



Conducting Your Arthur Ashe Essay Contest

*How to organize your NJTL
participants to take part in
the National Arthur Ashe
Essay Contest*

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Introduction

This handout is meant as an organizational tool for NJTL chapters and programs that wish to be part of the Arthur Ashe Essay Contest.

*Many NJTL's already participate in the Essay Contest, and have exciting and educational ways to get the children involved. But for those NJTL's that are not sure how to get started, this handout gives some pointers and timeframes to help make it a fun experience for all. Enclosed you will find some strategies for organizing the kids, a copy of the Essay Contest application form, a timeline for when items need to be turned in, and a book list of related biographical information on Arthur Ashe. USTA/ NJTL encourages all NJTL chapters and programs to participate in this National contest by having one or more NJTL participants enter an essay. **All essays will be judged on skill and talent by the Sections and the USTA/ NJTL National subcommittee.***

Our goal is to make youngsters around the country aware of the legacy of Arthur Ashe and his importance to the mission of NJTL.

NJTL Mission Statement

The National Junior Tennis League (NJTL) seeks to develop the character of young people through tennis and to emphasize the ideals of Arthur Ashe by:

- *Reaching out to those who may not otherwise have the opportunity to play the sport.*
- *Instilling in youngsters the values of leadership and academic excellence.*
- *Giving youngsters the opportunity to fully develop their tennis skills so they can derive a lifetime of enjoyment from the sport.*

Arthur Ashe Essay Contest Vision

Ashe was one of tennis' greatest ambassadors both on and off the court. In addition to winning 33 career titles, Ashe worked tirelessly to eliminate racism and poverty around the world.

Arthur Ashe lived an exemplary life, donating his time to underprivileged youngsters of all backgrounds and to growing the game of tennis.

USTA/ NJTL honors his legacy through this annual essay contest by encouraging kids to learn and write about why Arthur Ashe is a legend.

I. Explain the NJTL Mission and the Arthur Ashe Essay Contest Vision

School Level	Tactic	Example
Elementary	Keep it simple (2-3 sentences)	<i>NJTL uses tennis to show people the good things Arthur Ashe did in tennis and in his everyday life. The essay contest is a way for everyone in NJTL to show what they have learned about Arthur Ashe.</i>
Middle School	Relate the NJTL mission to the Essay Contest vision	<i>By learning about how Arthur Ashe lived his life, kids in NJTL can learn how NJTL helps all children to be able to play tennis, become good sports and good citizens, and to be the best tennis players they can be.</i>
High School	Discuss how the NJTL mission is related to the Essay Contest vision	<i>Relate Ashe's fight against racism and poverty to NJTL's goal of bringing tennis to those who would otherwise not have an opportunity to play.</i>

II. Show the video “Arthur Ashe: Citizen of the World”

The HBO Sports presentation, ***Arthur Ashe: Citizen of the World*** (available at the library or any video retailer) is approximately one hour long and shows Arthur Ashe’s life as both a tennis star and as a human rights advocate. The show is a documentary and includes tributes to Ashe from several of his friends and admirers. The video may be shown during an assembly, class, after school program or rain day, but it should be viewed by the youngsters **before** they write their essays.

In addition to the video, there is a list of books on Arthur Ashe on page 15 of this handout. The books are listed by age group and can be used along with or in place of the video for background on Arthur Ashe. Again, the book(s) should be read by the youngsters **before** they write their essays.

III. Give / Discuss Key Points

You can discuss key points of Ashe's life to ensure everyone understands the meaning of the video or what they read in their book(s).

Here are a few examples of key points from the video:

- *Arthur Ashe was a great tennis player and a great man.*
- *Ashe was an ambassador of many things.*
- *Arthur Ashe fought against discrimination in tennis and throughout the world.*
- *Ashe used his celebrity as a tennis champion to call attention to racism, poverty, and AIDS awareness.*
- *Arthur Ashe cared a lot about helping children everywhere to use tennis as a way to improve their lives.*

IV. Create an Outline

This is the chance for Questions & Answers. Have the participants write down the key point(s), leaving space for specific examples. Discuss these key points as a group, listing examples from the video. Or if a book or books were read, the group can discuss specific examples from the book(s) for each key point.

Another option is to discuss the key points as a group, but allow each participant to list their own examples as homework. These outlines will be the basis of the essays that each person writes in their own words.

