

Positively Publicizing Your Athletic Program in the Community



Presenters

Thomas Baker
Director of Physical
Education, Health and
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Hendrick Hudson School
District

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Director of Physical
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Bedford Central School
District



National Interscholastic Athletic Administrators Association National Conference

December 12, 2022

Connections to Publicizing Your Program

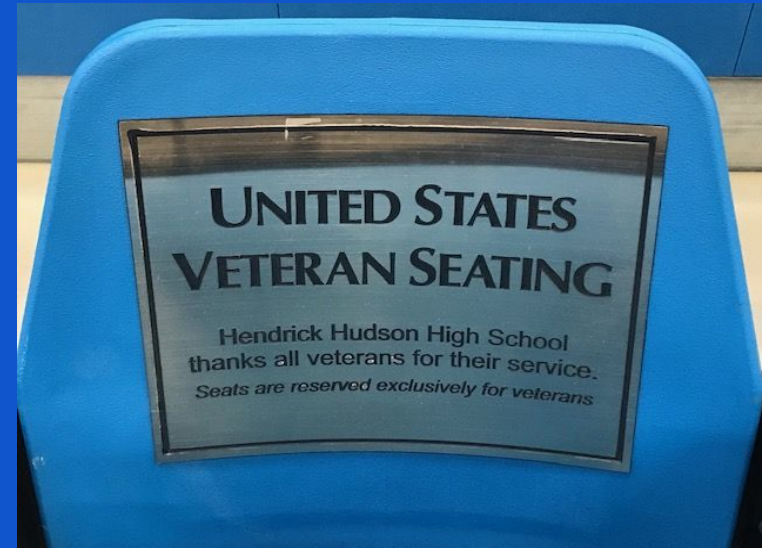


- Veterans
- In the community
- Connecting Academics
- Public Relations for all Programs
- Coaches
- Special Education Department
- Physical Education Department
- Alumni
- Youth Leagues
- Within own Athletic Program
- Elementary Schools

Preferential Seating for Veterans



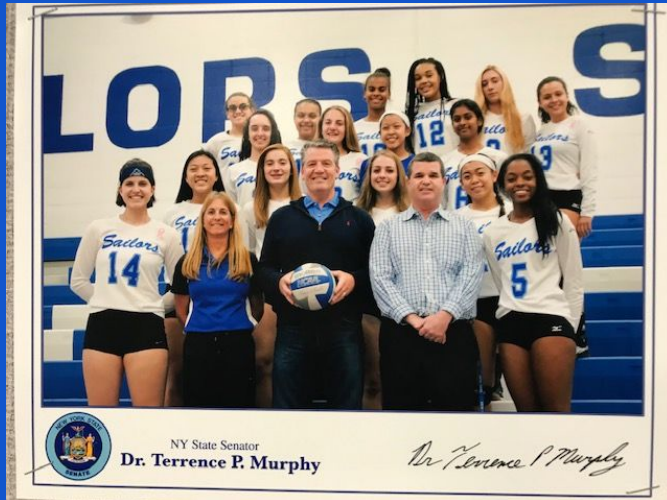
- Hendrick Hudson High School Gymnasium with “Veteran Seating”



Strategies to Obtain Bleachers



- Grants from local politicians



Staff Appreciation Games



What are they?

- Each varsity athlete from every team invites a staff member of their choice to say “thank you” to them prior to a chosen game
- Forms are provided to each coach a few weeks in advance and returned with each player’s staff member of choice
- Personalized emails are sent out to every staff member, inviting them to the game. We aim to do a ceremony 30 minutes before game.
- Pins/Challenge Tokens are provided by each athlete for their chosen staff member



Positives of Staff Appreciation Games



- Enhances morale - staff members love being invited
- Brings a positive energy to games, many staff member families attend
- Brings fans to games, where normally, fans do not attend
- Staff members enjoy “collecting pins”
- Connects various schools in our district, such as elementary school or middle school, or even staff members outside of academic areas, such as cafeteria staff, security, or teacher-aides

