

HOW TO IMPROVE YOUR ROLE AS AN EFFECTIVE COMMUNICATOR

DOUG KILLGORE, CMAA & MIKE ELLSON, CMAA



ARKANSAS & TENNESSEE



DIFFERENT WAYS TO COMMUNICATE *ARE YOU MONOTONE OR FULL OF ENTHUSIASM?*

One of us hails from Arkansas and the other from Tennessee

And we have known each other for years with our friendship being the key.

Little Rock is the home of the leader with a passion for athletics and the arts

While the other resides in Nashville using sports to inspire youthful hearts.

Doug Killgore has traveled internationally as a representative of the NIAAA

And he was honored with the Thomas E. Fredrick Award on a very special day.

Mike Ellson lives in the Volunteer State and loves teaching LTC Courses and workshops Nationwide

With a passion for professional development that he hopes serve as an AD's guide.

We have been asked by the NFHS to share ideas about effective communication

And our aspiration is for you to walk away from this session encouraged by our collaboration.

You see, communication is about the imparting or exchanging of information and the news

And we hope we can help you today through the lens of our perspectives and of our views.



PARENT COMMUNICATION: CREATE A WELCOMING ENVIRONMENT

Often parents and adults do not feel welcome at school.
Plant seeds of welcome and invitation at every
opportunity to encourage and facilitate parent's
involvement



PARENT COMMUNICATION: ESTABLISH POSITIVE COMMUNICATION EARLY & FREQUENTLY

It is much easier to deal with challenging situations if positive communication with the family has been previously and regularly established



let's talk



PARENT COMMUNICATION: ESTABLISH MUTUAL TRUST AND RESPECT

Recognize that both parties have expertise. The teacher has expertise about teaching and learning gained through education and experience. Family members have expertise about the student. Teachers expect trust and respect as do family members.



PARENT COMMUNICATION: KNOW THERE IS ANXIETY ON BOTH SIDES

It is not uncommon for teachers to have some anxiety when communicating with family members. Families also experience anxiety. Anxiety is sometimes disguised in aggressive or passive behavior, which can lead to miscommunication. Recognize anxiety; explore ways to deal with it effectively. An observer is always appropriate if you prefer.



PARENT COMMUNICATION: DEMONSTRATE YOUR INTEREST IN AND COMMITMENT TO CREATING A WORKING PARTNERSHIP

Listen actively and carefully and *hear*. Maintain eye contact. Be aware of body language and what it communicates



BE AN
ACTIVE
LISTENER



PARENT COMMUNICATION: BE AWARE OF FAMILY MEMBERS' CONCERNS AND DESIRES; BE SENSITIVE TO THEIR NEEDS

When looking for participation from family members, be attentive to their needs and talents. Create opportunities to help them identify ways to participate which best fit their unique strengths and circumstances. When dealing with difficult issues such as behavior or learning needs, be keenly aware of their specific concerns and feelings.



PARENT COMMUNICATION: BE PROFESSIONAL BUT USE UNDERSTANDABLE LANGUAGE

Using language which family members do not understand is not productive and does not establish your professionalism, concern, or sensitivity. Try to avoid educational jargon. Be sensitive to cultural and linguistic backgrounds.



PARENT COMMUNICATION: BE PREPARED, SPECIFIC, AND FOCUSED

In each contact situation, be prepared before you make contact and address specific items not generalities. If you seek participation from the family, have specific suggestions in mind. If dealing with a difficult situation, have specific information in hand including dates, class periods, times, events, student samples, etc., and avoid impromptu meetings as much as possible



PARENT COMMUNICATION: AVOID FINDING FAULT OR PLACING BLAME

Both parties should adhere to this practice. Neither is productive behavior and tends to make individuals defensive. Remain focused on specific, objective behavior and/or performance



PARENT COMMUNICATION: CLOSE POSITIVELY AND WITH A SUMMARY

Restate expectations for all parties and the confidence that together, success may be achieved. “Have we addressed your concerns?” Promptly honor all commitments: Follow up with an email or phone call to monitor satisfaction and progress.



