



The Organization of Spirit Industry Providers

Spirit Industry Insider

February 2009

Volume III
Issue I

What's New with OSIP?

2009 has sure started off with a bang! Along with the help of Inside Cheerleading, OSIP has completed a survey of over 6,000 high school cheerleaders. Read below to find out more about these inspiring leaders.

We'll see everyone in April at the USASF Conference! Don't forget to display your OSIP membership cards there. **Join or renew your membership today!** Contact Terri Johnson at tjohnson@varsityspirit.com or call **800.533.6583** for more info. Tell a friend about OSIP... Get a new member to join, and you'll receive \$100 in chips at the 2009 Conference!

Be sure to check the website periodically for Conference updates. We'll once again be heading to the Wynn Las Vegas (staying at ENCORE this year!) for our annual meeting. The dates are set for September 15-16, 2009. If you have any ideas for speakers, topics, etc., please send your information to **Becky** at bjennings@varsityspirit.com.

Survey Results

Our recent survey of more than six thousand high school cheerleaders revealed that this group of athletes excelled academically, participated in other school activities, played school sports and held leadership positions in school and in the community.

"The results were not surprising to those of us who are in close contact with these students, but it's always nice to see have it validated with such positive results," says OSIP Board Member Greg Webb. "There seems to be a lot of negative stereotypes that persist, and this survey really helps to fight them."

The survey, which looked specifically at academic achievement, extra-curricular participation, leadership and community service, revealed these results:

Academics: Approximately 90 percent of the cheerleaders surveyed maintained a "B" average or above, with nearly half maintain "A" averages.

Extra-curricular participation: 43 percent of the cheerleaders played at least one other school sport, and more than half participated in non-sport school based activities.

Leadership: In addition to the obvious leadership activities associated with cheerleading, the study found that approximately 25 percent held other leadership roles at the school, including captains of school sports teams, class officers, and student government leadership.

Service: More than 50 percent of the cheerleading teams participated in community and charitable activities, including organizing participants for Race for the Cure, tutoring elementary school students, participating in anti-drinking/drug program and representing the school at town or city celebrations.



OSIP'S 2009 "Faces of Cheerleading"

Click here for the full article! And don't forget to check out the article, along with pictures of these amazing girls, in the upcoming issue of **Inside Cheerleading** Magazine!