The Ceremonies



...Ceremonies Continued



Unite all Programs



- Fox Night in the Community



Video of Fox Night



<https://youtu.be/vkutsOBdMvk>



Press Releases



- At a time when local media outlets have cut back on high school coverage, certain sports have been affected much more than others
- “How come our games don’t get in the newspaper?”
- Utilize your district website and social media platforms, as well as connections with online media outlets

Hen Hud Swimmer Qualifies for New York State Finals



Hendrick Hudson High School student, Jen Gougelmann, has qualified for the New York State Girls Swimming Championships November 16-17 at Ithaca College. The junior swimmer will be making her third straight appearance up in Ithaca in the state finals. Currently, Gougelmann, is a swimmer on the Hen Hud, Croton, Somers merged team coached by head coach Jen McArdle and assistant coach Jeffery Rieck. She is a highly decorated swimmer that holds multiple school records.

Gougelmann, has qualified in two events in the state finals

- 200 Free
- 500 Free



Athletic Director Tom Baker was very proud of her accomplishments. “Jen epitomizes what it means to be a student-athlete, as she is just as successful in the classroom as she in the swimming pool. She has grown into a tremendous leader and a wonderful ambassador for the program. We are very proud of her accomplishments and we wish her the best of luck at Ithaca.”

Fox Lane Press Release



Fox Lane High School Alum is Number One MLB Draft Pick

Last night, Fox Lane High School alum Henry Davis was selected first overall in the 2021 Major League Baseball Draft. The University of Louisville catcher and Bedford native was selected by the Pittsburgh Pirates — and Fox Lane baseball coach Matt Hillis was there with him to celebrate.

“Being asked to join Henry’s family in a moment this incredibly special is something you dream about,” Hillis said. “I did not expect it. I was floored and overwhelmed.”

Hillis, who is also a Fox Lane High School science teacher, said there were some clues leading up to the big moment that something truly special was about to happen for Davis.

Three Hen Hud Seniors Sign National Letters of Intent



Three Hendrick Hudson High School senior student-athletes signed their National Letters of Intent to play their respective sports at the collegiate level. Jesse Breeding, Jared Hershman, and Mike Smith, all members of the Class of 2016, signed their letters during the NCAA early signing period this month. Breeding will be playing men's basketball at Concordia College in Bronxville, N.Y. Hershman will be attending Marquette University to play men's lacrosse in Milwaukee, Wisconsin. Lastly, Smith will also be playing men's lacrosse at Marist College in Poughkeepsie, N.Y.

Breeding, a guard/forward for Coach Jordan Hirsh's basketball team at Hen Hud, has been a member of the varsity basketball team for three years. Last year, Breeding was a member of the team that went onto the Section 1 Quarterfinals in Class A. Last year, Breeding was chosen All League by fellow coaches.

Hershman, a faceoff specialist, for Coach Craig Solomon's team at Hen Hud, has been a member of the varsity lacrosse team since 10th grade. He was chosen as an All Section faceoff midfielder last year by Section 1 coaches, as Hershman is one of the premier faceoff specialists in the area. Hershman was also a member of the varsity football team this past fall.

Smith, a senior midfielder for Coach Solomon, has been a member of varsity since he was in 8th grade. Smith has been an All Section midfielder for the Sailors, while already scoring over 100 goals in his career. Smith is on the verge of becoming the all-time leading goal scorer in Hen Hud history. He was also on the varsity football team this past fall, and is currently a guard on the varsity basketball team.

Athletic Director Tom Baker was proud of their accomplishments. "Jesse, Jared, and Mike have been a true pleasure to watch. All of them have grown into fine young men, and are developing the kinds of leadership skills that will make them productive citizens. I really can't wait to follow each of them as they move on to the next level. They have made Hen Hud proud!"