School Level	Key Points	Examples
Elementary	Discuss 1 key point	Have the group list 1-2 specific examples from the video or book for each key point
Middle School	Discuss 1-3 key points	Have the group list 1-3 specific examples from the video or book(s) for each key point
High School	Discuss 3-5 key points	Allow the group to list as many examples as they can from the video or book(s) for each key point

V. Arthur Ashe Essay Contest Application

You will find a copy of the essay contest form on page 13 of this handout. The form is also available on-line at www.usta.com/njtl.

- Make sure everyone receives a copy of the application
- Explain the rules and prizes (include program and/or section prizes if applicable)
- Restate the NJTL mission and the Arthur Ashe Essay Contest Vision, and answer any remaining questions about the contest rules.

VI. Writing the Essay

Option 1

Have the kids use the outlines they created to write their essays during program hours. Be sure to stress that the actual essay should be in their own words and must be **less than 300 words** long.

Option 2

Have the kids take the outline and the application form home and write their essays on their own time. Be sure to give a **specific** deadline for when the essays should be returned to you and allow enough time during the program to answer any additional questions that might come up.

V. Collecting & Sending the Essays

Timing

- Leave yourself enough time to
 - *Review the length* - **essays must be less than 300 words.**
 - *Verify the consent* - **the application information must be completed and signed by each participant's parent or legal guardian.** Incomplete applications will be disqualified and the accompanying essays will not be read.

Mailing to National

- Collect all of your program's essays and mail them together in one package to:

**USTA NJTL
Arthur Ashe Essay Contest
70 West Red Oak Lane
White Plains, NY 10604**

- **Essays are due at the National office no later than Tuesday, July 10th.** Late submissions will be disqualified.
- You should discuss any additional deadlines with your Section if you plan to do a program-wide or Section contest (best essay, most essays received from a program, most programs participating in a district, etc.) These contests should be held before the July 10th deadline so that you can make your selections before you mail the essays to National.

VIII. Notification of Winners: Timeline

June 30 th	Choose and award any program/district/Section contest winners.
July 1 st -July 8 th	Mail all essays to National office.
July 10 th	All essays must be received at National office. National tallies all essays and forwards them to their respective Sections.
July 14 th - July 25 th	Sections choose 10 Sectional winners to enter in National contest.
July 26 th - July 27 th	National Subcommittee selects the 10 National winners to attend the AAEC all expense paid weekend in New York, NY.
July 27 th	Winners notified by Subcommittee Chair.
Aug. 1 st – Aug. 3 rd	Email will be sent to the 10 National winners' program leaders and Section staff.



Arthur Ashe - 1943-1993
National Junior Tennis League
Co-founder

"For every hour spent on the playing field, two should be spent with a book."~Arthur Ashe



Play, Learn, Achieve, Explore
USTA NJTL Phone
914-696-7000

WIN A TRIP TO NEW YORK CITY...

Answer the question "Why is Arthur Ashe a Legend" and enter the Arthur Ashe Essay Contest

You can win a trip to New York City, attend Arthur Ashe Kids' Day presented by Hess and, based on availability, go to a professional sporting event, check out a Broadway show, take a boat tour around New York City and receive an award at a luncheon in your honor!

Rules: Write an essay on one 8 ½" x 11" paper in 300 words or less answering the question, "Why is Arthur Ashe a Legend?" Return entry form along with your essay to your USTA NJTL chapter or program. Contest is open to boys and girls who are currently participating in a program sponsored by their local USTA NJTL Program or Chapter, who are legal U.S. or British Columbia residents, and who meet age requirements. See reverse side for complete rules.

Deadline: Entry deadline for local USTA NJTL chapters and programs is **July 10, 2007**.

Age: Your age group is determined by your age on **July 10, 2007**.

Prizes: Judges will select ten (10) names from Sectional winners—one (1) boy and one (1) girl from each age group. Each of the ten (10) winners, along with a parent or guardian, will win a trip to New York Aug. 24-26 and will be guests at the 2007 Arthur Ashe Kids' Day presented by Hess at the US Open on Aug. 25. All Sectional winners not nationally selected will receive a plaque from USTA NJTL.

Entry Form

Your Name _____ Birth Date _____

Address _____

City _____ State _____ Zip _____

Phone (area code) _____ - _____ School Attending _____

NJTL Chapter/Program name _____ NJTL ID# _____

Where did you get your application form? ☐ NJTL Program ☐ School/Teacher ☐ Coach/Tennis Pro ☐ Library
(Check one)

☐ Newspaper/Newsletter ☐ Internet ☐ Other _____

Age Group

Girls 10s 12s 14s 16s 18s (circle one)

Boys 10s 12s 14s 16s 18s (circle one)

Parent/Guardian Signature _____ Date _____

OFFICIAL CONTEST RULES

USTA NJTL

(National Junior Tennis League)

