



**ST. ANDREW'S  
SEWANEE**

**St. Andrew's-Sewanee School  
Sports Information Manual  
for Coaches**

*Revised 1/8/2024*

**Logging onto the Site  
Adding Schedules  
Entering Scores and Game Summaries  
Writing News Releases  
Contact Information for Media  
Parent Communication**

**Questions? Contact Director of Marketing and Communications,  
931.463.2118 or [Imoore@sasweb.org](mailto:Imoore@sasweb.org)**

# Logging onto the Site

1. You will be given a username and password for accessing and editing our school's website. If you have not received this, contact the Director of Communications & Marketing (sbergman@sasweb.org).
2. Go to <http://sasweb.finalsite.com/admin.cfm>. (Bookmark this in your Favorites as you will be using it often.) The link is marked as "Finalsite" on the [Staff Essentials](#) page.
3. Enter your username and password. You will be shown the main dashboard.
4. In the right hand column choose the third icon down (look like stacked boxes). Then choose the Athletics Manager.

## Athletics Dashboard

The screenshot shows the Athletics Manager dashboard. At the top, there are navigation tabs: DASHBOARD, EVENTS, TEAMS, LOCATIONS, OPPONENTS, and CONTACTS. The main content area is divided into several sections. On the left, there is a sidebar with options: Event Overview, Team Classification, List Styles, and Upload Data. The main area features a 'New Event' button, a 'Today's Events' section with 'Update Status...' and 'Bulk Recap' buttons, and an 'Upcoming Events' section with an 'Update Status...' button. Below these are two tables. The first table, 'Today's Events', is currently empty with the message 'No event records were found'. The second table, 'Upcoming Events', lists various events with columns for Date, Event, Adv, and Location. The events include Coed Swimming Varsity, Boys Wrestling Varsity, Girls Basketball Varsity, and Boys Basketball Varsity, with dates ranging from 1/13/2015 to 1/22/2015.

*Athletic Dashboard*

1. After selecting the Athletics Manager module, you will see the Athletics Manager dashboard, with tabs of events, teams, locations, opponents, and contacts. There is also a list of upcoming events. You can add/change/edit these from this page.
2. **Event Overview** gives you a list of today's events, upcoming events, and past events.
3. **Team Classification** gives you a list of all sports and default team naming. Please do not change anything here.
4. **List Styles.** Please do not change anything here.
5. **Upload Data.** This should only be done by an administrator. Please contact us for more information.

# Events (schedules)

Athletics Manager

DASHBOARD **EVENTS** TEAMS LOCATIONS OPPONENTS CONTACTS

Event List

Events | Dates today and later

[New Event](#) [Bulk Recap](#) [Delete Selected](#) [Update Status...](#)

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<input type="checkbox"/>	Date	Start Time	Team Name	Adv	Opponent	Result
<input type="checkbox"/>	<a href="#">Tue 1/13/2015</a>	no time	Coed Swimming Varsity	Away	Franklin County High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Tue 1/13/2015</a>	4:00 PM	Boys Wrestling Varsity	Away	Franklin County High School, Cumberland County High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Tue 1/13/2015</a>	5:00 PM	Girls Basketball Varsity	Home	Berean Academy	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Tue 1/13/2015</a>	5:30 PM	Girls Basketball Middle School	Away	Monteagle Elementary School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Tue 1/13/2015</a>	6:30 PM	Boys Basketball Middle School	Away	Monteagle Elementary School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Tue 1/13/2015</a>	6:30 PM	Boys Basketball Varsity	Home	Berean Academy	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Thu 1/15/2015</a>	3:30 PM	Boys Basketball Junior Varsity	Home	Lookout Valley Middle/High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Thu 1/15/2015</a>	5:00 PM	Girls Basketball Varsity	Home	Lookout Valley Middle/High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Thu 1/15/2015</a>	6:30 PM	Boys Basketball Varsity	Home	Lookout Valley Middle/High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Sat 1/17/2015</a>	TBD	Boys Basketball Varsity	Away	Marion County High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Sat 1/17/2015</a>	TBD	Girls Basketball Junior Varsity	Away	Marion County High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Sat 1/17/2015</a>	TBD	Girls Basketball Varsity	Away	Marion County High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Sat 1/17/2015</a>	8:00 AM	Boys Wrestling Varsity	Home	Multiple Teams	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Sat 1/17/2015</a>	12:30 PM	Coed Swimming Varsity	Home	St. Andrew's Sewanee Snowball Invitational Meet	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Mon 1/19/2015</a>	4:00 PM	Girls Basketball Varsity	Home	Friendship Christian School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Mon 1/19/2015</a>	5:30 PM	Boys Basketball Varsity	Home	Friendship Christian School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Tue 1/20/2015</a>	4:00 PM	Boys Wrestling Varsity	Away	Warren County, Shelbyville High School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Thu 1/22/2015</a>	5:30 PM	Girls Basketball Middle School	Away	Pelham Elementary School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Thu 1/22/2015</a>	6:30 PM	Boys Basketball Middle School	Away	Pelham Elementary School	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Fri 1/23/2015</a>	4:30 PM	Boys Basketball Junior Varsity	Home	Mt. Juliet Christian Academy	<a href="#">[enter score]</a>
<input type="checkbox"/>	<a href="#">Fri 1/23/2015</a>	6:00 PM	Girls Basketball Varsity	Home	Mt. Juliet Christian Academy	<a href="#">[enter score]</a>