Hen Hud Athletes Support Friends of Jaclyn in its “Gold Games”



In honor of pediatric cancer awareness, the Hen Hud varsity athletes will be wearing gold wristbands this week. As the Athletic Department embarks on its Gold Games, to honor young boys and girls suffering from pediatric cancer, donations will be accepted by the teams, and athletes, to support this cause.

This year, all proceeds from the Gold Games will be donated to the Friends of Jaclyn Foundation. The Friends of Jaclyn Foundation's mission is “to improve the quality of life for children battling pediatric brain tumors and to raise awareness about the disease.” Founder of the foundation, and father of Jaclyn, Denis Murphy was thrilled when Hen Hud Athletic Director Tom Baker told him that Hen Hud's student-athletes were donating their proceeds to his foundation. “Our program pairs children battling the disease with a high school or college sports team, as the team provides love, support and friendship through the connection. We have over 500 children adopted with college and high school teams across the country. I cannot thank the Athletic Department of Hen Hud enough, and its student-athletes, for thinking of the kids; they have just supplied the love, support and friendship, our kids need through this connection.”

At Hendrick Hudson, beginning this week, the following events will be held as their “Gold Games:”

- Wednesday, May 6- Varsity Boys Tennis vs. Peekskill
- Wednesday, May 6- Varsity Golf Activity at HHHS
- Thursday, May 7- Varsity Boys Lacrosse vs. Wappingers
- Friday, May 8- Varsity Girls Lacrosse vs. Pawling
- Saturday, May 9- Varsity Baseball vs. Putnam Valley
- Monday, May 11- Varsity Softball vs. Clarkstown South
- Wednesday, May 27- Track and Field at home meet



NYSPHSAA Coaches Appreciation Day



- Publicize how you recognize coaches



Hen Hud Student-Athletes Recognize Coaches



On Wednesday, May 16, the Hendrick Hudson School District celebrated New York State Public High School Athletic Association inaugural Coaches Appreciation Day.

To recognize the coaches, student-athletes delivered Hen Hud Athletic Sling Bags as a token of their appreciation to all of the coaches across the district. Athletic Director Tom Baker acknowledged their great work, “Our coaches put an enormous amount of time into our student-athletes. They are a large part of the educational process here at Hendrick Hudson. The life lessons they impart to our student-athletes are priceless. Thank you to all of them for their great work.”



Connect Sports with Special Education Department



- Unified Sports in New York
- Pioneer League in New York
- Able Lacrosse And Field Hockey
 - non-for-profit organization which provides an inclusive lacrosse and field hockey experience for athletes with all abilities
- Promote these programs!
- Senior Nights for these teams
- Integrate other programs
 - Have other teams “sponsor” them



Unified Sports



Unified Sports



- SENIOR GAMES





Unified Sports - Team Sponsoring Teams



Boys Lacrosse Team sponsors Unified Basketball

<https://mail.google.com/mail/u/0?ui=2&ik=84f330347c&attid=0.1&permmsgid=msg-f:1633151784726645150&th=16aa1ee538ed499e&view=att&disp=safe>



Sportsmanship Photos



- Connections to Youth Programs
- Connections to Physical Education Classes
- Positive Messages to Community
- Highlights Student-Athletes

Sample Photos



Sample Photos



Alumni Connections



Display Memorabilia from Various Eras of your Athletic Program

- Artifacts can tell a story of the past
- Provide recognition to various alumni who donate memorabilia
- Unique stories draw attention to athletic program
- Pieces of equipment from your school history have value
- Blow up pictures into posters
- Team-signed balls from the past create good stories