2007 Arthur Ashe Essay Contest

1. **NO PURCHASE NECESSARY.** Contest open to boys and girls who are 18 years of age or younger, who are legal U.S. or British Columbia residents, and who are currently participating in a program sponsored by their local USTA NJTL Program or Chapter. Age is determined as of July 10, 2007. Void where prohibited by law.
2. **HOW TO ENTER.** Write an essay on an 8 ½ " x 11" paper in 300 words or less answering the question, "Why is Arthur Ashe a Legend?" Return the completed entry form along with your essay to your USTA NJTL chapter or program. All entries must be received from NJTL chapters and programs by July, 10, 2007, at USTA NJTL, Arthur Ashe Essay Contest, 70 W. Red Oak Lane, White Plains, NY 10604. Limit one entry per person, and all entries must be signed by a legal parent or guardian to be accepted. The USTA is not responsible for lost, late, incomplete, damaged, stolen, misdirected or illegible entries. Entries become the sole property of the USTA and will not be returned.
3. **WINNERS.** The USTA NJTL Arthur Ashe Essay Contest Subcommittee will select one winner from each age and gender category. Essays will be judged based on knowledge of Arthur Ashe, message clarity and writing style. All decisions by the USTA or by the judges will be final and binding in all respects. Winners will be notified by telephone and/or mail. If prize/prize notification is returned as undeliverable, such prize will be forfeited and an alternate winner will be selected.
4. **PRIZES/APPROXIMATE RETAIL VALUE/ODDS OF WINNING.** Ten winners will be selected, one boy and one girl from each age group, and awarded a prize. Each prize shall consist of the following: A trip to New York City from August 24-26, 2007, and attendance at the 2007 Arthur Ashe Kids' Day presented by Hess at the US Open on August 25, 2007; roundtrip coach air transportation for winner and a parent or legal guardian from a major commercial airport near winner's residence to New York; if winner lives within a 100 mile radius of New York City, round trip ground transportation provided by sponsor may be substituted for roundtrip airfare; 3 days/2 nights at the Grand Hyatt Hotel (one standard room, double occupancy); and five meals. Other prizes may be included based on availability.

The approximate retail value of the trip is \$1,600, but the actual retail value will depend on place of residence of each winner.

Each winner is responsible for all applicable federal, state and local taxes. Winners will be notified by mail. Each winner is solely responsible for all other expenses not specifically set forth herein, including gratuities and any other incidentals. Winner and parent/guardian must travel together. No prize substitution or cash equivalent of prize will be given for any reason except at USTA's sole discretion due to prize unavailability, and then only for a prize of equal or greater value. Limit one prize per individual, family or household.
5. **RELEASES.** By participating, parent/guardian, on behalf of himself/herself and winner, releases and holds harmless USTA NJTL, the United States Tennis Association, Incorporated, (USTA) the USTA National Tennis Center, Incorporated, the US Open, the City of New York, and their respective parent companies, subsidiaries, affiliates, dealers, directors, officers, employees or agents from any and all liability for any injuries, losses or damages of any kind arising from participation in or in connection with the contest or resulting from acceptance, possession, use and/or misuse of any prize except where prohibited by law.

Acceptance of a prize by parent/guardian, on behalf of winner, shall constitute and signify agreement and consent that USTA may use winner's name, address (city, state), likeness, photo, essay, and/or prize information for promotional purposes without further compensation to winner.
6. **WINNERS' LIST.** For a copy of the Winners' List, send a self-addressed, stamped, business-size envelope by September 15, 2007, to USTA NJTL, 70 W. Red Oak Lane, White Plains, NY 10604.
7. **SPONSOR.** USTA NJTL, 70 West Red Oak Lane, White Plains, NY 10604.

Book List

Grade 1-5

- **Dexter, Robin** -- *Young Arthur Ashe: Brave Champion*
- **Moutoussamy-Ashe, Jeanne** -- *Daddy and me: a photo story of Arthur Ashe and his daughter, Camera*
- **Spence, Jim** -- *Arthur Ashe, Tennis Legend*
- **Quackenbush, Robert M.** -- *Arthur Ashe and His Match With History*

Grade 6-8

- **Collins, David R.** -- *Arthur Ashe: Against the Wind*
- **Moutoussamy-Ashe, Jeanne** -- *Good Works: the Arthur Ashe Legacy (The Arthur Ashe Foundation / Sports Illustrated publication)*

Grade 9-12

- **Kallen, Stuart A.** -- *Arthur Ashe: Champion of Dreams and Motion*
- **Ashe, Arthur** -- *Days of Grace: A Memoir*