

ABSTRACT

ZAUNER, Gary R. The development of a multi-media instructional package for teaching the kicking game in football. M.S. in Physical Education, 1980.
69 p. (Dr. Richard L. Snowberg)

The kicking game in football is a skill area that coaches have neglected since the inception of the game. Recently however, there has been an increased interest in the improvement of the teaching and coaching methods related to the skills of centering, holding, and placekicking. The lack of good instructional material and the necessity for the improvement of the teaching and coaching methods, have prompted the development of this multi-media instructional package. This instructional package consists of an 11 minute, 16mm, silent, color film and a supplementary individualized instructional booklet, both titled: THE COACHES EDGE TO WINNING - THE KICKING GAME. This multi-media package provides necessary coaching materials to teach and learn the fundamental skills and drills of the kicking game.

THE DEVELOPMENT OF A MULTI-MEDIA INSTRUCTIONAL
PACKAGE FOR TEACHING THE KICKING GAME
IN FOOTBALL

A Seminar Presented
to
The Graduate Faculty
University of Wisconsin - La Crosse

In Partial Fulfillment
of the Requirements for the
Master of Science Degree

by
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UNIVERSITY OF WISCONSIN - LA CROSSE
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fulfillment of this candidate's requirements for the degree:

Master of Science in Physical Education

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This seminar paper is approved for the school of Health, Physical
Education and Recreation.

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Date

Glenn M. Smith
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The writer would also like to thank Bert D. Sasse, for his time and expertise in drawing the illustrations in the individualized instructional booklet.

A special tribute to the University of Wisconsin - La Crosse physical education staff for the excellent instruction and preparation they provided during my undergraduate and graduate studies.

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CHAPTER I

Introduction

Purpose

The purpose of this seminar project is to produce a meaningful multi-media instructional package on the kicking game. This package will be constructed to educate coaches and kicking team personnel; centers, holders, and place-kickers, on the teaching and coaching points associated with the fundamentals, drills and training of the place-kicking team.

Rationale

A motor skill can more easily be learned through the use of film or other recorded motion techniques. These techniques help provide a more comprehensive understanding of the progressions of movement. A film technique can eliminate misconceptions created by the exclusive use of verbal descriptions in reconstructing a motor skill.

The addition of supplementary print materials (manual, charts and illustrations) in a mediated program provide additional review, enhancement and support information not necessarily available in the film technique. A teaching manual (individualized learning booklet) may also provide a more convenient means of review than a mediated presentation.

Need

There is a definite need for a multi-media instructional package on the kicking game in football. Coaches throughout the years, have continually

improved and upgraded the quality of the offensive and defensive game, by exchanging teaching and coaching ideas at clinics and camps. An increase of printed materials in coaching magazines, journals and periodicals has also aided the profession.

The improvement and upgrading of the kicking game has been retarded throughout these same years due to the absence of knowledgeable people in the area. This void has resulted in a lack of available teaching and coaching materials for the instruction of centers, holders, and place-kickers.

Coaches are realizing the importance of the kicking game and want to be able to acquire more knowledge on the subject. This instructional package will contain the information coaches need to improve their effectiveness in teaching the skills of centering, holding and place-kicking. This package will provide the student with: (1) fundamentals, (2) drills, (3) teaching philosophy, and (4) coaching progressions and suggestions.

Assumptions

It is assumed that the development of an effective multi-media instructional package would be useful to football coaches throughout the country.

CHAPTER II

Review of Related Literature

A review of the related literature, indicates that a multi-media presentation may be more effective than a single channel presentation because of the educational benefits it can provide for maximal learning. To support this Hartman (1961a), indicates that " redundant information simultaneously presented by the audio and print channels is more effective in producing learning than is the same information in either channel alone." (p. 42) Wittich and Schuller (1962), have also said, " Ideally, learners should have available combinations of audiovisual experiences which reinforce one another if we are to provide the most efficient paths possible for the mastery of understandings and concepts." (p. 22)

The learning of a motor skill will be improved when the learner is able to view the correct demonstration. Furthermore when the skill is captured on film more consistent gains in achievement can be realized. Priebe and Burton (1939), concluded that motion pictures showed faster learner progress by cutting down on initial trial-and-error periods. Illustrations of good form seemed superior to words and physical demonstration.

Learning for some students will be retarded because the media channels are overloaded with too many visual and verbal cues. Travers (1966), states " the evidence indicates that multiple sensory modality inputs are likely

to be of value only when the rate of input of information is very slow... The silent film with alternation of picture and print would appear to find much theoretical support as a teaching device." (p. 14)

The presence of color in the visualization of instruction adds a dimension unobtainable in monochromatic illustrations. Color not only makes illustrations attractive and emotionally appealing but it can make them instructionally more effective in facilitating student achievement of specific kinds of learning objectives. Dwyer (1972), has provided substantial evidence that color is definitely a viable instructional variable for improving student achievement of specific types of learning tasks.

The effectiveness of pictures is addressed by Culbertson's (1974), research where he found that while news photographs were generally not rated as having any more emotional impact than "equivalent" verbal descriptions, pictures did seem to be at an advantage when the subject matter was concrete - referring to actual objects - whereas words seemed to be at an advantage when the topic was an abstract idea or concept. This impression is in agreement with the better established generalization that in learning, pictures are better for teaching concrete information and words are better for communicating abstract information.

Many teaching texts recommend the utilization of the whole-part method of teaching for psychomotor skills Lawther (1977), Moore (1970), and Singer (1972). Goldberg (1951), concludes " the concept formed by the perception of a motion picture film is not dependent upon the reaction to the individualized scenes that have been cut and spliced together but

rather upon the sequence as a whole" (p.70).

Mental practice is an aid to learning. Vandal, Davies, and Clugston (1943), concluded from their studies that mental practice was just about as effective as physical practice in the acquisition of a motor skill. Also, mental practice is a great supplement to physical practice. It can act as a review when more physical practice is impossible, Lawther (1977). This technique is becoming prevalent in the sports world today. The viewing of the correct demonstration on film plus the utilization of mental practice and rehearsal seems to be increasing.

CHAPTER III

Methods

From the review of the related literature, the technique and methods used in the construction of this learning package were established.

This multi-media instructional package entitled, The Coaches Edge to Winning - The Kicking Game, was constructed with the intent of achieving maximum efficiency in learning for the student. For maximum learning to take place the student will have available an 11 minute, 16mm, silent, color, film and a supplementary individualized instructional booklet. The content of the film and booklet reinforce what the other is trying to do. The 16mm film provides the correct demonstrations of the motor skills, while the booklet provides illustrations and detailed explanations of the skills and drills. The booklet also provides a philosophy of the kicking game plus training suggestions. The instructional booklet is specifically designed for individualized instruction for the football coach and kicking game personnel. The dialogue is geared to provide instruction as well as motivation.

The instructional design for learning is to have the learner first read the printed material (individualized learning booklet). The next step is to view the instructional film. To avoid the possibility of having learning distractions this project's instructional film is produced with no sound. The exclusion of sound, permits the learner to concentrate his attention on the skills and drills being demonstrated. More important to the learner is the fact that the silent film provides an opportunity to utilize an

analyzer projector during instruction. This type of projector is equipped with a variable speed control (slow motion) plus forward and reverse controls. The student should therefore, view the skills and drills as much as possible in slow motion for a better understanding of the concepts and techniques. The final step is for the learner to review the booklet and film. If there is a coach and athlete, each may follow the above procedures. The coach can then review and emphasize important points of concern for the athletes specific skill. Extra review of the materials plus videotaping or filming with analysis of the athletes performance will be very beneficial to the learning process.

The format of the individualized learning booklet has a logical progression. It is organized in the same order as the film, centering, holding, and then place-kicking. Any additional information is found in the back of the booklet.

In the booklet general information is presented before most section, plus there are rules, goals, and objectives listed. Coaches, note the specific teaching and coaching suggestions. Athletes, watch for specific comments directed towards you. Comments are made repeatedly to reinforce, stimulate and enhance learning. This is the key to constructing an effective multi-media presentation.