A PRESCRIPTION FOR PARENTS
WWW.ABETTERWAYATHLETICS.COM

- **Developed by Former University of Tennessee at Chattanooga Wrestling Head Coach Heath Eslinger**
- **12 Modules have been created for parents in your community, and each coach can track views by parents through the Better Way Platform.**



THE MID--WEEK REPORT SUBMITTED EVERY WEDNESDAY



CPA ATHLETICS MID-WEEK REPORT

Rejoice always, pray continually, give thanks in all circumstances; for this is God's will for you in Christ Jesus.
1 Thessalonians 5:16-18

OCTOBER 30, 2019

CROSS COUNTRY STATE CHAMPIONSHIP AT THE STEEPLECHASE.

SATURDAY, NOVEMBER 2

Varsity Girls 11:30 AM & Varsity Boys 12:05 PM
*Girls won their 2nd Region Championship!
**Boys will be represented by Jack Radbill

MOUNTAIN BIKING STATE CHAMPIONSHIP

SUNDAY, NOVEMBER 3

**AT ST. ANDREW'S SEWANEE
RACES START AT 9 AM**

UPCOMING GAMES

Wednesday, Oct. 30:
MS Girls Soccer vs ENS MS, 3:45

Friday, Nov. 1:
Varsity Football @ FRA, 7pm *this game will determine the TSSAA DII-AA Region Champion*
Hockey @ Ford Ice Center, 9pm

Saturday, Nov.2:
MS and US Cheer @ North Alabama Regional at Sparkman HS in Harvest, Alabama
MS competes at 12:35 and HS competes at 7:32

Monday, Nov. 4:
MS Girls Soccer @ Poplar Grove, 4pm
Hockey @ Ford Ice Center, 8:30pm

Tuesday, Nov. 5:
MS Boys Soccer @ ENS, 4:30pm

TSSAA RULE REMINDER

Independent-Game Participation

The rule has been changed to state that a violation would render a student-athlete ineligible for the remainder of the season in that sport. However, the school will not be required to forfeit games once a violation is confirmed. The rule will now not apply to wrestling, cross country, and track and field in addition to bowling, golf, and tennis which were already exempt.

LION WALK

This Friday we will have a Lion Walk for our Cross Country and Mountain Biking teams. The walk will start at 2:45 pm.

NEXT PICTURE DATE

Friday, Nov. 22 -11:25am-12:30 pm
in Varsity Gym

US Girls & Boys Basketball
MS Girls & Boys Soccer
US Swim
MS Swim

Congratulations to our Varsity Girls Soccer Team for winning the Sectional Championship game this past Monday. The State Semifinals will be played in Murfreesboro on Thursday, Nov. 7, 2019 at 4 PM.

Transformational Coaching

Parents Should Limit Sports Participation for Children, Trainers Say

Young athletes are practicing too hard in just one sport, increasing the risk of injuries and burnout. New guidelines urge parents to reduce the intensity.

Too many children are risking injuries, even lifelong health problems, because they practice too intensively in a single sport, and parents should set limits on their participation, according to a leading organization of athletic trainers.

New recommendations issued by the National Athletic Trainers' Association urge parents to ensure that children and adolescents postpone specializing in one sport for as long as possible, that they take at least two days off each week for rest and that they not play a single sport for more than eight months a year.

Continue Reading [HERE](#)



CPA ATHLETICS MID-WEEK REPORT



PHILOSOPHY BEHIND THE “MIDWEEK REPORT”

- We want to be consistent (Weekly) and concise (two pages or less) with our communication
- We want all of our coaches to be in the know about CPA Athletics
- We want our coaches to be connected to each other
- We want our coaches to go, take their teams, and support each other.
- We want to ingrain our philosophy, the cornerstone of which is Transformational Coaching



THIS WEEK IN ATHLETICS

(AS SENT TO OUR INTERNAL ATHLETIC LEADERSHIP TEAM VIA EMAIL)

- Wednesday, Oct. 30: MS Girls Soccer vs ENS MS, 3:45
- Friday, Nov. 1:
 - Varsity Football @ FRA, 7pm
 - Hockey @ Ford Ice Center, 9pm
- Saturday, Nov. 2: MS and US Cheer North Alabama Regional at Sparkman HS in Harvest
 - MS competes at 12:35, HS at 7:32
- Monday, Nov. 4:
 - MS Girls Soccer @ Poplar Grove, 4pm
 - Hockey @ Ford Ice Center, 8:30pm
- Tuesday, Nov. 5: MS Boys Soccer @ ENS, 4:30pm
- Wednesday, Nov. 6: MS Girls Soccer @ HH, 4pm
- Thursday, Nov. 7: US Girls Soccer in State Tournament
- Friday, Nov. 8:
 - US Football 1st round of playoffs
 - US Girls Soccer in state tournament
 - US Swim @ Vandy, 5:30pm
- Saturday, Nov. 9: MS Swim @ Centennial Sportsplex



