Promotions for Educate. Excel. Play.

Video Content Ideas for Promotion of Public Schools

- Ask professional athletes to record a video
- Ask parents to record a video
- Film/ take pictures of current athletes serving their community
- Ask influential local people to record a video
- Use pictures of local youth teams participating in recognition nights
- Use pictures or videos of local businesses promoting local teams
- Promote multi-sport athletes
- Promote athletes participating in fine arts and other extracurricular activities
- Highlight athletes in educational/ classroom settings
- Highlight athletes' academic achievement

Recording Content

Pick 1-2 questions to ask the participant to answer:

- How did your High School Coaches make an impact on your life?
- How important are our local athletic programs to the overall development of student-athletes?
- What life lessons did you learn by being part of your middle school/ high school team?
- How has being part of your high school team shaped who you are?

Ask the participant to record this tagline:

"Thank you to our community schools, where education and athletics shape tomorrow. Educate. Excel. Play."

Educate. Excel. Play

The following associations endorse this campaign:

Texas High School Coaches Association (THSCA)
Texas High School Athletic Directors Association (THSADA)
Texas Girls Coaches Association (TGCA)
Texas Six-Man Coaches Association (TSMCA)
Black Coaches of Texas (BCTX)
Cross Country Coaches Association of Texas (CCCAT)
Hispanic Texas High School Football Coaches Association
Texas Association of Basketball Coaches (TABC)
Texas Association of Golf Coaches (TAGC)
Texas Association of Soccer Coaches (TASCO)
Texas High School Baseball Coaches Association (THSBCA)
Texas Interscholastic Swimming Coaches Association (TISCA)
Texas Tennis Coaches Association (TTCA)