The suggested use of mental practice will aid the athlete in learning and skill development. The utilization of a good teaching progression (whole-part-whole) as was used to construct this multi-media package is very effective in a teaching-learning situation.

CHAPTER IV

Results

This project is composed of an 11 minute, 16mm, silent, color film and teaching manual. The film, a copy of which is available in videotape form, is on file in the Mitchell Hall Resource Center. An outline of the film and the instructional manual are found on the following pages.

FILM OUTLINE

for

THE COACHES EDGE TO WINNING - THE KICKING GAME

I. THE CENTER

- A. Hand placement and grip
- B. Stance
- C. Arm extension, grip, and tilt of the football
- D. Follow through
- E. Center snap and recovery
- F. Rhythm of the kicking unit
- G. Centering drills:
 - 1. Quarterback pass
 - 2. Windmill
 - 3. Two hand overhead pass
 - 4. Target drill

II. THE HOLDER

- A. Stance and receiving the football
- B. Placement and spinning of the laces
- C. Perfect center snap, no spinning of the laces

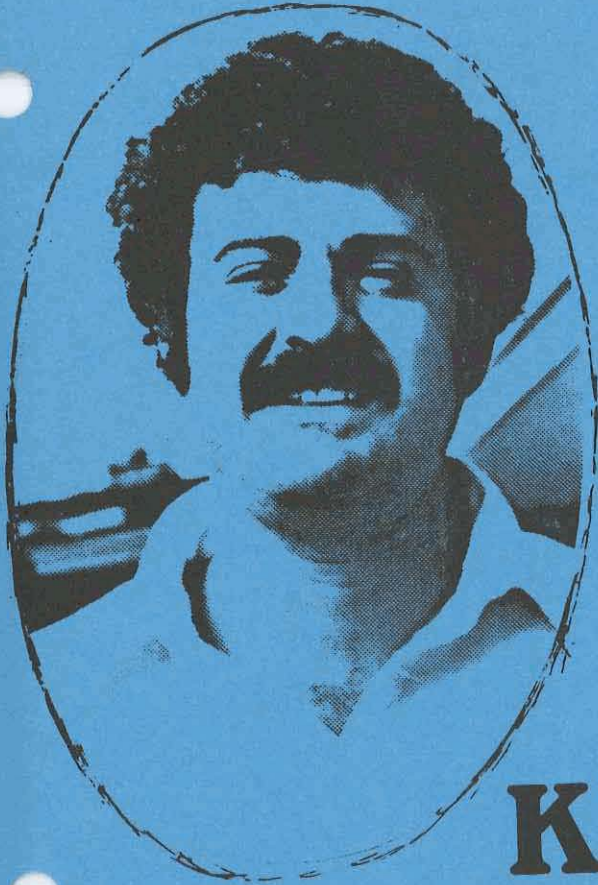
III. THE PLACEKICKER

- A. Placement of the kicking tee
- B. Exhalation and relaxing before kick
- C. Stances and approaches
 - 1. Kicking foot forward
 - 2. Non-kicking foot forward
 - 3. Feet even
- D. Perfect contact point
- E. Placement of the first step
- F. Placement and positioning of the non-kicking (aim) foot.
- G. Follow through
- H. Knee and ankle lock
- I. Kicking unit timing
- J. Placekicking drills:
 - 1. Cone drill (starting point and perfect placement of non-kicking foot)

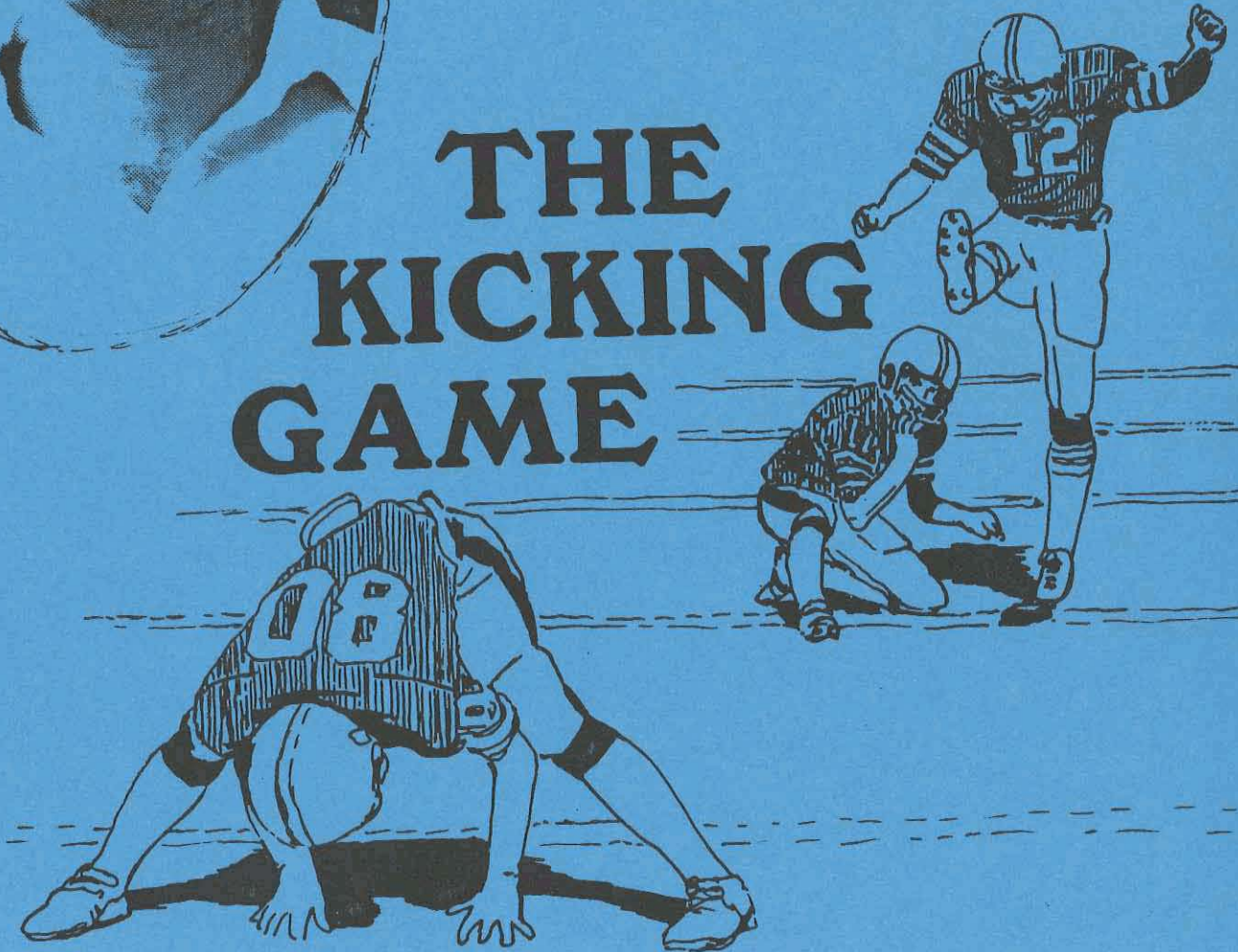
2. Hop steps for rhythm
3. Follow through drill
4. Chalking the toe for perfect contact
5. Timing
6. Pressuring the kicker
7. Straight leg follow through
8. Line drill

Gary Zauner's

THE COACH'S EDGE TO WINNING



THE KICKING GAME



PREFACE

This instructional booklet has been compiled from many hours of study, research and coaching experience for the best possible learning situation for the coach and athlete.

My interest in kicking was a direct result of my experience as a player in high school. In college my interest continued as proficiency increased. Aspirations of becoming a professional punter and placekicker necessitated expanded knowledge of the mechanics and influencing factors of kicking, with the intent of eliminating the greatest degree of human and mechanical error for myself.

At the present time I am an assistant coach at Brigham Young University and also the kicking coach for the Philadelphia Eagles during their pre-season training camp. My credits also include being: a punter and placekicker at the professional level, a speaker at many clinics throughout the country, a clinician at summer kicking camps, a kicking and special teams consultant, an author of several articles, and a producer of the films: The Art of Punting and The Coaches Edge to Winning - The Kicking Game.