SOCIAL MEDIA IS MORE THAN PROVIDING SCORES

SHARE SPECIAL MOMENTS



WITHOUT GREAT COMMUNICATION, NEGATIVITY FILLS THE VOID – JON GORDON



SOCIAL MEDIA

- Platforms (**Twitter**: for play-by-play updates and images/stories, **Instagram**: for images/stories)
- Active social media accounts are good for: sports program, student athletes, CPA athletics, the overall CPA brand/image
- Social media is used to connect with: team, players, parents, family, community, future CPA students, alumni, and non-CPA people



CONTINUITY

- Continuity between account **names** as well as **look** – find one and be consistent
 - Appropriate use of logos and branding, to adhere to your school's style guide
 - Promote games either individually or on a weekly basis.
 - Consistency between teams and within your team is essential
 - In game and postgame graphics should include images from that game
 - Classic timeless look for major accomplishments
- **Sporadic** is worse than nothing and neither are good – **BE ACTIVE!**



EXPECTATIONS

- Expectation from each program
 - Assistant coach or student manager to provide live updates (great opportunity for mentoring)
 - Post if we win or lose

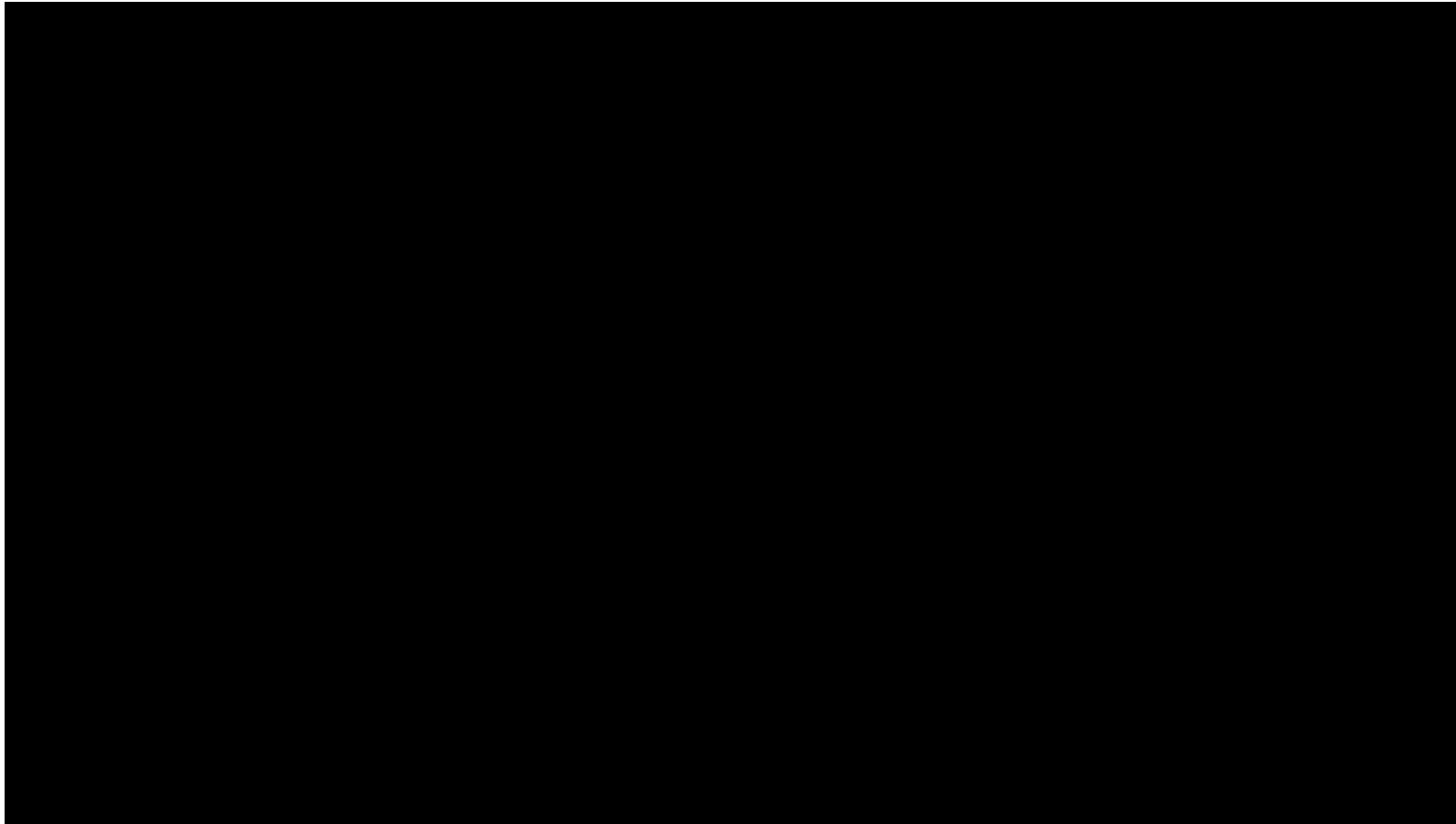


TELLING YOUR STORY

