


Bi-Weekly E-newsletter of SHAPE America

***Et Cetera* is a bi-weekly e-newsletter that disseminates current information from national print and electronic media on a variety of topics relevant to SHAPE America and health and physical educators.**

SHAPE America tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of nearly 35,000 health, physical education, sport, recreation and dance educators, *Et Cetera* keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power—the top-tier professionals in the industry.

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February 20, 2019



Et Cetera

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[If You Must Cut Athletes From School Sports Teams, Consider Best Practices](#)



This article from the February 2019 issue of the *Journal of Physical Education, Recreation and Dance* (JOPERD), aims to provide an understanding of the practice of "cutting" athletes from school sports teams from the perspectives of teacher-coaches, parents and athletes. The authors explore cutting practices and perspectives; the physical, social and emotional effect on athletes; and strategies for best practices.

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February 20, 2019

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Free Access Article

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Leaderboard

Lower Leaderboard

Featured Article

FEATURED ARTICLE Advertisement

Experts point to meal planning with potatoes for peak performance

With demanding training regimens, athletes are in constant need of carbohydrate. In fact, athletes need about 1 gram of carbohydrate per minute of endurance exercise^{1,2}. To get the necessary nutrients – like carbohydrate, meal prep is an increasingly popular solution for athletes. It's quick and easy to prepare batch amounts of meal components for easy meal assembly and enjoyment all week-long. "Without question, potatoes are my favorite—and my athletes' favorite—base for meal prep," says Allen Tran, MS, RD, CSSD, high-performance dietitian and chef for the U.S. Ski and Snowboard teams. That's because potatoes contain the carbohydrate, potassium and energy athletes need to perform at their best. Tran shows athletes of all kinds how to meal prep like a pro with his newly released five-part video series, "Meal Prep with Potatoes!" [Watch](#)

Teaching Sexuality in Health Education: Task Force Volunteers Needed

SHAPE America is currently seeking volunteers to serve on a task force which will develop a research-based position statement supporting comprehensive, medically accurate and inclusive sexuality education. If interested, [submit the Get Involved Application Form by February 25](#).

FEATURED ARTICLE Promoted Content

Video Game Helps Curb Youth Smoking

We smokeSCREEN game from the play2PREVENT Lab at the Yale Center for Health & Learning Games is a highly interactive narrative-based videogame in which players "travel" through life, facing the range of challenges that young teens face with a dedicated focus on youth decision-making about smoking and tobacco use and includes strategies for both smoking prevention and cessation. A three-year, \$1.4 million grant from the CVS Health Foundation is helping to enhance and scale current pilot programs to reach more students across the country. [READ MORE](#)

PRODUCT SHOWCASE

Physical Education Graduate Program Online

Earn a Master's degree in Physical Education from an accredited and affordable university. The University of Nebraska at Kearney is a top choice when it comes to graduate education programs by U.S. News & World Report. Receive the same on-campus degree completely online.

Shining the Spotlight on Social and Emotional Learning in HPE

SHAPE America's inaugural Professional Learning Institute will be held July 31-August 1 in Sioux Falls, SD. The theme of the event is Exploring the Mind-Body Connection: Social and Emotional Learning in HPE. If you would like to share your knowledge and expertise on teaching SEL in the health, physical education or physical activity setting, [submit your proposal](#) by February 22. [LEARN MORE](#)

YOUR BODY IS POWER

RAISING THE BAR ON PROFESSIONAL DEVELOPMENT

LEARN MORE

PLYOGA KIDS

Call for Submissions: SHAPE America Journals

Submit your practical, how-to articles, that focus on current and hot topics in the HPERD profession, to our two peer-reviewed journals, *JOPERD* and *Strategies*.