The lack of good instructional material and the necessity for specialization in kicking have prompted me to research not only the influencing factors but also the "How" and "Why" of the entire kicking game.

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" THE COACHES EDGE TO WINNING - THE KICKING GAME " (Film and Booklet)

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GENERAL INFORMATION

As we know, the objective of American football is for a team to score more points than its opponent. Obviously, making touchdowns is the quickest way to score points. In recent years, however, the converting of extra points and the making of field goals has become a deciding factor in winning or losing a football game. In the past ten years, placekicking has been given the recognition it deserves due to the effectiveness of the placekickers who were kicking the football fifty and sixty yards. During this period, researchers wanted to know the "How" and "Why" of their success. Information is now available that explains the fundamentals of placekicking but the knowledge of how to use and teach this information is not part of the past research. The ultimate goal of this booklet is not only to stress the importance of the kicking game, but also to provide the necessary techniques for understanding and teaching the mechanics of placekicking.

COACHES EDGE TO WINNING

"The kicking game can win or lose a ball game." Does this sound Familiar? This is a very popular statement made throughout the country, year after year, by many coaches after their teams had won or lost football games as a result of situations related to the special teams. Review in your mind some of your previous seasons, and determine how many games your teams have won or lost because of the following points: 1) good or bad coverages on punt and kickoff teams, 2) good or bad field position as a result of a bad punt or good punt rush, 3) punt or kickoff return success,

TECHNICAL ASPECTS

Certain basic principles are inherent in the fundamentals of all sports. Equilibrium or balance is probably the most significant of all factors related to human performance. In kicking, balance has to do with the kicker's starting position, movement, and body balance while kicking the football.

Viewpoints and philosophies in athletics, with respect to training and skill development, change periodically with new findings in research. Recently, athletic coaches have put a great deal of emphasis on weight training in all areas of competition. Many professional people believe that if given two athletes with identical characteristics height, weight, and ability, the athlete with the superior physical strength will have a definite advantage.

Contrary to the above, some professional people believe certain skills do not require great physical strength but rather the coordination of specific body parts and the knowledge of the selected activity. In kicking there are believed to be several influencing factors that will determine a kickers efficiency in performance.

Besides, if physical strength were the only factor that influenced or determined performance in kicking a football, a coaches job in selecting a kicker would be made so much easier. However, it is not the only factor. In kicking a football, as well as any other motor skill, numerous factors have a positive or negative effect on performance.

FACTORS

Placekicking is a complex skill and has to be one of the most difficult

compelled by force to change that state, 2) the acceleration (or change of momentum) of a body is proportional to the force causing it and takes place in the direction of the applied force, and 3) for every action there is always an equal and contrary reaction.

Newton's laws relate to the skill of kicking. However, for better understanding and to eliminate any confusion interpreting his laws, let's say the power of the kick comes basically from three integrated movements: 1) linear motion, 2) rotary motion, and 3) the source of power.

The step pattern which is used by the kicker to "get into the ball" is linear motion. A kicker's step pattern varies with style. His getting the ball off with proper rhythm and timing is fundamental no matter which step pattern is utilized.

The pendulum action of the kickers leg, which originates from the hip socket is the second source of motion....rotary motion. After the kicker plants his non-kicking leg in preparation to kick the ball, the kicking leg is drawn backwards. While balancing on one leg the kicker brings his kicking leg forward into the ball. The hip is the pivot of the rotary motion.

The third phase, or power of the kick, comes from the action of the lower leg. While balancing on the non-kicking leg, the kicker's lower leg is drawn back bending the knee joint. The length of the radius will differ between kickers; however, the radius plus strength and quickness of the extending quadriceps muscles will determine the angular velocity of the leg. The additional arc-length achieved from the point of striking the ball that may be gained by bending the joint, will give greater force to the

transfer of force from the foot to the ball. The efficient transference of force is achieved through proper contact.

SPEED VS FORCE

Why can a smaller person punt or placekick the football just as far as a larger person? This is a familiar question asked by coaches. Some kickers are blessed with certain physical qualities and attributes, others are limited by heredity due to the construction of their anatomy. The attachments of the muscles, which are the source of the force exerted, are fixed. Since the structure of each person's body is different, there are certain mechanical advantages and disadvantages for each individual. Even though we know that if one desires to exert tremendous force, he should have his lever arm as long as possible, and if he is more interested in speed of movement, then the lever arm should be relatively short. The force exerted relates to the differences in length of kickers' legs. Kickers, however, have only certain God-given tools to work with and these tools are predetermined at birth. (Hard work and practice will help to overcome some deficiencies).

To answer the above question, researchers apply these basic principles and suggest that the smaller person is able to compensate for his weight disadvantage only by developing the explosive aspect of his force to a greater degree than that of the larger person. However, if the larger person is equally as quick or explosive, the smaller person has no advantage.

ADVANTAGE OF SOCCER STYLE KICKING

Soccer style kicking and straight-on kicking are both based on Newton's laws of motion. The techniques differ with respect to: 1) the

ZAUNER'S CORNER

The making of an extra point doesn't sound like much, however, it has been the deciding factor in many football games throughout history. The unhappiest day for any coach and team is the day when his football team plays an opponent even-up for the entire game, then ends by losing in the final minutes because of the teams failure to convert the extra point or winning field goal.

The underlying reason why the game was probably lost is because too many coaches (OH,BUT NOT YOU) are the biggest offenders of "BLOWING A LOT OF HOT AIR". Yes, too many coaches talk about the importance of the kicking game or special teams but do not spend enough time during the week practicing it.

PURPOSE OF THIS BOOKLET

The purpose of this individualized learning booklet is twofold. First, it is to expose coaches to the intricate details of the mechanics, techniques, timing, and teamwork needed to build a great kicking game; and secondly, to promote, emphasize, and upgrade the quality of the kicking game at all levels of competition.

THE AUTHOR'S TEACHING PHILOSOPHY

The basis for my success as a kicking expert and special teams coach is predicated upon the premise that a coach must be a teacher and motivator. In order to be effective, the teacher must do the following: 1) work with the individual's abilities, 2) realize that there is more than one way to get the job done, 3) be able to find the correct method for working with

THOUGHT FOR THE COACH

(HARD HAT AREA) FOUNDATIONS FOR A GREAT KICKING GAME

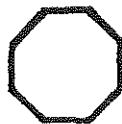
Your team's kicking game, like offense and defense, must be built upon a strong FOUNDATION. Consider these points to help you establish your own kicking game philosophy.

- * The kicking game is one-third of your total team.
- * Set special team's goals for the team.
- * Use offensive and defensive techniques when working with special teams players.
- * Find and develop speciality people. Have two or three people at each position. "You have two or three quarterbacks don't you?"
- * Stress kicking fundamentals with all kickers.
- * There must be individual practice time for all speciality people.
- * There must be team practice time for special teams.
- * Don't use second or third string athletes on special teams if they can't do the job.
- * All speciality people must be put under pressure as much as possible during practice.
- * Instill a kicking unit pride.

COACHES, IF YOU DO NOT SERIOUSLY CONSIDER THE ABOVE 10 POINTS AND YOUR TEAM IS STILL LOSING FOOTBALL GAMES BECAUSE OF IT, THEN YOUR HARD HAT BELONGS ON YOUR HARD HEAD!

EXTRA POINTS

- * Strive for perfection in performance.
- * Instill team pride. Your team should want to be known as having the best kicking game in your conference.
- * During speciality period, everyone should be involved. All coaches and players should take part so everyone realizes the importance.
- * KICKER'S RULE - All specialists must have their helmets on when practicing!



THE COACHES TEACHING SECTION

FOR

THE ART OF CENTERING

THE ART OF HOLDING

THE ART OF STRAIGHT-ON AND SOCCER STYLE PLACEKICKING

NOTE TO COACHES AND KICKERS:

Visualization of the correct demonstration of these skills, plus mental practice will enhance your learning and skill development. An excellent reference which illustrates the correct skills and drills is the 16 mm, color film, THE COACHES EDGE TO WINNING - THE KICKING GAME. (Gary Zauner Films Co.)