Tell Unique Stories



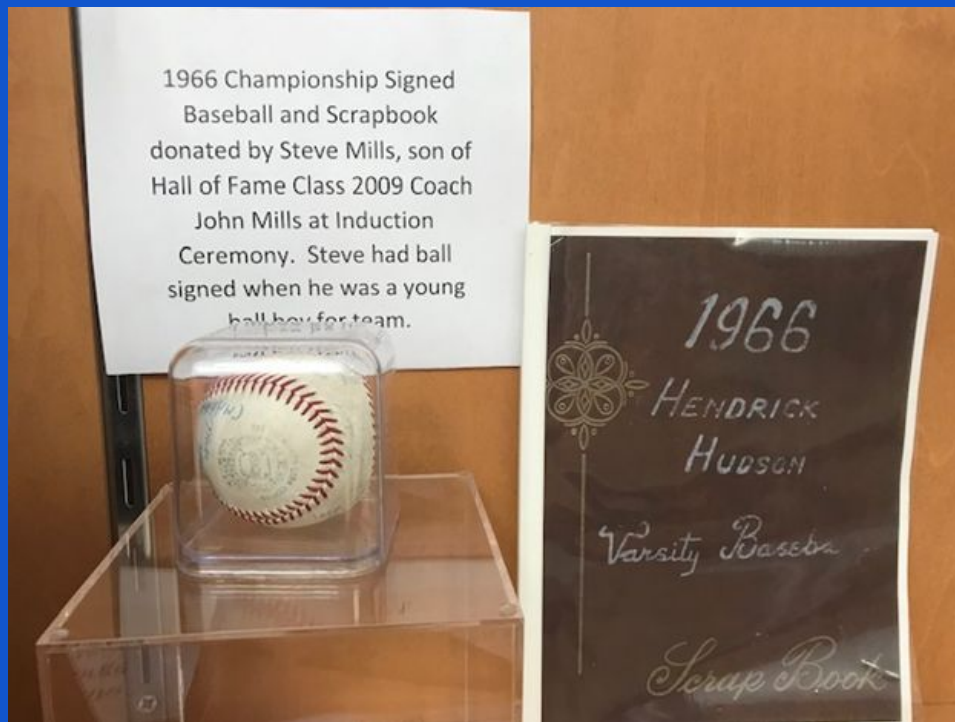
Varsity Sweater and Football Helmet from 1950's



Rodeo Athlete from 1940's with Donation



Donated Memorabilia from Family



Entire Display Case with Various Artifacts



Athletic Hall of Fame



- Honor past student-athletes
- Induct at community events: Luncheons, Dinners, Friday Night Football Game
- Honor various eras
 - Don't limit yourself to recent athletes
 - Honor teams from the past to gather interest in school
 - Be creative in inductions - Program Supporters, Youth Groups, Past Administrators, Naming Facilities
- Bridge current athletes to past athletes
 - Establish scholarship in name of Hall of Fame Group
 - Invite Hall of Fame inductees to pregame or on sideline of game
 - Hall of Fame inductees receive a pin that allows free admission to any game for which there is a fee
 - Current athletes interview past athletes
 - Coaches give "homework" assignment to current teams to learn history of their program

Honor Eras and Teams



Hendrick Hudson Athletic Hall Of Fame **The 1959-60 Boys Basketball Team**

The 1959-60 Sailors Basketball Team rolled through 18 regular season games with an unblemished record, winning the Western Westchester League Championship. The Class "C" team, which was led by four Con Ed Award winners: Ed Snyder, Dick Kiefer, Pete Kelly and Joe Vargo, then had to play in Class "A" for the Sectionals. The Sailors defeated Ossining in the first game and then romped cross-town rival Peekskill 70-44 to earn their way to the Sectional final against Pleasantville. Unfortunately, they would lose this game by one point in front of a record, standing room only crowd of 4,400 at the County Center. Snyder, Kiefer and Kelly earned All-League honors and Coach Vincent Verdeschi earned Coach of the Year. The team recorded 14 straight wins from the previous season to give them a total of 32 straight regular season victories.