- What's happening right now
- What's going to happen soon
- Positive storyline
- Why this matters
- Why others matter
- Show behind the scenes content
- Conversational, not a press release



TELLING OUR STORY--VIDEO PRODUCED BY ONE OF OUR STUDENTS IN THE MEDIA ARTS PROGRAM



CONTENT FOR PROMOTIONS AND SOCIAL MEDIA

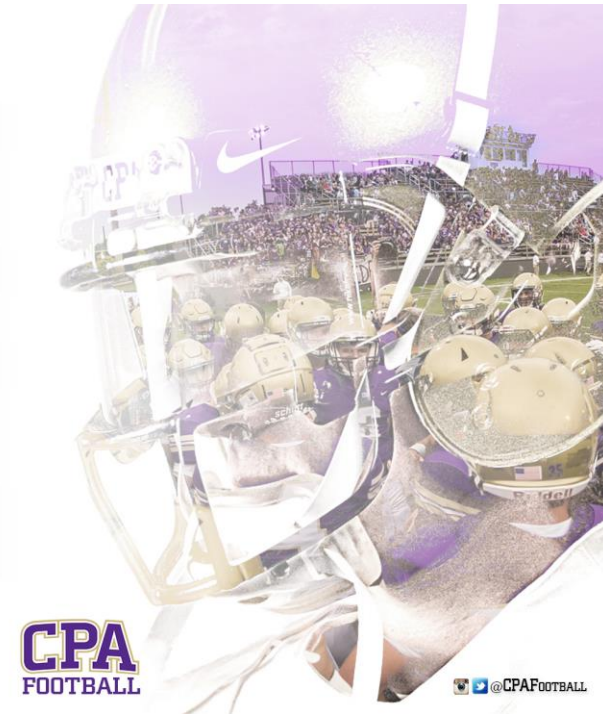
3 Parts

- 1. Media Day - promotional images for social media and team schedule poster
 - Athletic venue posters for all seniors
 - Senior individual and group shots with the coach
 - Team and individual pictures
- 2. Images from sporting events (try not to use the same images over and over)
- 3. Putting all of it together for presentation

2019
FOOTBALL SCHEDULE

	ECS AUGUST 23
	INDEPENDENCE AUGUST 30
	CHAMPAGNAT SEPTEMBER 6
	ENSWORTH SEPTEMBER 13
	BGA SEPTEMBER 20
	BRENTWOOD SEPTEMBER 27
	LIPSCOMB OCTOBER 4
	RAVENWOOD OCTOBER 10 - THURSDAY
	GOODPASTURE OCTOBER 18
	FRA NOVEMBER 1
	HOME AWAY





HONORING YOUR SENIOR STUDENT ATHLETES

KEEP IT SIMPLE, BUT BE IMPACTFUL



2019 VOLLEYBALL SENIORS

ELLIE SAULS
RIGHT
SIDE
HITTER 10

SYDNEY COOPER
MIDDLE
HITTER 15

SUSANNAH MATTHEWS
MIDDLE
HITTER 11

MORGAN MCEVOY
LIBERO 9

CPA
VOLLEYBALL

@CPALionsVB



#16 Molly Thorne

IDEAS FOR YOU TO CONSIDER...