New School-Based Employee Wellness Resources

SHAPE America

Product Showcase

Box Ad

Sponsored Content

National Recognition of SHAPE America President Judy LoBianco Puts the Spotlight on Health and PE

SHAPE America

The education community will gather today in Washington, D.C. to recognize an elite group of school district leaders in Education Week's annual [Leaders To Learn From](#) report. SHAPE America President Judy LoBianco is among the honorees who will be recognized today for their exceptional leadership in working to enact — and inspire — transformational change in the nation's school districts. Education Week's inclusion of LoBianco puts a national spotlight on innovative health and physical education district leadership. Learn more about #LeadersToLearnFrom and register to [watch via livestream](#) as LoBianco accepts her recognition at 1:30 p.m. ET. [READ MORE](#)

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Podcast: Nutrition Education

SHAPE America

Listen in as our panel of teachers has a deep discussion about nutrition education in health and PE. Learn about the most relevant nutrition topics to teach, good pedagogy for teaching nutrition, technology tools, and ways to engage parents in nutrition education. [READ MORE](#)

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- Start your Professional Development online with Yoga Ed. and begin your P.E. Yoga Unit today.
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- See how P.E. teacher Peter supports his students' physical, mental, and emotional health with yoga.

YOGA Ed.

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Leaderboard

(limit 1 per issue)
RESERVED

This premier position provides your company with top exposure and quality traffic.

Ad dimensions
728 x 90

File format
GIF, JPG

File size
40K

Rates

| | |
|---------------------------|------------|
| One Month (2 issues) | \$900.00 |
| Two Months (4 issues) | \$1,764.00 |
| Three Months (6 issues) | \$2,619.00 |
| Four Months (8 issues) | \$3,456.00 |
| Five Months (10 issues) | \$4,275.00 |
| Six Months (12 issues) | \$4,968.00 |
| Seven Months (14 issues) | \$5,670.00 |
| Eight Months (16 issues) | \$6,480.00 |
| Nine Months (18 issues) | \$7,290.00 |
| Ten Months (20 issues) | \$8,100.00 |
| Eleven Month (22 issues) | \$8,910.00 |
| Twelve Months (24 issues) | \$9,720.00 |

Lower Leaderboard

(limit 1 per issue)
RESERVED

The lower leaderboard gives your company a prominent position right under the SHAPE America masthead.

Ad dimensions
580 x 70

File format
GIF, JPG

File size
40K

Rates

| | |
|---------------------------|------------|
| One Month (2 issues) | \$760.00 |
| Two Months (4 issues) | \$1,489.60 |
| Three Months (6 issues) | \$2,211.60 |
| Four Months (8 issues) | \$2,918.40 |
| Five Months (10 issues) | \$3,610.00 |
| Six Months (12 issues) | \$4,195.20 |
| Seven Months (14 issues) | \$4,788.00 |
| Eight Months (16 issues) | \$5,472.00 |
| Nine Months (18 issues) | \$6,156.00 |
| Ten Months (20 issues) | \$6,840.00 |
| Eleven Month (22 issues) | \$7,524.00 |
| Twelve Months (24 issues) | \$8,208.00 |

Bi-Weekly E-newsletter of SHAPE America

| Box Ad (limit 3 per issue) | | | Product Showcase (limit 3 per issue) | | |
|--|--------------------------------|-------------------------|--|--------------------------------|-------------------------|
| This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website. | | | Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description, and link to your site. | | |
| Ad dimensions 300 x 250 | File format GIF, JPG | File size 40K | Ad dimensions 175 x 125 | File format GIF, JPG | File size 40K |
| Rates | | | Rates | | |
| One Month (2 issues) | | \$500.00 | One Month (2 issues) | | \$460.00 |
| Two Months (4 issues) | | \$980.00 | Two Months (4 issues) | | \$901.60 |
| Three Months (6 issues) | | \$1,455.00 | Three Months (6 issues) | | \$1,324.80 |
| Four Months (8 issues) | | \$1,920.00 | Four Months (8 issues) | | \$1,748.00 |
| Five Months (10 issues) | | \$2,375.00 | Five Months (10 issues) | | \$2,185.00 |
| Six Months (12 issues) | | \$2,760.00 | Six Months (12 issues) | | \$2,539.20 |
| Seven Months (14 issues) | | \$3,150.00 | Seven Months (14 issues) | | \$2,898.00 |
| Eight Months (16 issues) | | \$3,600.00 | Eight Months (16 issues) | | \$3,312.00 |
| Nine Months (18 issues) | | \$4,050.00 | Nine Months (18 issues) | | \$3,726.00 |
| Ten Months (20 issues) | | \$4,500.00 | Ten Months (20 issues) | | \$4,140.00 |
| Eleven Month (22 issues) | | \$4,950.00 | Eleven Month (22 issues) | | \$4,554.00 |
| Twelve Months (24 issues) | | \$5,400.00 | Twelve Months (24 issues) | | \$4,968.00 |