THE ART OF CENTERING

It is of the utmost importance for the coach to realize that the center is the VITAL MAN in the kicking game. The coach must find an athlete on his squad that can perform the art of centering, consistently and effectively. The center controls the timing of the kicking units. His snaps should be consistent, automatic, crisp and accurate. If your center does not initiate the exchange smoothly and accurately, his miscues will usually result in a poorly timed or unrhythmical placekick.

In other words, coaches, the essence of a great kicking game is a great center. THOUGHT - The punt or placekick starts with the center and most bad kicks are the result of bad center snaps!

As coach you must: 1) stress the importance of the center's job, 2) find several players that will work on and perfect the skill, and 3) give practice time for the center to work with the various kicking teams.

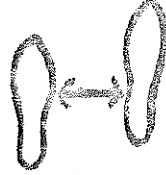
NOTE: THE KICKERS ARE ONLY AS GOOD AS THE CENTER SNAPPING FOR THEM!



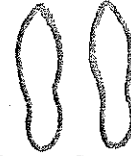
SELECTION OF CENTERING PERSONNEL

The regular center and the long snapper do not necessarily have to be the same person. However, it is more convenient if they are one and the same. The center for the kicking game should possess the following qualities: 1) be able to perform under the pressure of game conditions, 2) want to master the fundamentals, 3) be able to snap the football with

the football will be released by the centers hands, (this simultaneous contact and release give the ball its perfect direction) and 4) this stance also stresses the importance of centering and following through with both hands.



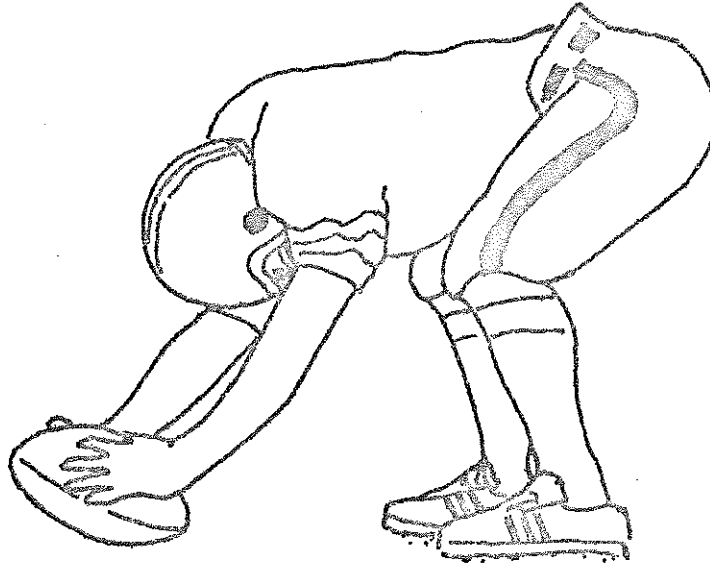
Staggered Stance
Toe to Instep



Even Stance

STANCE

The center's stance should be consistent and comfortable. The center should always be in a good athletic position, with his feet a little more than shoulder width apart. The center should have 40 percent of his body weight on the football and 60 percent on the balls of his feet.



Stance check points:

1. Feet are even, toe-to-toe, parallel, flat on the ground, and pointing straight ahead.
2. Knees are slightly bent.
3. The tail or hips are slightly higher than the shoulders.
4. The torso is in a parallel plane with the ground, but the back is arched slightly. Shoulders are level and squared to the line of scrimmage.
5. The head is bent downward, with the eyes focused in on the target.

ILLUSTRATION SERIES FOR CENTERING TECHNIQUES

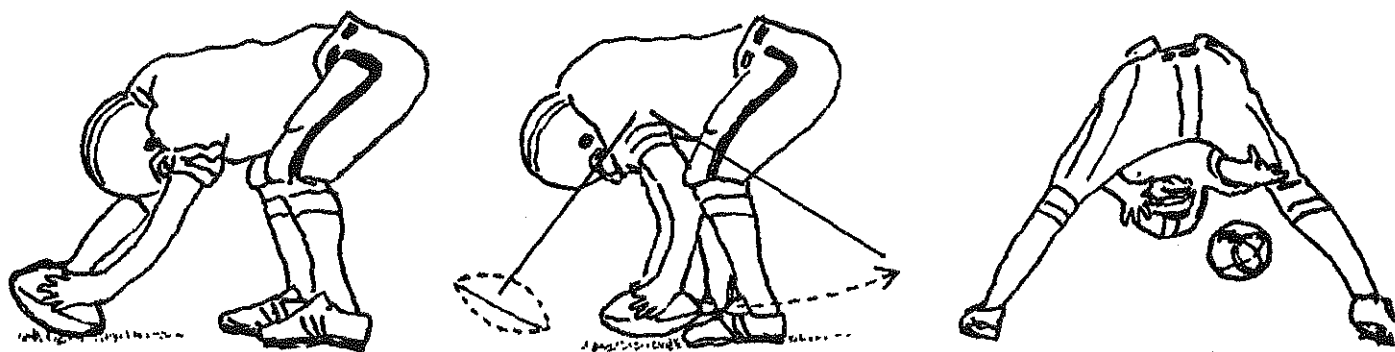
RULES: The centers first responsibility is a GOOD SNAP!

1. Know the snap count.
2. Pick out your target - concentrate on it.
3. Tilt the football at no more than a 45 degree angle.
4. Moving the football forward is illegal.
5. Center the football with ONE CONTINUOUS MOTION.

OBJECTIVES:

1. To have consistent procedures and mechanics when approaching and centering the football.
2. To center the football with consistent rhythm.
3. To center the football to your target point everytime.
4. To center the football with such consistency of rhythm on extra points and field goals that the laces will always end up away from the placekicker.

ILLUSTRATION SERIES FOR THE PENDULUM TECHNIQUE



Starting Position

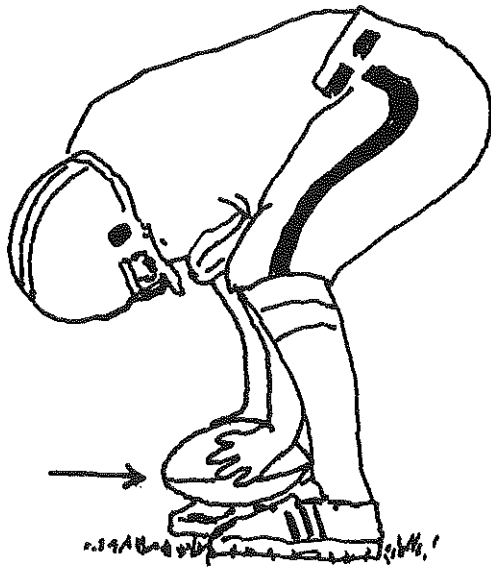
Pendulum Motion and Release

Follow through

STARTING POSITION - The center is in a good athletic position, balanced, with his feet flat on the ground. The football is gripped properly with the fingers and hands. Good arm extension. The head is down with the eyes looking back at the holder for the target.

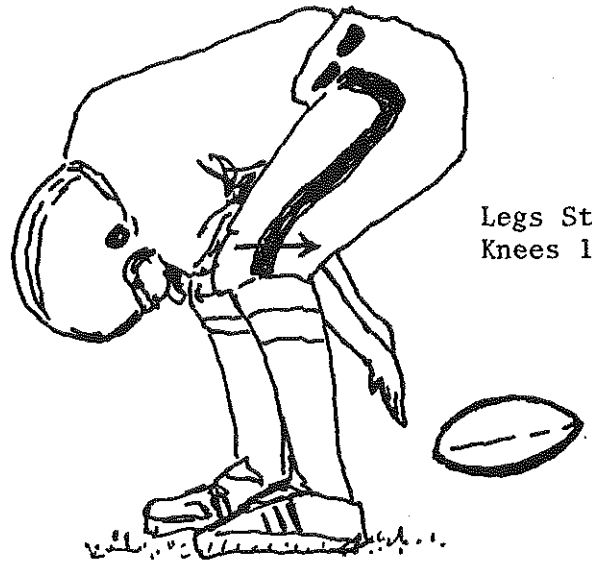
CONTACT POINT

Remember, the center is in a square stance. The elbows lead the motion of the arms backwards. Both elbows will make simultaneous contact with the inside of the thighs. At this point the elbows and the knees are both locking out as the ball is being released. WRIST AND FINGER ACTION IS WORKING.