- Game or weekly promotional graphics to promote each game or series of games/athletic events
- In game postings (responsibility of assistant coach or student manager)
- Final postgame graphics
- National Signing day
- Senior night presentation
- Season sport group promo posters (x3) Fall-Winter-Spring
- Telling the unseen stories



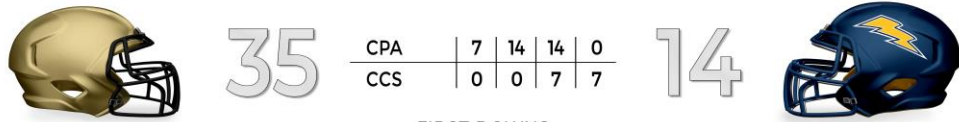
THIS WEEK IN LIONS ATHLETICS

MON	VOLLEYBALL	@ GCA DISTRICT QUARTERFINAL	JV VARSITY 5:00
TUE	VOLLEYBALL SOCCER (G)	DISTRICT SEMIFINAL @ COLUMBIA ACADEMY ZION CHRISTIAN	TBA 6:00
WED	NO EVENTS		
THR	VOLLEYBALL SOCCER (G)	DISTRICT FINAL @ COLUMBIA ACADEMY @ HARPETH HALL	TBA 4 6
FRI	FOOTBALL	LIPSCOMB ACADEMY	7
SAT	CROSS COUNTRY	@ JESSE OWENS INVITATIONAL DANVILLE, AL	10
SUN	MOUNTAIN BIKING	SHELBY FARMS IN MEMPHIS	8

@CPALionsATHLETICS

@CPALionsSPORTS

POST GAME GRAPHIC EXAMPLES



35 CPA 7 14 14 0 14 CCS 0 0 7 7

FIRST DOWNS	14	11
RUSHING YARDS	193	177
PASSING YARDS	167	-1
TOTAL YARDS	363	176
THIRD DOWNS EFF	3/7	3/11
TIME OF POSSESSION	20:15	27:45

LA
NEXT GAME
NOVEMBER 22
LIPSCOMB

CPA
FOOTBALL

@CPAFOOTBALL



CPA	14	25	25	20	15
FRA	25	20	21	25	11

NEXT MATCH
SEPTEMBER 30
DISTRICT QUARTERFINAL
TBA

CPA
VOLLEYBALL

@CPALionsVB

NATIONAL SIGNING DAY

Signing Day

WEDNESDAY 12/19, 11:30AM, US LIBRARY



Bryce McCormick:
Furman



William Horne:
Georgetown



Kane Patterson:
Clemson



McNeill Stout:
Wheaton

RAVINGER

ELEDGE

BYLONG

NABORS

HARRISON RODY

STOPKOTTE

WED APRIL 10 11:45am

PROMOTING THE UNSEEN HEROES OF OUR ATHLETIC PROGRAMS



<https://vimeo.com/370400943>



THE SEEN RESULTS FROM UNSEEN HARD WORK



SOCIAL MEDIA BRANDING & NAMING *TAKE INVENTORY!*

Multiple social media accounts across all platforms

- Essential for Education Based Athletic institutions to have their own accounts for the department and teams
- Keeps from cluttering up a master account or even a main athletics account
- Promotes the mission, the story, the people, and your brand

CPA athletics currently has around 20 known Instagram and Twitter accounts

- Some feature excellent content and are regularly updated
- Many have been sporadic or have been dormant for over a year



SOCIAL MEDIA BRANDING & NAMING

All names should be @CPALions followed by a sport specific suffix:

Ex: @CPALionsFootball, @CPALionsSoccer, @CPALionsVB, etc. (Twitter name limit is 15 characters)

- This required some existing accounts to change names – a very simple process
- @CPALions was selected over @CPA because:
 - Aligns with the main academy social media name
 - It distinguishes CPA from several other institutions which share the same 3 letters
 - Make it work for your school!