Events screen

Here, all the athletic events are listed. You can toggle the way you see the list. Scores and recaps can be entered from here. You can add/edit/change events.

# To Schedule Events

1. Click the green New Event button to access the screen below.

*Add new event*

2. **Select Team** from the dropdown menu
3. **Start Date** of contest
4. **Recurrence** leave as None
5. **End Date** Unless this is a multiple day event, set as same date.
6. **Event Time** It is necessary to enter a Start Time. End Time may be left blank.
7. **Status** Leave as "--unset --". This will only be used if the contest is later changed, canceled, or postponed.
8. **Properties.**
  - a. **Event Type** is standard, tournament, or scrimmage.
  - b. Click **League Event** if this contest should be counted in your team record.
  - c. **Opponent(s)** should be chosen from the drop down menu. Note that it is now possible to list multiple opponents for a single event. (If the opponent is not listed in the drop down menu, email [jrender@sasweb.org](mailto:jrender@sasweb.org))
  - d. **Custom Title** Allows you to enter tournament names, etc.
  - e. **Advantage:** Home or Away. If it is an Away game, make sure the school **Location** is chosen from the dropdown menu. If it is a home game, choose St. Andrew's-Sewanee so that directions will be available. **Custom Directions:** you can add custom directions, but if you have added the street address, city, state and zip address for the school in the *Locations*, the Google directions will appear on the website for this opponent. (If the location is not listed in the dropdown menu, email [sbergman@sasweb.org](mailto:sbergman@sasweb.org))

- f. **Transportation** If this is an away game, make sure you add dismissal time, depart, and return time.
- g. **SAVE EVENT** or choose **SAVE & NEW** to add another event.

## Editing Scheduled Events

If you need to edit an event after it has been entered:

1. Select the team.
2. Click on the pencil icon to edit/add information. If you click on the red X, the event will be deleted.
3. You can use the **Status** dropdown menu to **Change, Cancel** or **Postpone** the event. When you use this, it will automatically update the calendar to show the new date – if a new date is set. It will also send an alert to anyone who has signed up for calendar alerts. **To have the cancellation or postponement appear on the public schedule, enter the Result as Other and the score as Canceled or Postponed.**

## Team Information

All other team information (Coaches, Rosters, Photos) will be handled by the Office of Communication & Marketing. Please send us any information you would like posted.

## After a Game

1. As soon as possible, call scores in to the Chattanooga Times-Free Press (423.757.6288) and the Nashville Tennessean (615.259.8018 or 615.259.8232).
2. Text wins (or other significant events) to Jasmine, 423-580-1187.
3. Preferably that night, certainly within 24 hours, post your score to the website.
4. Within 24 hours, post a game summary to the website.
5. Within the week, send game summaries to the area newspapers. It is okay to group a week's worth of games together.

