

Creating Leadership & Excitement In-Season

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Weekly Highlight Films

- Win or lose, create a weekly 3-4 minute highlight film with music, and show it before the game.
- Pump up the music and project it on a wall or big screen.

Using Technology

- Find a way to find funding to purchase a digital video analyzer.
 - They are great for coaching, but they are better for the kids, because they will USE it.

Weekly Scouting Reports

- Each player has a folder that includes a DVD, scouting information, game itinerary, etc. that is passed out on Mondays, and collected on Fridays.
 - Have each position coach include a hand-written note every week, to his players.
- Create weekly scout DVD's, including all scouting information. Mass duplicate it.

Media Day & Media Guide

- The day after your scrimmage, host a media day for local media, parents, etc.
- Take formal pictures of each player, have them fill out a bio, and publish it in a first class media guide.

Well-Planned Practices

- Even though a well-planned practice may not “excite” your team, a poorly planned practice will drive them away.
- Find ways to get on and off the field quicker.
- Find a way to buy a simple segment timer to keep all levels on task and on time.

Helmet Award Decals

- Use for everything EXCEPT individual statistics. Preach the team approach.
- Give them out instead for good grades, practice players of the day (one awarded by each coach at the end of practice), wins, community service, etc.

4x4 Drill

- Even teams are picked and preserved throughout the entire season.
- These team double as “duty” teams for before and after practice cleanup.
- Every Tuesday, this is a single-elimination tourney, of four guys trying to go 10 yards and score, the fastest.
- Winning team gets award decals, losers must do extra work; great competition exercise.
- See the film for video examples and rules.

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Tuesday 20 (see film)

- All three teams come together for 20 minutes a week, coaches coach all three levels.
- The 20 minutes is broken up into circuit/station work, and fundamentals are taught and drilled.
- Older kids act as role models and coaches for the younger kids.
- Break up the Tuesday 20 into what works for your program, and utilize every coach's talents.
- Spend the whole first week of pads doing this drill everyday, to bulk the teaching & learning.
- Spend the rest of the season going fast and focusing on repetition.
- We use four separate circuits- blocking, Tackling & Turnovers, Wide Receivers, and QB's.

Team Knight (see film)

- Host a night in the gym, from 9pm to 6am, stay up all night, and fill it with team-building activities and fun.
- This is our most talked about event, and can be done by each team, on different nights.
- The goal is to build trust and teamwork, and learn about each other.
- See the film for video examples of games and talks.

Knight Readers

- Set a date on a game day to visit all local feeder elementary schools.
- Take Varsity, JV, and cheerleaders, and have them go back to their "home" schools.
- Each one takes a book or short story, their helmet and jersey, and a smile.
- Our kids read to their kids, then answer questions and show and tell, and then go to the playground for recess.
- Advertise and promote Knight Under the Lights.

Knight Under the Lights (see film)

- This is a community outreach program with one goal- having fun!
- Keep the cost to a minimum, invite all kids, put them on the field for two hours.
- Give each kid a t-shirt to put on right away. Solicit a sponsor to pay for the shirts.
- Have a snack bar setup for parents that stay and watch.
- Divide the field up into 8 areas. Each area has an activity.
- Let your kids decide what the activities will be.
- Every 12 minutes the kids rotate stations.
- On the 3 minute break, our kids autograph the backs of the t-shirts. Each kid has their own sharpie.

The PIE Wheel

- PIE stands for "Personal Improvement Exercise"
- A list of kept of all kids that need to spin the PIE Wheel.
- At the end of practice, individuals spin the wheel and perform the exercise.
- The wheel has eight spaces- seven with exercises that the KIDS decide on, and one free space.
- Examples of infractions- poor classroom behavior, forgotten grade checks, bad language during practice, forgotten equipment, etc.
- For repeat offenders, you can also hold the entire team accountable by having them do the exercise, while the person that spun the wheel watches.

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