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Marketing: It's More than Filling Seats

For many administrators, marketing means putting more fans into seats at athletic contests. While there is nothing wrong with producing more revenue from the gate, this would be a very simplistic view. Since many parents and community members may not understand the purpose and value of education-based athletics, marketing efforts are essential.

To borrow a term from the corporate world of marketing, you want to promote your brand and this is what you want to be known for and represent. In the case of high school programs, our brand is education-based athletics and all of the great, positive outcomes and qualities that it embodies.

Therefore, you should promote all of the positive aspects and developments – beyond winning – that are associated with your program.

For example:

- Post photos and write-ups of teams that participate in community service. These are great opportunities to promote the positive aspects of your young people and the program. They are giving something back to the community.

- Feature all of your coaches who have earned their NFHS Accredited Interscholastic Coach and Certified Interscholastic Coach certifications. These accomplishments demonstrate your staff's professional development efforts that help them to provide a better educational environment for your student-athletes.

- Highlight positive examples of sportsmanship that have occurred with your teams and athletes during your games. Normally, only situations involving unsportsmanlike

behavior are reported and presented in the media. It is, therefore, vital to present the good and positive side.

- Use interviews, write-ups and biographical materials of successful alumni to illustrate the benefits of education-based athletics. The examples that you use would demonstrate how they developed the qualities of perseverance, leadership and teamwork, and not the fact that they earned a college athletic scholarship or became the leading scorer. Create a link between what they learned through their high school experience and how it carried over into their career and helped them in life.

- List all of the athletes in your program who earn academic awards. TSSAA provides awards for athletes and teams who earn grade-point averages over a certain level. These honors should be part of your normal marketing efforts.

Certainly, everyone is busy and, at times, overwhelmed in their position, but marketing your program is not only necessary but vitally important. Your hard work may go a long way toward generating real support of your program and this may actually come in handy during budget discussions and for potential funding allocations.

The future of your program and how it is viewed is directly related to your marketing efforts. This endeavor is too important for you to overlook and it's more than filling seats.

By Dr. David Hoch for NFHS High School Today

DISTINGUISHED SERVICE RECOGNITION

TSSAA is proud to honor Mike Morrison as our Distinguished Service Award recipient as a coach.

Coach Morrison is presently the head baseball coach at John Overton High School in Nashville. He has been at Overton as a teacher and coach since 1997. Mike has been assistant football coach for the past 22 years and an assistant baseball coach from 1997-2002. Mike has been the head baseball coach since 2003.

Since Mike became head coach, Overton has had two district runner-up finishes and 11 district championships. Under Mike's leadership, Overton has had five regional runner-up finishes, one regional championship and one state tournament appearance in 2005 where they finished as state runner-up. Mike's overall record while at

Overton is 434-181-2. Coach Morrison was selected as A. F. Bridges Coach of the Year for 2005, and also the TBCA Sectional Coach of the Year in 2005.

Mike graduated from John Overton High School in 1979 and played two years at Columbia State Community College and finished his college playing career at University of Memphis.

It is an honor to recognize Mike Morrison for his dedication to high school athletics and John Overton High School.



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2019 MR. AND MISS BASKETBALL WINNERS

The top girls and boys basketball players in five classifications of the Tennessee Secondary School Athletic Association were honored as winners of the Mr. and Miss Basketball Awards at Murphy Center on Tuesday, March 5.

A statewide committee of sportswriters selected the winners based on performance during the 2018-2019 regular season. Academics and character were also taken into consideration. High school head basketball coaches and members of the media nominated the finalists.

This was the 35th year that the awards have been presented to Tennessee's best high school basketball players.

Division II-A Miss Basketball

Casey Collier, Webb School of Knoxville

Division II-AA Miss Basketball

Dontavia Waggoner, Ensworth

Class A Miss Basketball

Chloe Moore-McNeil, Greenfield

Class AA Miss Basketball

Gracee Dishman, Cumberland County

Class AAA Miss Basketball

Madison Hayes, East Hamilton

Division II-A Mr. Basketball

Keon Johnson, The Webb School

Division II-AA Mr. Basketball

Kennedy Chandler, Briarcrest

Class A Mr. Basketball

Ja'darius Harris, Peabody

Class AA Mr. Basketball

Kadrion Johnson, Marshall County

Class AAA Mr. Basketball

James Wiseman, Memphis East

Congratulations to the BlueCross Basketball State Champions

TSSAA would like to congratulate the following schools in winning the 2019 BlueCross State Basketball Championships!

