our fellow basketball coaches. Will you kindly read them over and make an honest attempt to practice them. Will you also make an effort to improve the sportsmanship of your players and the other members of the student body by following some of the suggestions which we have made.

Thanking you for your anticipated cooperation and hoping that you will have a successful season, I am

Sincerely yours,

*John J. Gallagher*

John J. Gallagher, Chairman,  
Coaching Ethics Committee  
National Association of  
Basketball Coaches.