THE RELEASE

As the elbows make initial contact with the knees, the lower arms are still bringing the ball backwards. As the elbows lock out, the wrists snap, and the football is released. FOR A GOOD SNAP THE CENTER RELEASES THE BALL WHEN THE FOOTBALL IS PARALLEL TO THE GROUND AND A COUPLE OF INCHES OFF THE GROUND. The throwing hand is responsible for the lace action and the guide hand aids in control and direction of the snap.

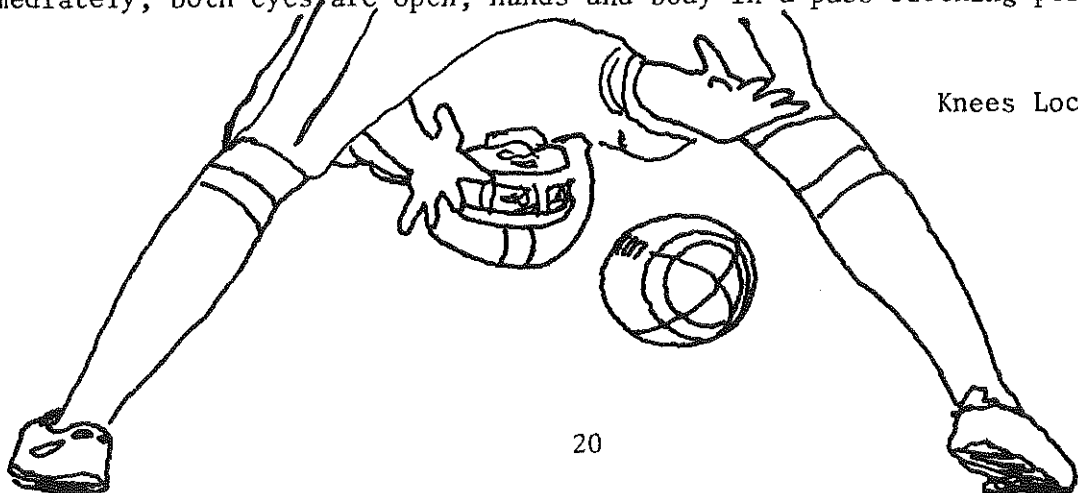


Legs Straighten
Knees locking Ou

NOTE: THE RELEASE POINT WILL DETERMINE THE TRAJECTORY OF THE SNAP. CENTERING WILL DIFFER SLIGHTLY, CONCERNING TRAJECTORY FOR EXTRA POINTS AND PUNTING.

FOLLOW THROUGH

As the football is released, both hands will continue backwards. The elbows and the knees are locked out. Thumbs are forced outwards. Check to see that both hands finish up with the palms facing outwards. RECOVERY - The centers job is done! The ball should be on its way to the target. Jerk the head up immediately, both eyes are open, hands and body in a pass blocking position.



Knees Locked

WHEN PUNTING

1. The target point for deep snapping is the hip of the punter's kicking leg. (Punter may vary target)
2. When punting out of bounds the coach might instruct his center to snap the football slightly to the right or left to help aid in the punter's out of bounds technique.

TIP: When coaching centering, especially the pick up and throw technique, STRESS accuracy first and speed second. THE SPEED OF THE SNAP WILL COME WITH CONFIDENCE IN HITTING THE TARGET CONSISTENTLY!!!

MISCELLANEOUS CONSIDERATIONS BY OTHER PERSONNEL ON THE KICKING TEAMS

1. The placekicker must line up his tee directly behind the football and at the correct distance from the line of scrimmage.
2. The punter must line up at the proper distance and in direct line with the center.
3. The holder must give loud signals so he prepares the rest of the kicking unit for the snap. He is also responsible for a good target!!!

HOW TO CENTER PERFECT LACES

We have established that the perfect snap is when the holder receives the ball from the center and places it on the tee without having to spin the laces. The key is the RHYTHM IN CENTERING. CENTERS: Yes, you can do it consistently if you keep these points in mind.

First of all, the placekicker will key it off by consistently placing the tee at the proper distance from the ball. (Distance may vary, but in most cases the tee is placed 7 yards from the line of scrimmage). Second, the center must start the football in the same position everytime. (Reference to laces.) THROUGH PRACTICE AND EXPERIMENTATION THE CENTER WILL ESTABLISH HIS STARTING BALL POSITION. Third, and the most important point, is the center must establish a consistent RHYTHM. The rhythm of centering combined with the other two factors will produce how many revolutions the football

TIMING FACTORS FOR THE PUNTING TEAM

Also, fundamental to the success of the punter is a crisp accurate snap. The entire process of punting the football, (from snap to punt) should be between 2.0 seconds and 2.2 seconds. The center should be able to snap the football back to the punter at 13, 14 or 15 yards in about .8 seconds. This time is relative to the different levels of competition (high school, college or professional). The center's snapping ability will determine how far the punter should stand back from the line of scrimmage. Performance chart for the punting team is below.

.6 tenths of a second	-	.7 tenths	-	Excellent time, the center will never be the cause of a blocked punt.
.8 tenths of a second	-		-	Good, will get the job done.
.9 tenths of a second	-	1.0 sec.	-	Coach, check your heart rate and be ready for the worst. How do you look with a lot of gray hair, or no hair at all.

TIP: COACH, YOU CAN ELIMINATE MANY PROBLEMS WITH YOUR KICKING GAME BY FINDING A GOOD CENTER.

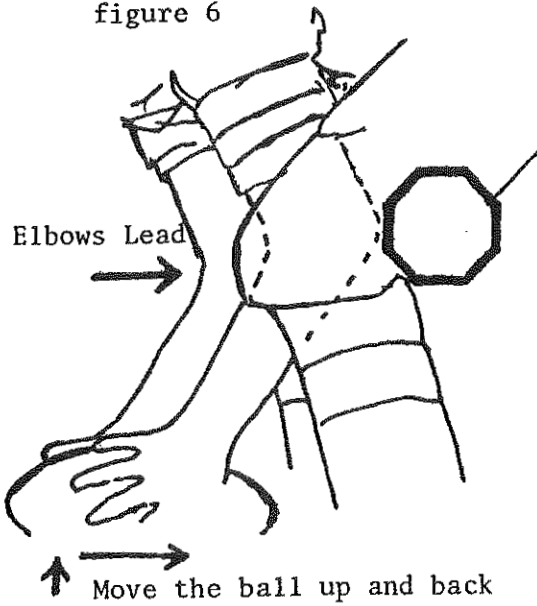
CENTER'S CORNER

- * REVIEW YOUR FUNDAMENTALS.
- * THROUGH MASS PRACTICE - REFINE AND PERFECT YOUR TECHNIQUES.
- * YOU ARE THE VITAL MAN - TAKE PRIDE IN YOUR PERFORMANCE.
- * YOU WILL ONLY BE AS GOOD AS THE TIME YOU PUT IN.
- * YOU SHOULD KNOW AS MUCH ABOUT THE KICKING GAME AS THE HOLDER AND KICKER.
- * VISUALIZATION AND MENTAL PRACTICE!