## Posting results, cancellations, and/or postponements

1. If you post results on the day of the event, and you should, you will be able to access the event from the **Dashboard**. If the date is past, go to the **TEAMS** tab and choose your team to access your full schedule.
2. You can quickly add the score by clicking on **Enter Score** at right.
3. To add a game summary, scroll over the date and you will see a pencil icon. Click on that to **Edit** event.
4. **Results**. Scroll to the bottom of the window to type in your game recap. After you have entered in the information, click **SAVE EVENT**. Information will go live on the website.

**In the event that a game is canceled or postponed, enter the Result as Other and the score as Canceled or Postponed.**

# Writing Game Summaries

**Game Summary Template** (This is meant as a guide. Feel free to add to it.)

Boys'/Girls' Varsity/Junior Varsity/Middle School Sport **Team** Defeats/Falls to Opponent

On day, month date, the St. Andrew's-Sewanee School Boys'/Girls' Varsity/Junior Varsity/Middle School Sport team defeated Opponent, winning score~losing score, bringing the team to wins~loss for the season.

High scorer for the Mountain Lions was name with number points. Other outstanding performances included name with accomplishment; name with accomplishment; and name with accomplishment. According to SAS Coach your name "quote". The team's next game/match will be day, month date, at home/away.

## At the End of Your Season

Please complete a post-season report that includes any outstanding performances, awards received, records broken, season record, and outlook for the next year and send to [sbergman@sasweb.org](mailto:sbergman@sasweb.org) for inclusion in the magazine.

## Writing a Sports Release

The summaries that you have written for SASweb can be sent directly to the papers by copying and pasting them into an email. If you choose to write longer releases for the newspapers here are some guidelines. Remember, you do not need to write a separate release for each game. Feel free to put a week's worth of games into one story – starting with either the game that makes the team look the best or the most recent game.

### Don't...

- use personal pronouns like "our", unless it's in a quote.
- make subjective judgments, unless it's in a quote.
- be afraid to refer to the coach.
- make excuses for our teams. (small, inexperienced, short, young)
- use terms that are overly violent – spanked, throttled, destroyed
- use the term Lady Mountain Lions to refer to our girls' teams

### Helpful style points

- Refer to students by their full name the first time they are mentioned and by their last name only after that.
- Numbers under 10 should be spelled out unless it is a part of a score.
- Use boys' and girls' to distinguish our teams from the universities.
- Be sure to indicate the sport, level (varsity, JV, Middle School), and gender

Example:

### Boys' Varsity Basketball Team Defeats Randolph School

On Monday, January 17, the St. Andrew's-Sewanee School boys' varsity basketball team defeated Randolph School of Huntsville, 59-42, bringing the team to 9-5 for the season.

Sophomore Blaine Mitchell led the Mountain Lions with 19 points, including three three-point shots. Junior Hampton Mauzy provided seven rebounds and four points. Other outstanding performances included Jett Fisher with seven points, four assists and three steals; junior Kav Spivey with eight points; Courtland Fields with nine points; Osei Hill's solid defense and four points; Bruce Frommeyer's five points; Geoff Carl's two points; and Daniel Forster with four rebounds and one point. The Mountain Lions took control of the game in the second quarter with intense defense, holding Randolph to zero field goals. Coach Zeitler praised his team, "This victory was just reward for our team's hard work in practices this week."

The team will take to the court again on Monday, January 24, at home.