GIRLS

Division II, Class A - Providence Christian Academy

Division II, Class AA - Ensworth High School

Division I, Class A - Gibson County High School

Division I, Class AA - Cheatham County High School

Division I, Class AAA - Bradley Central High School

BOYS

Division II, Class A - Webb School of Knoxville

Division II, Class AA - Briarcrest Christian School

Division I, Class A - Columbia Academy

Division I, Class AA - Wooddale High School

Division I, Class AAA - Bearden High School

Eight Rules Changes Approved in High School Soccer

Rules related to improperly equipped players and procedures for dropping the ball are among eight rules changes in high school soccer for the 2019-20 season.

The rules changes were recommended by the National Federation of State High School Associations (NFHS) Soccer Rules Committee at its January 28-30 meeting and subsequently approved by the NFHS Board of Directors.

"While there are not any substantial revisions to the rules this year, I believe coaches and players will be pleased with the changes we have made," said Theresia Wynns, NFHS director of sports and officials education.

Rule 4-3 will now specify that an improperly equipped player will not require teams to play shorthanded. The improperly equipped player will be asked to leave the field when the ball is not in play if the issue cannot be resolved immediately on the field, and the player may be replaced.

Once the offending player is properly equipped, he or she can report to an official. If the player was not replaced, he or she may re-enter the game at a dead ball. Infringement of the rule will not cause the game to be stopped unless a referee determines the situation is dangerous.

The rule was changed because the penalty for an improperly equipped player was more severe than the punishment for illegal equipment. The rule change ensures both infractions are handled equally.

With regard to the dropping of the ball in Rule 9-2-3, any number of players, including the goalkeeper, may now contest a dropped ball, and the referee cannot decide who may contest a dropped ball or determine its outcome.

Two new articles were added to Rule 9-2 to further clarify a dropped ball.

Article 5 states the ball should be dropped again if it touches a player before hitting the ground or if it leaves the field after hitting the ground without touching a player. Article 6 states that if a dropped ball enters the goal without touching at least two players, the play must be restarted with a goal kick if it entered the opponent's goal or a corner kick if it entered the team's own goal.

Rule 9-2-1c was amended to remove the provision that if a team is in clear possession of the ball, the game will not be restarted with a drop ball. The rule now states the only time a game will not be restarted with a drop ball following temporary suspension of a player, injury or unusual circumstances is when the goalkeeper is in possession of the ball.

A change to Rule 9-3 eliminates free kick opportunities by replacing an indirect free kick with a drop ball if the ball was not in the goal area and in possession of the goalkeeper during cases of temporary suspension due to injury or an unusual situation.

An addition was made in Rule 3-4-3 to state that the clock should be stopped when the leading team makes a substitution within the last five minutes of the second period. The new rule is meant to prevent coaches in the lead from wasting time and running the clock when no plays are being made.

The final change was to Rule 5-3-1d that now allows officials to call out "play on" with an underswing of one or both arms.

"Our game is in pretty good shape," Wynns said. "There will be a few changes this particular year, but the rules revisions that have been made will not change the game for the most part."

A complete list of soccer rules and changes can be found on the NFHS website, www.nfhs.org under "Activities and Sports".

According to the 2017-18 NFHS High School Athletics Participation Survey,

soccer is the fifth-most popular sport for boys with 456,362 participants in 12,393 schools across the country. Soccer is the fourth-most popular sport for girls with 390,482 participants in 12,007 schools.

Rule Change Affecting Media in Softball

With spring sports starting, we wanted to bring to your attention a change that was published in the October issue of the TSSAA News.

Media shall be prohibited from being in live-ball areas. The home team or game management may designate an area for the media in dead-ball territory.

Creating a media designated area in "dead" ball area minimizes risk for players and media personnel. Home team or game management may still designate media areas but not in live-ball area.

The change minimizes risk and continues efforts to improve safety of participants and others. The previous rule called for the ball to become dead if the media area was occupied. The possibility that any given area is a dead ball area only at certain times during a game could create a situation that might be unfair to one team.



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