CENTERING DRILLS CONTINUED

ELBOW THRUSTS

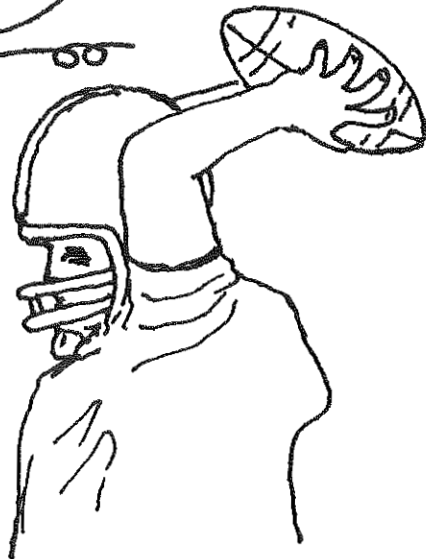
figure 6



TWO HAND OVERHEAD SNAP



figure 8



WIND MILL PITCH

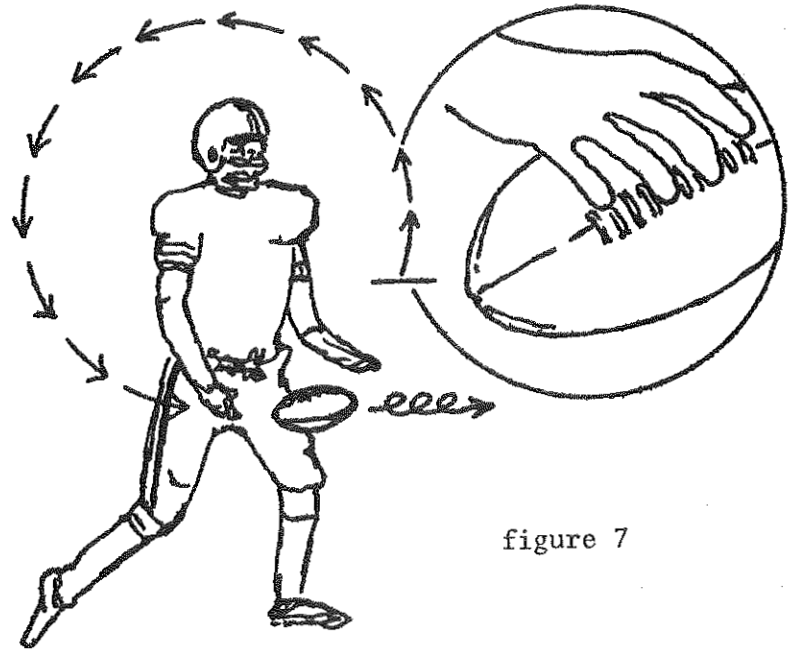


figure 7

TARGET PRACTICE

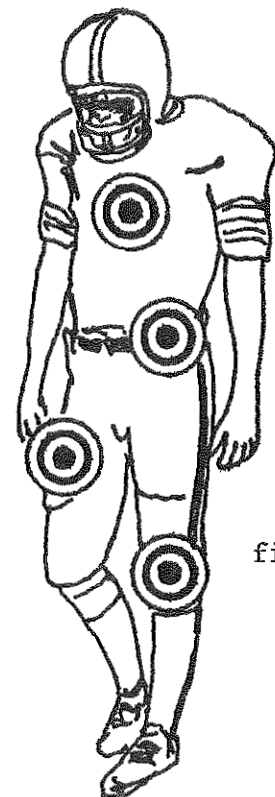


figure 9

2. Make sure every ball is placed on the tee with the proper angle and tilt. (kicker's preference)
3. Always get the laces away from the kicker.

TIP: Some extra point conversions are missed due to the holder over spinning the football. In other words the ball was still spinning on the tee as the kicker's foot made contact. MY RULE - On extra points or short field goals we never spin the ball if the laces are directly back at the kicker.

ILLUSTRATIONS FOR HOLDING TECHNIQUES

TECHNIQUE 1 - Technique 1, is used by most high schools and colleges around the country. The holder kneels down and gives a one or two hand target to the center about chest height. Upon receiving the center snap at point A, the holder takes and places the football on the tee at point B. The holder then adjusts the ball accordingly. This technique is good when you have an average center because it enables the holder to be able to move in any direction if the snap is not on target. However, it takes more time to move the football from point A to point B. (See fig. 10 below)

TECHNIQUE 2 - Technique 2, is used by most teams with excellent centers at the college and pro level. The holder is in a more compact or crouched position. The holder's hand is positioned directly above the tee about 12". The holder's front leg must be in an open stance with the foot positioned almost perpendicular to the line of scrimmage. This will enable the holder to field any center snap inside more easily. This technique eliminates unnecessary arm movements and gives the holder more time for placement and adjustment. KEY TO SUCCESS - A center that can snap the ball crisply, consistently, and accurately. (See fig. 11 below)

Technique 1

Technique 2

figure 10

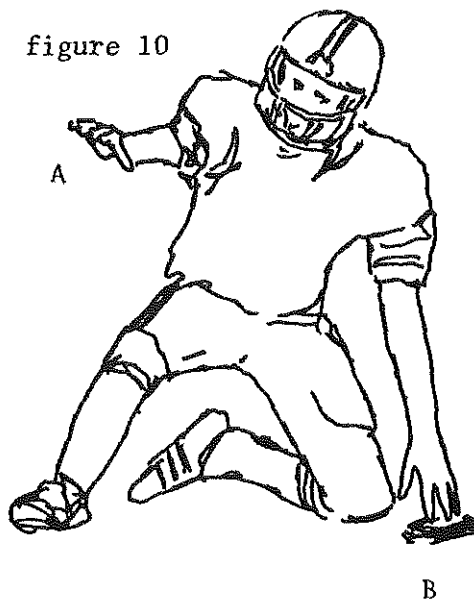
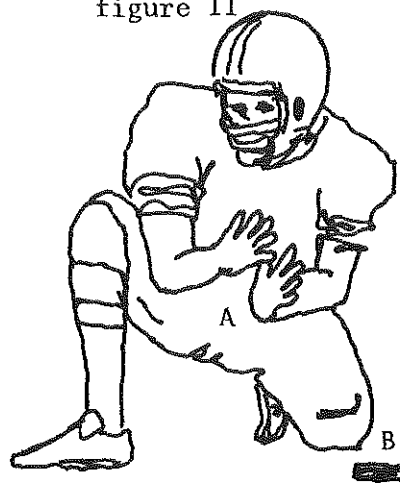


figure 11



THE ART OF PLACEKICKING

SELECTION OF PERSONNEL

A competent, consistent, kicking specialist can give his team a considerable advantage during the course of a football game and season. The kicking game is one-third of the team's total picture. When selecting these players a coach must know what to look for. Consider the following suggestions and remember, never be satisfied with the present but look also to the future; especially in developing a great kicking game.

HIGH SCHOOL COACHES

Select your personnel one or two years in advance if possible. Start looking for youngster in 7th, 8th, or 9th grade, depending of course on your program. This will provide your team with experienced kickers year after year.

COLLEGE COACHES

College coaches are lucky because they can recruit a kicker, thereby getting a proven product. However, these so called "proven products" still must make adjustment and improvements. A college kicker must be consistent. Greater improvements and consistent efforts will come from an athlete that has good fundamentals. COACHES, RECRUIT THE KICKER THAT IS FUNDAMENTALLY SOUND!

DESIREABLE PHYSICAL QUALITIES FOR A PLACEKICKER

- A. FLEXIBILITY - The potential placekicker should possess freedom and ease of movement of muscles and joints. His athletic performance will be improved through gains in flexibility because his body parts are allowed to move through a greater range of motion with more freedom and ease.

THE ART OF STRAIGHT-ON AND SOCCER STYLE PLACEKICKING

Both the rookie and veteran placekicker must be fundamentally sound if he expects to be consistent. Use the following list of factors and fundamentals to guide and check your style of kicking.

KICKERS: Discover a style of kicking that is fundamentally sound and is comfortable for you. DON'T IMITATE THE PRO'S! YOU DON'T HAVE THE SAME TALENT.

COACH: Be sure to set up guidelines for your kicker based on the following information. The beginning placekicker should be taught the fundamentals first. After the placekick is broken down into fundamentals, an attempt should be made to develop these fundamentals to a high degree of perfection.

TIP: Coaches, do not try to over-teach or make too many corrections at any one time especially working with an experienced kicker. We can all remember several major league baseball players who had awkward stances and swings but were still excellent hitters. The same will be true of some placekickers. It should also be understood that professionals get away with some bad habits because they are professionals, and they have been blessed with a lot of God given talent. THE MOST IMPORTANT THING IS CONSISTENCY. IF AN ATHLETE IS SUCCESSFUL AND IS CONSISTENT, THEN DON'T WORRY TOO MUCH ABOUT CHANGING HIS STYLE OF KICKING.

