



Ronald Reagan

CENTER ON CIVILITY AND DEMOCRACY

FOR IMMEDIATE RELEASE

The Ronald Reagan Presidential Foundation and Institute and The Rose Bowl Institute teamed up with FOX Sports University to Bring Sportsmanship and Civility to the Next Generation

Simi Valley, CA. (24 July 2026) – The Ronald Reagan Center on Civility and Democracy and the Rose Bowl Institute, worked together to strengthen America’s civic culture by promoting the values of sportsmanship, rules-based competition, and respectful rivalry, both on and off the field debuted successfully in the Spring of 2026. Rooted in the idea that a pluralistic civic life mirrors sports, the organizations encourage individuals to compete with integrity, respect rivals, honor outcomes, and engage with one another constructively, even in moments of disagreement.

Through FOX Sports University, FOX Sports’ longstanding educational partnerships program, we brought this mission directly to college, challenging the next generation of leaders to translate these Better Rivals principles into creative storytelling and real-world application. FOX Sports University embedded a PSA storyboard competition into its spring semester programming at the University of Missouri and the University of Florida. Students were given the opportunity to develop short-form video concepts that would inspire their peers and communicate the importance of sportsmanship, both on and off the field, to a broader audience. Today, we are pleased to announce the winning teams (below).

“Sports bring Americans together in an age when so many other forces are pulling us apart” said Fred Ryan, Chairman, Ronald Reagan Presidential Foundation and Institute. “We wanted to teach civility in a way that was unique and would break through to young adults. The relationships we have built with the Rose Bowl Institute and FOX Sports University gave us an incredible opportunity this past semester to bring together the worlds of civility and sportsmanship. We could not have been more pleased with the quality and success of the storyboards the students created and we look forward to honoring the participants at the inaugural Reagan Civility and Democracy Forum on 28 July.”

"The Rose Bowl Institute was founded on the belief that sportsmanship extends far beyond the game. Through this work, we are helping young people recognize that respect, integrity, and civility are essential qualities of both great competitors and great citizens." Said Dedan Brozino, President, Rose Bowl Legacy Foundation, "Our work with FOX Sports University demonstrates the power of education and sport to inspire the next generation to lead with character, embrace healthy competition, and strengthen our civic culture through meaningful dialogue and creative collaboration."

Across both universities, seven student teams submitted ten original storyboard concepts. Following a competitive review process, the overall winning PSA concept, titled “*Who Will You Be?*”, was created by the Full90 Media team from the University of Missouri.

The following students were recognized as members of the winning team: Jackson White, Reesi Nesbitt, Connor Greene, Tyler Batliner, Jayden Sudduth, Lucy Richardson, Braden Dresner, and Nathan McClellan.

"The project challenged us to think beyond just the sports world and invite individuals to focus on the impact of character in society. We're grateful for the opportunity to support the missions of the Ronald Reagan Foundation and the Rose Bowl Institute and hope our message encourages others to lead with respect, both on and off the field." – Full90 Media

In addition, the top concept from the University of Florida, titled "*Helping Hand*," was developed by the Swamp Studios team, whose members include Ava Woyt, Morgan Topol, Brooke Miller, Adriana Reyes Cruz, and Simone Simpson.

"Participating in this program was an incredible experience for our group. We're very grateful for the opportunity to attend the Reagan Civility and Democracy Forum and look forward to presenting our work to the Forum audience. Finding ways to teach civics through sports is critical to helping the next generation be better than the one before it, and we're excited to contribute to the effort." – Swamp Studios

As part of their recognition, the University of Missouri's Full90 Media team attended the Sportsmanship Summit at the Rose Bowl Stadium in Pasadena and will attend the Ronald Reagan Institute's Civility Forum in Washington, D.C. on July 28. The University of Florida's Swamp Studios team will also participate in the Civility Forum. The collaboration reflects a shared commitment among the Ronald Reagan Presidential Foundation and Institute, the Rose Bowl Institute, FOX Sports University, and participating academic institutions to equip the next generation of leaders with the tools to engage in competition and in civic life with integrity and respect.

At the University of Missouri, the project was integrated into *AdZou*, the School of Journalism's senior capstone program rooted in the "Missouri Method" of experiential learning. Directed by public relations, advertising and marketing professionals, the program pairs students with real-world clients to develop research-driven, fully integrated strategic communication campaigns. AdZou's FOX Sports University teams, including this year's Full90 Media team, are led by lab instructor John "Scott" Fuenfhausen. At the University of Florida, the initiative was led by Professor Robyn Goodman as part of the university's strategic communications curriculum.

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About the Ronald Reagan Center on Civility and Democracy

The Center on Civility and Democracy, an initiative of the Ronald Reagan Presidential Foundation and Institute, is a nonpartisan organization dedicated to addressing the deep divisions and discord that threaten the foundations of American democracy. The Center works with organizations across America to promote civil discourse, help us to find common ground and advance our democracy through informed patriotism. It follows President Reagan's example of reaching across the aisle, despite political differences, to promote the interests of all Americans and make our country stronger. Learn more at www.ReaganFoundation.org/ccd.

About the Reagan Foundation and Institute

The Ronald Reagan Presidential Foundation and Institute (RRPFI) is the sole nonprofit organization created by President Reagan charged with advancing his legacy and principles – individual liberty, economic opportunity, freedom and democracy, peace through strength, and national pride.

A globally recognized nonpartisan organization based in Simi Valley, CA, with a leading policy institute in Washington, DC, RRPFI delivers impactful public affairs programming, policy convenings and projects of national and international significance, and distinctive educational initiatives. In addition, RRPFI sustains the Ronald Reagan Presidential Library and Museum, the largest and most visited presidential library, which routinely hosts major special exhibitions.

An hour from Los Angeles International Airport, RRPFI's Simi Valley campus sits on 400 acres, serves as the final resting place of America's 40th President and former First Lady Nancy Reagan, displays a chunk of the Berlin Wall, and houses the plane President Reagan flew as Air Force One to 26 countries. Onsite are the Reagan Center for Public Affairs, Presidential Learning Center, Air Force One Pavilion, and the Reagan Leadership Center. More information is available at www.reaganfoundation.org.

About the Rose Bowl Institute

The Rose Bowl Institute champions sportsmanship, leadership, and citizenship. Through educational programs, focused dialogues, and awards, the Institute leverages the power of sports to unite people everywhere. It is an arm of the Rose Bowl Legacy Foundation. James Washington, a former two-time Super Bowl Champion and UCLA Alumni, leads the Institute alongside a current [Advisory Board](#).

Launched in 2020, the Rose Bowl Institute has proven to be an inspirational flashpoint to educate and inspire both at-risk youth and underserved communities in Southern California and around the nation with compelling programming. Sports is a universal language that has the power to unite everyone. The Institute continues teaching independent skills and positive sports values such as ethics, teamwork, sportsmanship, equality to ensure its viewers and participants are exposed to free programming that can benefit their growth as contributing members of society.

Coupled with the Rose Bowl Stadium brand, and anchored by a nationwide, celebrity, values-driven advisory board, the Institute has quickly become a unique leader in valuable, productive dialogues rooted in positive sports values. To learn more about upcoming programs, visit www.rosebowlinstitute.org or contact rosebowlinstitute@rosebowlstadium.com.