Standing L to R: Joe Vargo, Phil Cappasso (Mgr), Ed Snyder, Pete Kelly, Bob Thorndyke, Coach Vince Verdeschi, Jerry Wald, Richard Rose, Dick Kiefer. Kneeling: Bill Reese, Jerry Albanese, Dennis Crisfield, Matt Cook, Bill Henning

Inducted 2007



Hendrick Hudson Athletic Hall of Fame

Mack Lee
Class of 1965

Mack Lee is arguably the most dominant big man in Hendrick Hudson Basketball history. In only two years of high school basketball, Lee posted some tremendous numbers for the Sailors (without the benefit of the three point shot). A Con Edison Award Winner, Lee averaged an astounding 25 points and 23 rebounds per game during his senior year. As a junior, he broke the school record for Points in a Single Game with 43 and the following season, as a senior, broke his own record with 46. In addition to his scoring prowess, Lee was a monster off the glass. In the same game that he broke the scoring record, Lee broke the school record for rebounds in a single game with 29 - a record that also still stands today. In addition to being named All-League in the Western Westchester League, Lee also earned All-County recognition for his efforts on the hardwood.

Inducted 2011



Hendrick Hudson Athletic Hall Of Fame **Kyla Palombini** Class of 1997

The most acclaimed gymnast ever to walk the halls of Hendrick Hudson, Palombini represented the Sailors as a Sectional Champion, State Champion and National Champion. In her sophomore year, she won first place in the All-Around, Balance Beam and Floor Exercise at the New York State Federation Championships. As a senior, at the High School National Championships, Palombini took first place in the Balance Beam, breaking the national record, and third place in both the All-Around and Floor Exercise. A Con Ed award winner in her senior year, the three-time Junior Olympic National qualifier was also a two-time All-American. Palombini received a full scholarship to the University of Massachusetts where she continued her gymnastics career. Named to the Scholastic All-American team in 1999-2000, she finished 4th in the Atlantic-10 Championships in 1999 and is tied for 10th All-time in Floor Exercise at the university.

Inducted 2008



Publicize Current Teams in Schools and Community



- Pictures made up of each varsity team
- Graphic Design Artist produced layout of each poster
- Posters hung around district and around community
- Players sign posters for teachers classrooms

Gipper



- Make it special
- Use students

Posters



2016-2017 SAILORS VARSITY WRESTLING

HENDRICK HUDSON

A group photo of the Hendrick Hudson Varsity Wrestling team, consisting of male athletes in white singlets, standing on a wrestling mat in a gymnasium.

