

BASKETBALL ETHICS - FOR COACHES (Continued)

6. (Con't) - Conduct at basketball games, as well as at other athletic activities, actually is the school's course in sportsmanship.
7. Instill in your players that in a competitive sport like basketball it is necessary for a boy or young man to frequently mobilize during the course of a game all the skill, intelligence and courage that he possesses; to do this when opposed by competent opponents endowed with similar ability and purpose; to do this with a spirit of genuine sportsmanship that will not permit him to stoop to that which is base and mean in order to secure some advantage over his opponent.
8. Quite a few natural rival basketball games among various school and university teams are not scheduled because the athletic authorities feel that the conduct of partisan spectators would constitute such a nuisance, and possibly such a disturbance, that such games are not arranged.
9. Emphasize to your players that when any of them descend to unsportsmanlike conduct or action during the course of a basketball game that they injure hundreds of other persons other than themselves. Each player is a representative of his institution. If he violates the principles of good sportsmanship he brings disgrace upon the institution and the entire student body.
10. Basketball is a sport that was originated in an educational institution. Ever since its humble beginning the game has been administered principally by basketball authorities associated with educational institutions. The popularity of the game has become so widespread that it now embraces numerous types of leagues. The leaders of this latter group look to the school and college division for the sportsmanship traditions of the game. Let us resolve that we shall set a good example by regarding it as a duty to teach and encourage good sportsmanship among our players and the other members of the student body, but what is equally and perhaps more important let us regard it as an obligation to practise the ideal principles of good sportsmanship ourselves.

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

Coach of Basketball,
Niagara University, New York.