Bi-Weekly E-newsletter of SHAPE America

| Bottom Banner (limit 1 per issue) | | | Featured Article (limit 2 per issue) | | |
|---|--------------------------------|-------------------------|--|--------------------------------|-------------------------|
| Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. | | | Feature your best content with this placement and include a 5-7 word headline, 100-word description, and link to the article of your choice. | | |
| Ad dimensions 468 x 60 | File format GIF, JPG | File size 40K | Ad dimensions N/A | File format GIF, JPG | File size 40K |
| Rates | | | Rates | | |
| One Month (2 issues) | | \$300.00 | One Month (2 issues) | | \$600.00 |
| Two Months (4 issues) | | \$588.00 | Two Months (4 issues) | | \$1,176.00 |
| Three Months (6 issues) | | \$873.00 | Three Months (6 issues) | | \$1,746.00 |
| Four Months (8 issues) | | \$1,152.00 | Four Months (8 issues) | | \$2,304.00 |
| Five Months (10 issues) | | \$1,425.00 | Five Months (10 issues) | | \$2,850.00 |
| Six Months (12 issues) | | \$1,656.00 | Six Months (12 issues) | | \$3,312.00 |
| Seven Months (14 issues) | | \$1,890.00 | Seven Months (14 issues) | | \$3,780.00 |
| Eight Months (16 issues) | | \$2,160.00 | Eight Months (16 issues) | | \$4,320.00 |
| Nine Months (18 issues) | | \$2,430.00 | Nine Months (18 issues) | | \$4,860.00 |
| Ten Months (20 issues) | | \$2,700.00 | Ten Months (20 issues) | | \$5,400.00 |
| Eleven Month (22 issues) | | \$2,970.00 | Eleven Month (22 issues) | | \$5,940.00 |
| Twelve Months (24 issues) | | \$3,240.00 | Twelve Months (24 issues) | | \$6,480.00 |

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| Sponsored Content (limit 1 per issue) | | | Publication and Due Dates |
|---|--------------------------------|-------------------------|---|
| 5 unique headlines, logo with max width of 150px. | | | September 5th and 19th (ad due dates August 22nd and September 5th) |
| Ad dimensions 150 x 100 | File format GIF, JPG | File size 40K | October 3rd and 17th (ad due dates September 19th and October 3rd) |
| Rates | | | November 14th and 28th (ad due dates October 31st and November 14th) |
| One Month (2 issues) | | \$300.00 | December 12th and 26th (ad due dates November 28th and December 12th) |
| Two Months (4 issues) | | \$588.00 | January 9th and 23rd (ad due dates December 26th and January 9th) |
| Three Months (6 issues) | | \$873.00 | February 6th and 20th (ad due dates January 23rd and February 6th) |
| Four Months (8 issues) | | \$1,152.00 | March 6th and 20th (ad due dates February 20th and March 6th) |
| Five Months (10 issues) | | \$1,425.00 | April 3rd and 17th (ad due dates March 20th and April 3rd) |
| Six Months (12 issues) | | \$1,656.00 | May 1st, 15th 29th (ad due dates April 17th, May 1st and May 15th) |
| Seven Months (14 issues) | | \$1,890.00 | June 12th and 26th (ad due dates May 29th and June 12th) |
| Eight Months (16 issues) | | \$2,160.00 | July 10th and 24th (ad due dates June 26th and July 10th) |
| Nine Months (18 issues) | | \$2,430.00 | August 7th and 21st (ad due dates July 24th and August 7th) |
| Ten Months (20 issues) | | \$2,700.00 | Sep 4th and 18th (ad due dates August 21st and September 4th) |
| Eleven Month (22 issues) | | \$2,970.00 | |
| Twelve Months (24 issues) | | \$3,240.00 | |