

Ridiculous (:60)

I can't believe we have to make this commercial. It's ridiculous. You'll think it's ridiculous too. Listen to this...this commercial is about, well, it's about parents being rude at high school athletic events. Ridiculous, right? It gets worse.

Studies show more than 75% of new high school officials are quitting because of bad adults' behavior. So now there's a shortage of refs here in South Dakota, in almost all sports. No officials means no more games. Is that what you want for us? Come on parents, it's time to grow up. Cheer for your team and be proud of your children, but stop being so ridiculous, and don't make us run another commercial, because we will.

This message presented by the South Dakota High School Activities Association and the South Dakota Interscholastic Athletic Administrators Association, reminding you to always practice good sportsmanship.