FACTORS TO CONSIDER

Basic to the success of any kicker is getting the kick off in the required amount of time. The kicker's stance and step pattern must be consistent and timed so that he doesn't take too many steps or too long to get the kick off. The kicking team must perform its duties, (center to kick) in 1.3 seconds.

- * 1.1 sec. - Too fast isn't good either. You're rushing it!
- * 1.2 sec. - You won't get the kick blocked, but you might miss a couple of kicks because you're still pushing it.
- * 1.3 sec. - PERFECTO - IT TAKES A GOOD CENTER, HOLD AND KICK.
- * 1.4 sec. - You will get the kick off if the defense is not rushing.
- * 1.5 sec. - WATCH OUT!! BLOCK, CRUNCH, AND OH S---! PRACTICE!!!

CONCENTRATION: THIS COULD EASILY BE CONSIDERED TOP PRIORITY, OR NUMBER ONE FUNDAMENTAL IN KICKING. THIS IS WHY COACHES MUST, DURING PRACTICE, PUT AS MUCH PRESSURE ON THEIR KICKERS AS POSSIBLE!!!

BREATHING

1. Take one or two deep breaths.
2. Exhale and relax. (Same technique used by basketball players before shooting free throws).

STEP PATTERNS - The kicker's step pattern will be determined by the foot with which the kicker takes his first step. BELOW NOTE THE STYLES OF STANCES AND STEP PATTERNS USED BY VARIOUS KICKERS:

STRAIGHT-ON TECHNIQUES

SOCCER STYLE TECHNIQUES

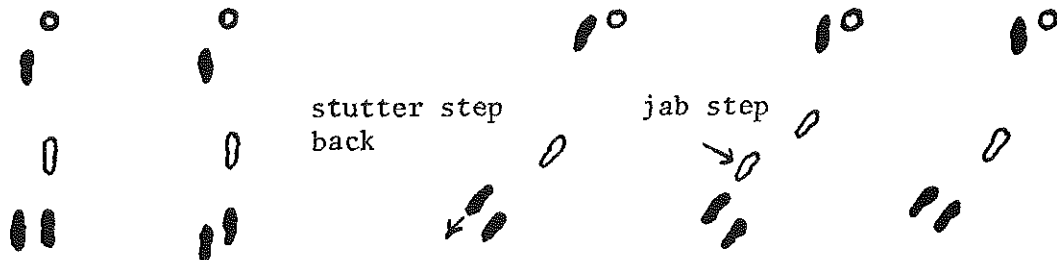


figure 12

figure 13

figure 14

figure 15

figure 16

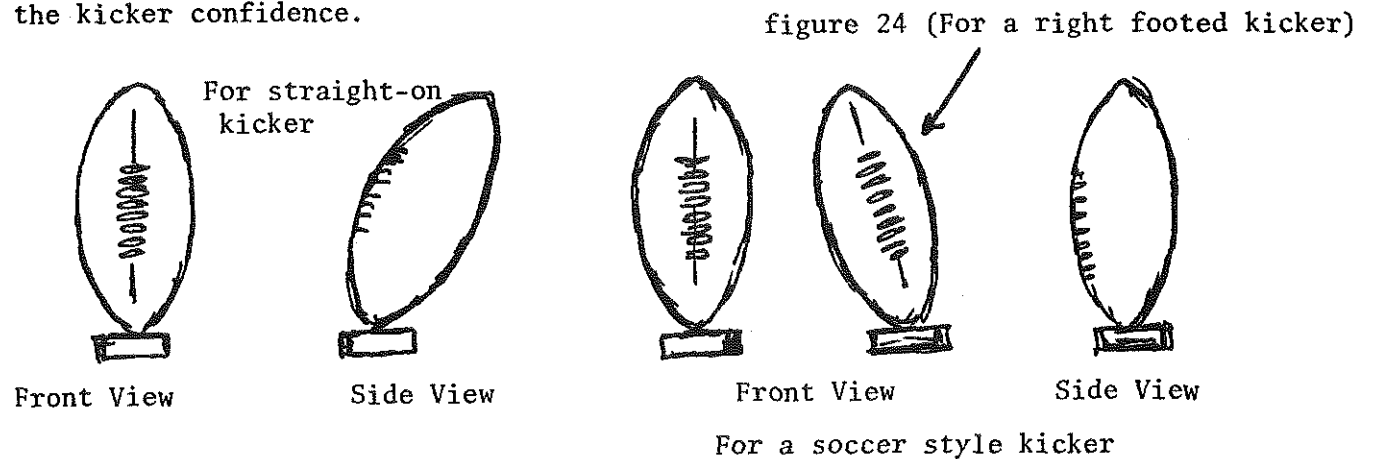
- KEY: fig. 12 Feet parallel, two step approach.
fig. 13 Kicking foot forward, two step approach.
fig. 14 Non-kicking foot forward, three step approach, use of stutter step.
fig. 15 Non-kicking foot forward, three step approach, jab step used.
fig. 16 Feet parallel, two step approach.

PLANT FOOT - The placement and positioning of the final step is of utmost importance to the resulting direction and distance of the kick. If the placement of the non-kicking foot is not consistent, then the pendulum swing of the kicking leg will not make consistent contact with the proper part of the football.

1. Straight-on kickers - Your plant foot will be approximately 6 to 8 inches behind the tee, if using a two inch tee.

TILT OF THE FOOTBALL

Each placekicker should tell his holder how he would like the ball placed on the kicking tee. The angle of tilt differs among individual placekickers. Most soccer style kickers like the football straight up and down. Below are some examples of the angle of tilt. In figure 24, note how some soccer kickers tilt the football away from them to help compensate for their hook. This technique is being used more and more by soccer style kickers to help straighten out their kicks. Using the same holder will give the kicker confidence.



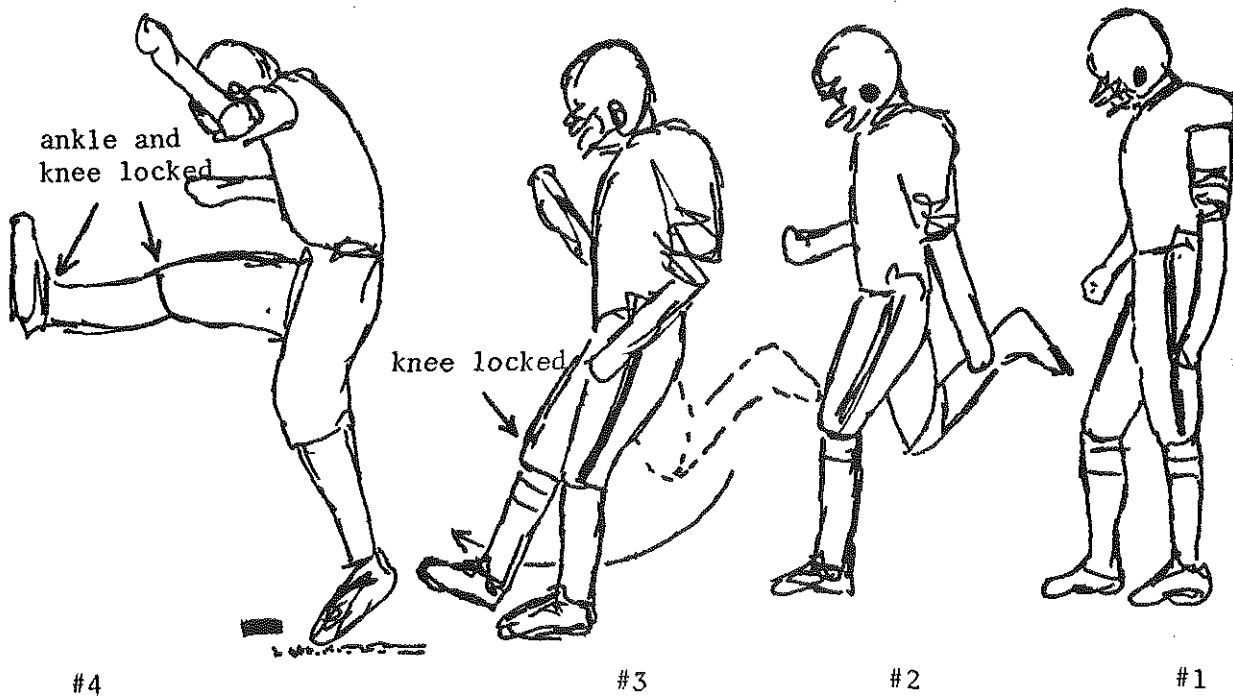
ENERGY EXPENDITURE

A placekicker should learn to kick both extra points and field goals with the same amount of energy. A kicker should not attempt to overpower the football when kicking longer field goals, but should develop a consistent timing and rhythm for all kicks. KICKERS AND GOLFERS, ALIKE, WHO TRY TO OVERPOWER THE BALL USUALLY END UP SHANKING, HOOKING, OR SLICING THE BALL. "USE YOUR ENERGY EFFICIENTLY."