90LBS 100LBS 105LBS 110LBS 115LBS 120LBS 125LBS 130LBS 135LBS 140LBS 145LBS 150LBS 155LBS 160LBS 165LBS 170LBS 175LBS 180LBS 185LBS 190LBS 195LBS 200LBS 205LBS 210LBS 215LBS 220LBS 225LBS 230LBS 235LBS 240LBS 245LBS 250LBS 255LBS 260LBS 265LBS 270LBS 275LBS 280LBS 285LBS 290LBS 295LBS 300LBS	SYLAN WOODS JON PHOTOS WEL JERRY JACOB BROWN ROBERTY HERMAN BRENDON CRUS JEFFERY DUNN PAUL WILLIAMS JACOB LEE JON DALLAS SYLAN MARQUEE KEARIN SOLBY THOMAS GALANDRO (CAPT.) JACK GOLF ANTHONY O-CLARND YENIA DIEGO PETER HUSSELL (CAPT.) THOMAS STAN MICHAEL KOON GARE HAYES JACOB ARNETTY (CAPT.) JON DALLAS ALEX GARCIA LAMAR MASHOV	12/2 MIKE NARDONE MEMORIAL TOURNAMENT (DOERING HS) 12/7 SECTION I DUALS HENDRICK HUDSON (4:30PM) * HEN HUD VS FOX LAKE * BREWSTER VS MARQUAC 12/14 * PLEASANTVILLE (4:30PM) 12/16-17 TONY CARLUCCI DUALS BONY PURCHASE	12/20 * CHRYST (7:00PM) 1/2 VS TAPPAN ZEE (4:30PM) 1/5 * RICHMOND (4:30PM) 1/9 * HARRISON 1/11 * NYC (4:30PM) HENDRICK HUDSON VARSITY WRESTLING TOURNAMENT HARRIST 14:00PM 1/19 VS SLEEPY HOLLOW 1/20 * ELICHO BULLDOG TOURNAMENT 1/25 * EMBURY TOURNAMENT
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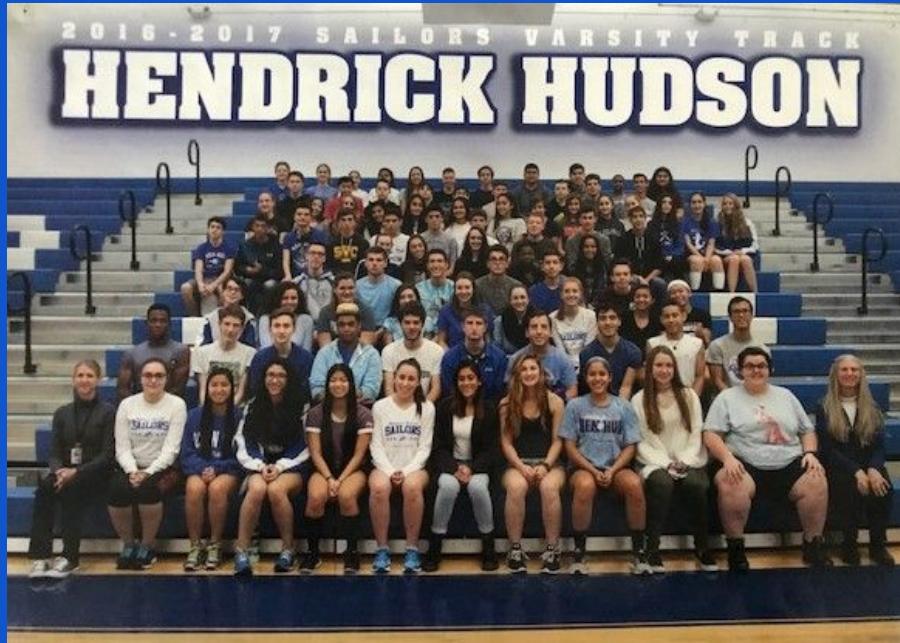
2016-2017 SAILORS CHEERLEADING

HENDRICK HUDSON

A group photo of the Hendrick Hudson Cheerleading team, consisting of female athletes in blue and white uniforms, standing on a gymnasium floor.

SARAFETHA HADISSON KALEY ARMUSENICE MAIRA GIBBY JESSICA KANTYLOVED KATHLEEN DRANITE JAYDIN CAMP ROILETA CASSIDAGA HENRIETTA CHASEN BRACE CHISEL MAYILDA CUNLEY	YANIS DOYLE CARLA DORANJAN ELIZABETH KEDAN GABRIELLA LECHTCH VICTORIA LORINE NICOLE MATHYFER HANSON MORGAN KARA MCINTYRE KATHAR MCINTYRE LEAH MCINTYRE	JACQUELINE HONE VANESSA NINE PIERA RICATY ROSA SCLARDO-LANBY ANANDA SONG DANIELA SMITH TWENTY STYCHICKI NELA WICKHAM DAN GORDAN *CAPTAINS	12/10 LAKELAND 12/10 ORANGE 1/7 HUNTING VALLEY 1/14 HARRISON 1/20 JOHN JAY EAST FRANKLIN 1/26 WESTCHESTER COUNTY CENTER 2/4 HUNTING VALLEY 2/11 KETCHIKAN 2/16 WINTER SECTIONALS AT WHITE PLAINS
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More Posters...



