



FOR IMMEDIATE RELEASE

**Southern Oregon Sports Commission, Travel Medford licenses
Know Your Role™ campaign to Ute Football Conference**

MEDFORD, Ore. (March 29, 2023) – The Southern Oregon Sports Commission and Travel Medford partnered to license the Know Your Role™ campaign to Ute Conference Football, in Utah through 2026. The campaign is aimed at educating athletes, coaches, umpires and fans of appropriate behavior toward sports officials.

The trademarked pledge: “You can be an athlete, a coach, a parent or an official, but you only get to be one – Know Your Role” was created by the Southern Oregon Sports Commission (SOSC) in 2016 and the campaign was developed in partnership with Travel Medford, the official destination marketing organization for the city of Medford. The campaign addresses the growing epidemic of inappropriate behavior toward sports officials and aims to correct the issue through a series of positive messages and continued reminders that participant safety, enjoyment, growth, and development are the most important aspects of sports.

“Awareness for Know Your Role™ is spreading across the country and we’re thrilled Ute Conference Football is the latest to commit to addressing and solving a growing issue that’s causing a decline in participation from both athletes and officials,” said Angela Wood, Director of Sports Development for Travel Medford who manages the Southern Oregon Sports Commission.

Ute Conference Football was established in 1996 and serves as the statewide youth football organization. It provides opportunities for all players to enjoy and participate in the active competition of the game of football. The organization is focused on fundamentals, inspiring youth and is committed to encouraging adults to behave in exemplary manner.

“The Ute Conference is proactively addressing the behavioral issues that are running rampant throughout society and Know Your Role helps define roles and responsibilities from every perspective,” said Ute Conference Football President Jeff Gorringer. “It gives us a valuable tool to set expectations for our organization. Sportsmanship must become the pinnacle of youth sports.”

The Know Your Role™ campaign is currently being implemented by schools, sports associations, and city organizations throughout Southern Oregon. Ute Conference Football is the sixth organization to license the Know Your Role program since nationally syndicating it in July 2022 with USA Softball. Others to incorporate the program include Oregon Youth Soccer Association, Utah Youth Soccer Association, Yakima Valley Sports Commission (Washington) and Fox Cities Visitors Bureau (Wisconsin).

More information on Know Your Role™ can be found at [know-your-role.org](https://www.know-your-role.org).

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About Southern Oregon Sports Commission

The Southern Oregon Sports Commission was formed in 2013 and advocates for sports tourism and the significant economic impact it brings to Medford and the Rogue Valley. The 18 volunteer commissioners focus on the three initiatives of sports advocacy, event procurement and venue development. Support of these areas include connecting the local sports community, advocating for facility development, marketing the area regionally and nationally in partnership with Travel Medford, and provide existing support for new and existing events. For more information, visit southernoregonsports.com.

About Travel Medford

Medford is in the heart of the Rogue Valley and is the eighth largest city in Oregon, known for its abundance of outdoor recreation, growing wine scene, arts and culture, and the plethora of events. It serves as the gateway to Crater Lake National Park – Oregon’s only national park – and home to world-class traditional and non-traditional sports venues, leading Medford to being labeled as Your Sportground, Where the West Coast Plays™. Travel Medford is the official Destination Marketing Organization (DMO) for Medford and is the largest DMO in Southern Oregon whose mission is to increase hotel occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy. Travel Medford markets the region to visitors and helps the community grow by bringing in events and tournaments and promoting tourism activities for tourists and visitors. For more information, visit travelmedford.org.

About Ute Conference Football

Ute Conference Football was established in 1996. The purpose of the Ute Conference is to provide the opportunity for all players to enjoy and participate in the active competition of the game of football. We further propose to acquaint players with the rules of the game of football and its sound fundamentals such as passing, running, kicking, blocking and tackling, plus helping the players maintain a sound physical, mental, and moral condition. The Ute Conference and its officials, coaches, and officers are dedicated to inspiring youth, regardless of race, color or creed, to practice the ideals of sportsmanship, scholarship, fellowship, team cooperation, and athletic competition. The Conference is committed to encourage adults to behave in a positive exemplary manner when supervising youth or as a spectator at all functions of the program, and to keep the welfare of the youth foremost and free from any adult compulsion for power and glory.