EXISTING ACCOUNTS WE TOOK INVENTORY IN JULY 2019

Basketball (B)	CPA_Basketball	2097	984																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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THIS IS HOW WE LOOK AS OF THE BEGINNING OF DECEMBER, 2019

ACTIVE		TODAY		July 2019		NOTES / MISC
Athletics	CPALionsSports	966		878		
	CPALionsAthletics		762		0	
Baseball	CPALionsBSB	210	24	210	0	
Basketball (B)	CPALionsMBB	2189	1069	2097	984	
Basketball (G)	CPALionsWBB	211	301	200	259	
Cheerleading	CPALionsCheerleading		515		476	
Football	CPAFootball	1511	952	1419	729	Still needs name change
Golf	CPALionsGolf	47	53	47	0	CPAWomensGolf (old Insta) 13 (2017)
Hockey	CPALionsHockey	7	103	0	0	Tw DOB 1-1-1985
Minutemen	CPALionsMinutemen		107			
Mountain Biking	CPALionsMTB	15	15	0	0	
Soccer (B/G)	CPALionsSoccer	682		657		
	CPALionsMinutemen		612		591	
Swimming	CPALionsSwim	2	51	0	0	
Tennis	CPALionsTennis	1	29	0	0	
Volleyball	CPALionsVB	6	155	0	0	GPAVolleyball (old Twitter)
Lacrosse	CPALionsLAX					CPAGirls_LAX (Twitter) 42
	CPAGirls_LAX	42		41		GPAGirlsLAX (old Twitter) 12
Softball	CPALionsSB	1	70		76	CPASoftball (old INSTA)
	CPASoftball					
Track	CPALionsTFXC	82	0	82	0	CPA_TF (old Twitter)
	CPAGirlsCrossCountry		66	0	0	CPAGirlsXC (old Insta) 23 (2014)
		5890	4884	5549	3115	
		10774		8664		

23% increase since JULY 2019

LEGEND
FINISHED
NAME CHANGE
FIND OWNER



SOCIAL MEDIA BEST PRACTICES

What goes where?

- Main school account > Athletics > Sport Specific
- Twitter/ Instagram postings
 - Main school account - major upcoming events, team, and individual accomplishments
 - Athletics - final scores for all games, upcoming games, pictures, info graphics
 - Sport specific - results for all games, pictures, info graphics, live updates
- Final results: post final score ASAP, tagging @CPALionsAthletics and @CPALions if a major event



BEST PRACTICES - POST WITH CLASS

- Think first, post second
- Your posts will reflect on you and everything you represent: faith, family, school, team, yourself
- Do not make editorial comments about officials, fans, or opposing players
- Do not make editorial comments about how you won
 - Example: Lions destroy Tigers 48-7 (NO) , Lions defeat Tigers 48-7 (YES)
- If the game/match is lopsided in your favor, consider posting updates only at natural breaks in the game
- Only tag the opponent for posts promoting an upcoming game. A possible exception would be if paying a nice compliment to them after the game



STYLE GUIDE & SPORT SPECIFIC POSTINGS

KNOW YOUR TERMINOLOGY

- **Using correct sport specific terminology and language**
 - Presents your institution in a professional manner
 - Shows your community of coaches, families, and student athletes that you care
 - Assists the local media with our story
- **Baseball and softball** –innings, extra innings
- **Volleyball**- sets, entire contest is called a match
- **Tennis**- games, sets, entire contest is called a match
- **Cross country, track & field, swimming** – meets (specific discipline at the meet is an event)
- **Golf**- match holes front and back nine, full 18
- **Football, basketball, baseball, softball, lacrosse**- game
- **Soccer**- match



STYLE GUIDE & SPORT SPECIFIC POSTING EXAMPLE

Baseball & Softball

- Scoring: runs
- Inning- T (top), M (middle), B (bottom), E (end) or after ____ (number)
- T-M-B-E to be followed by the inning number (no space) ex: T4- Lions lead 5-2
- BASEBALL- pitcher is “on the mound”
- SOFTBALL- pitcher is “in the circle”
- Positions when calling plays 1-P, 2-C, 3- 1st, 4- 2nd, 5- 3rd, 6- SS, 7- LF, 8 – CF, 9 – RF
- Final: x-x Runs-Hits-Errors optional



UNIVERSITY OF TENNESSEE LEGENDARY COACH PAT SUMMITT

Coach Pat Summitt was an excellent communicator who was well known for her rousing halftime speeches. On her website, she writes that active listening, body language, eye contact, and even silence are all important aspects of effective communication

www.patsummit.org



Character Carved In Stone (sharing your story)

An idea about how to effectively communicate your message.



IF WE CAN BE OF SERVICE TO YOU PLEASE CONTACT US AT.....



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