### Useful Terms

St. Andrew's-Sewanee School

SAS

the Mountain Lions

#### Won

Triumphed

Were successful

Outmatched

Overpowered

Rolled over

Shut down

Stopped

Took down

Trounced

Upset

Crushed

Pounced on

Roared away from

Conquered

Blitzed

Blew past

Cruised past

Got the best of

Prevailed

Were victorious

Defeated

#### Lost

Were defeated

Suffered defeat

Went down

Were beaten

Fell short

Edged out by

#### Tough match

Edged by

Escaped

Fought off

Got by

Outlasted

Slipped by

Squeaked by

Struggled past

Survived

# Media Outlets in the Region Updated: 01/8/2024

Media	News Related	Sports Related	note
<b>FRANKLIN CO</b>			
Sewanee Messenger	news@sewaneemessenger.com	<a href="mailto:sports@sewaneemessenger.com">sports@sewaneemessenger.com</a>	Kiki Beavers (931) 598-9949 At the moment everything is routed to Kiki. Hope to have sports editor soon!
Herald Chronicle, Winchester	Linda Stacy, Asst. Editor <a href="mailto:lstacy@heraldchronicle.com">lstacy@heraldchronicle.com</a>	Sam Cowan, Sports Editor <a href="mailto:scowan@heraldchronicle.com">scowan@heraldchronicle.com</a>	Copy Courtney Stachel, Advertising Dir. 931-967-2272 <a href="mailto:cstachel@heraldchronicle.com">cstachel@heraldchronicle.com</a> to be sure reaches proper desk
WCDT, Winchester		Carl Hill <a href="mailto:wcdtradio1340@gmail.com">wcdtradio1340@gmail.com</a> . Info Line, 931 967 1340, 1. Sports.	Carl Hill from of WCDT will promote out athletic events and report scores.
<b>COFFEE CO</b>			
Manchester Times	John Coffelt <a href="mailto:jcoffelt@manchestertimes.com">jcoffelt@manchestertimes.com</a>	Matt Tyson, Sports Editor mtyson@manchestertimes.com	931-728-7577 ext. 102 Teresa Massey, Advertising Manager tbare@manchestertimes.com
Tullahoma News	Kelly Lapczynski klapczynski@tullahomanews.com	ZACH BIRDSONG Sports Editor zbirdsong@tullahomanews.com	931-455-4545 Kathy
<b>GRUNDY CO</b>			
Grundy County Herald	Mandy Phillips <a href="mailto:gcherald@lcs.net">gcherald@lcs.net</a>	Lori Burrows lburrows@grundycountyherald.com	931-592-2781 lori
Cumberland View	<a href="mailto:info@thecumberlandview.com">info@thecumberlandview.com</a>	<a href="mailto:info@thecumberlandview.com">info@thecumberlandview.com</a>	Request for direct contact and update requested via e-mail 8/21/2019
<b>MARRION CO</b>			
Marion Co. Messenger	Jennifer Kilgore <a href="mailto:News@MarionCountyMessenger.com">News@MarionCountyMessenger.com</a>	Jennifer Kilgore <a href="mailto:News@MarionCountyMessenger.com">News@MarionCountyMessenger.com</a>	(423)228-0020 Logan: On-line only publication
Marion Co News	David Riley publisher@mcnewstn.com	David Riley publisher@mcnewstn.com	Debbie: Was Jasper Journal and South Pittsburg Hustler, now Marion County News.
<b>HAMILTON CO</b>			
Chattanooga Times Free Press	<a href="mailto:news@timesfreepress.com">news@timesfreepress.com</a>	Stephen Hargis shargis@timesfreepress.com	423-757-6293
Chattanooga	news@chattanooga.com	sports@chattanooga.com	423.266.2325
<b>RUTHERFORD CO</b>			
Murfreesboro Daily News Journal	Mealand Ragland news@dnj.com	Cecil Joyce cjoyce@tennessean.com	Michelle 615-893-5860
<b>DAVIDSON CO</b>			
Tennessean	Jason Gonzales jgonzales@tennessean.com	Tom Kreager tkreager@tennessean.com	615-259-8300 Beverly Burnett
<b>Other</b>			
			If you wish to send releases to media not listed above (to reach the hometown newspaper of one or more of our student athletes, for instance), Please e-mail the particulars to <a href="mailto:dandrews@sasweb.org">dandrews@sasweb.org</a> or <a href="mailto:sbergman@sasweb.org">sbergman@sasweb.org</a> . We'll reply with a contact name and e-mail.

# Communicating with Parents

Parents may have children involved in several sports. It is important that families receive the same level of communication from each coach. The following is a recommended framework for email communications:

**At the beginning of the season** - Send names and contact info for all coaches and a team roster to parents at the beginning of the season.

**Each week in season** - Send a weekly email at the same time each week. Email should include:

1. A standard subject line: ex. SAS Varsity Soccer this Week
2. Answer these questions:
  - a. WHO is involved – all players, just varsity, etc.
  - b. WHAT is happening – Practice? Game? Meet? Schedule change?
  - c. WHEN – date and time
  - d. WHERE – locations
  - e. HOW is the team doing?
  - f. Add a note of INSPIRATION - progress you've seen, hopes for the week