District Website and Social Media



- Utilize district website to promote achievements
- Utilize district website to post Press Releases
- Social Media Positive Posts
 - Athletic Department Handle
 - Principal Handle
 - Superintendent Handle

Snapshots of Website and Social Media





Hendrick Hudson
School District
@HenHudSchools

- Home
- Services
- Reviews
- Shop
- Offers
- Photos
- Videos
- Posts



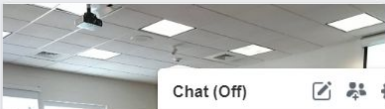
Like · Follow · Share · ...

Create Post · Live · Event · Offer · Job

Write a post...

Photo/Video · Get Messages · Feeling/Activ... · ...

4.9 out of 5 · Based on the opinion of 45 people



Chat (Off)

District Website and Social Media



Joseph E. Hochreiter @HenHudSupt · Mar 1

HenHud Diver extraordinaire Yanni Schattman takes **THIRD PLACE**, state-wide, at the NYS State Championship at the Nassau Aquatic Center on Long Island!

Congrats Yanni!!!

Re: Fo x 2019 x Marci x Bb Featu x Outlo x Imag x Offici x +

https://www.henhudschools.org/site/default.aspx?PageType=14&DomainID=8&PageID=9&ModuleIns...

Apps Boces Mail Bb Hen Hud Represent... Measure and impro...

Hen Hud Wrestler wins 100th Career Match

Hendrick Hudson junior wrestler Beckett Herman won his 100th career match on Sunday, February 10, during the Section One, Division One Sectional Championships, where he placed 4th overall in the Section for his weight class.

Hen Hud's Caitlin Weimer Scores 1000th Point

On Saturday, February 9, 2018, Hendrick Hudson junior Caitlin Weimer scored her 1,000th point during the annual Gazette Cup basketball game against Croton-Harmon. Weimer became the seventh basketball player in Hendrick Hudson history, boy or girl, to achieve this feat.

FGL Students Put their Hearts into GoRED Campaign

Connect Your Elementary Schools



Utilize Positive Behaviour Intervention Strategies (PBIS)

- How can your programs be a part of the reward system
 - We use the PBIS programs for rewards such as the following
 - “Fan of the Day”
 - “Guest Announcer”
- Athletes visit the elementary schools
 - Guest readers

Positive Behavioral Intervention and Support (PBIS) Rewards



Promote “the value” of Athletics



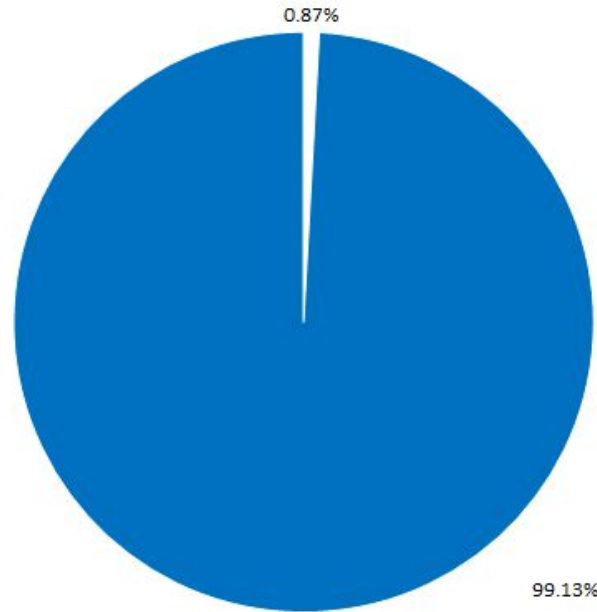
“The mission of New York State interscholastic athletic programs is to foster the quest for excellence by creating an educational and competitive experience within an atmosphere of sportsmanship. Successful programs develop individual and team potential by promoting high standards of competence, character, civility, and citizenship.” Directly from Educational Framework for Interscholastic Athletic Programs”

Promote Educational Value!

Impact of Funds vs. Participation



Athletic Budget vs. Entire District Budget





Thank you!



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Enjoy the Conference!!