



You Can Play Video/PSA Sample Script

Intro (For Videos): *High energy actions shots. Scenes of teams, athletes playing, action shots, field/court/arena, fans, etc.*

- **TEAM NAME** pledges to support all of our athletes, coaches, and fans.
- We believe athletes should be judged by their character, work ethic, and talent, not their sexual orientation, gender identity, and/or their gender expression.
- We are proud that our team is taking a stand and supporting LGBTQ athletes.

*Note: Some messages have a more serious tone and music. Others are more uplifting and energetic. It's up to you what tone you want to set for yours. Below are samples of previous statements, but **we encourage you to be creative and make new lines for your speakers.***

Athletes & Teams:

- "Words matter."
- "The language we use matters."
- "Speaking up and speaking out matters."
- "Racist, sexist, homophobic, and anti-LGBTQ language have no place on our team."
- "I want my teammates to know I have their back."
- "We pledge to not use homophobic language, and to speak up when we hear it."
- "I want all of my teammates to know that I support them, and I won't stand by without speaking up."
- "For us, it's about respect: Respect for our teammates, respect for our fans, respect for our game."
- "If we can respect each other, we can become a better team."
- "We pledge to make the locker room a safe place for everyone."
- "We pledge to support each other, on and off the field/ice/court."
- "No matter your race, religion, or whether you are straight, gay, bisexual, queer or transgender; if you can play, you can play."

Coaches & Staff

- "Every athlete on this team is free to be their authentic self."
- "Athletes are better when they can bring their whole self to the team."
- "No one on this team needs to hide who they are."
- "We support LGBTQ athletes and our LGBTQ fans."
- "We are committed to creating a culture of respect and our language matters."

Message & Slogan of You Can Play:

"If you can play, you can play" (said by various players, staff, etc.)

- "If you can pass, you can pass."
- "If you can shoot, you can shoot."
- "If you can coach, you can coach."
- "If you can cheer, you can cheer."
- "If you can play, you can play." (repeated)

Ending & Credits (for Videos)

- You can include the mission You Can Play, quotes from school leadership, etc.
- *To submit your video, send an email to media@youcanplayproject.org which includes a FTP link (e.g. dropbox, etc.) to the video file, converted to the smallest possible size – and remember to use a program like Quicktime or Quicktime Pro to export your video for Internet use. Clearly label your video so we'll know which school or team it is. Send a few lines about who is in your video, something about your team or school, and why you made the video. You Can Play will edit and get it posted to our YouTube channel. They will be featured on our website and social media channels!*

Tips (for Videos)

- If using an iPhone, shoot horizontally
- Use a combination of action shots and close ups
- Make sure people can see your team logo!

www.youcanplayproject.org

@YouCanPlayTeam