IMPORTANCE OF THE KICKING TEE

The use of the kicking tee is permitted in high schools and colleges for field goals, extra points and kickoffs. A one or two inch tee is used by

ILLUSTRATION SERIES FOR A STRAIGHT-ON KICKING TECHNIQUE
(Right footed kicker using a 2 step approach)



1. The kicker should begin in a good starting position. After the snap of the football to the holder, the placekicker steps with his kicking foot. This first step is a position step, to get the kicking foot in line with the football. The step is relatively short (approximately a half step). The kicker's head is down, and he has good body position.
2. The second or final step is made with the non-kicking or (aim foot). This step is a full stride, with a little bounce or hop to it. The non-kicking foot is planted in the kicker's preferred position relative to the kicking tee. It is positioned straight down field, pointing at the target. THE NUMBER OF INCHES THE KICKER PLANTS HIS FOOT FROM THE KICKING TEE VARIES ACCORDING TO: TEE SIZE, LEG LENGTH, AND STYLE OF KICKING. The kicking leg is drawn back, and the kicker is prepared to swing his leg into the football. REMEMBER, GOOD BODY POSITION, AND HEAD DOWN.

CONTINUED

VARIATIONS FOR SOCCER STYLE KICKERS

As you have hopefully noticed from the previous sections, the fundamentals apply to both styles of kicking - straight-on and soccer style. One or two points that are specific to the soccer style kicker's technique will be discussed in this section.

NOTE: SINCE SOCCER STYLE KICKERS' TECHNIQUES HAVE SPECIFIC INDIVIDUAL DIFFERENCES, THE FOLLOWING INFORMATION WILL BE REGARDED AS GENERALIZATION. THERE ARE MANY EXCEPTIONS WHEN DEALING WITH SOCCER STYLE KICKER'S TECHNIQUES. THEREFORE, I WILL NOT ATTEMPT TO BE SPECIFIC.

Many soccer style kickers vary with respect to the exact part of the foot that makes contact with the football. Some kickers hit the football with the instep while others make contact with the top of their foot. This particular difference accounts for each type of kicker approaching the football at a slightly different angle. KICKERS: Experiment to see what is best for you. Remember, the individual kicker's steps in approaching the football must always be consistent. Also, the path or angle of the approach will be dependent upon the field or hash mark position. PRACTICING THE PLACEMENT AND ALIGNMENT OF THE KICKING TEE WITH THE TARGET FROM WIDE ANGLES ON THE FIELD IS VITALLY IMPORTANT TO YOUR SUCCESS. AS YOU LEARNED, THE TEE WILL GIVE THE SOCCER STYLE KICKER A FINAL CHECK POINT FOR HIS NON-KICKING FOOT AT THE TIME OF THE KICK. A STRAIGHT KICK WILL BE THE RESULT OF THE PROPER ALIGNMENT OF THE FOOT WITH THE TEE.

TIP: Kickers must sometimes compensate their point of aim according to wind conditions. Some kickers must allow for a hook or slice on their kick, if they cannot correct the problem.

ZAUNER COACHES SOCCER STYLE AND STRAIGHT-ON PLACEKICKING

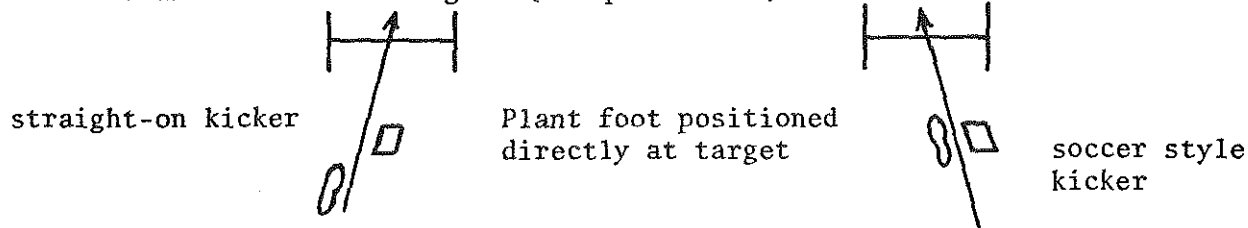
IT'S ALL THE SAME

Soccer style kicking, straight-on kicking, and punting are all the same when it comes to points of emphasis for coaching. The main coaching concern when working with kickers should be, THE FINAL POSITION THE KICKER'S BODY IS IN WHEN MAKING CONTACT WITH THE FOOTBALL. (It's just like golf; in what position is the club head when making contact with the ball?) Despite the obvious differences in the three kicking skills, basically the following FIVE POINTS are paramount to the success and consistency of the kicker:

- 1) the starting position and use of consistent steps into the football,
- 2) the placement and direction of the final step (non-kicking foot),
- 3) the position and direction of the hips and shoulders on contact with the football,
- 4) the locking position of the leg and foot to make proper contact into the football, and
- 5) the follow through.

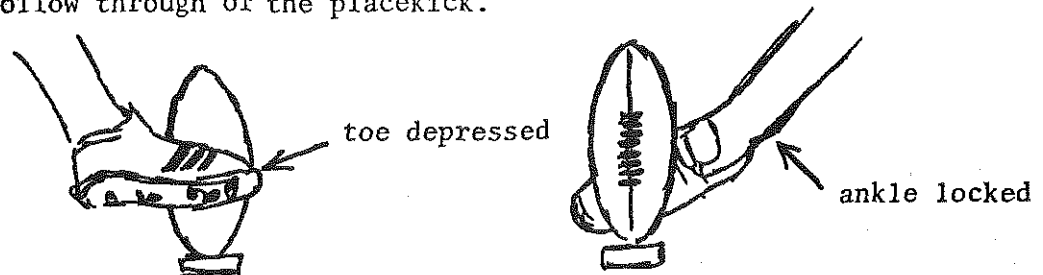
THESE FIVE POINTS AND HOW THEY ARE COACHED WILL DETERMINE MAXIMUM EFFICIENCY PERFORMANCE!

1. THE STARTING POSITION AND USE OF CONSISTENT STEPS INTO THE FOOTBALL - The kicker must always line up the same distance from the tee, so that the length of each step is consistent when approaching the football. Inconsistency in both the starting position and length of steps will lead to under or overstriding into the ball by the kicker. This will effect his final plant position. COACH, THIS POINT #1 IS YOUR TEACHING PRIORITY BECAUSE STARTING POSITION CAN EFFECT EVERYTHING ELSE THAT HAPPENS.
2. THE PLACEMENT AND DIRECTION OF THE LAST STEP (NON-KICKING OR AIM FOOT)
The placement of this foot is important for two reason:
 - A. ACCURACY - The foot should be planted so that it is pointing directly downfield at the target. (Examples below)



4. THE LOCKING POSITION OF THE LEG AND FOOT TO MAKE PROPER CONTACT INTO THE FOOTBALL - As the kicking leg extends into the football the following must be done by each kicker;

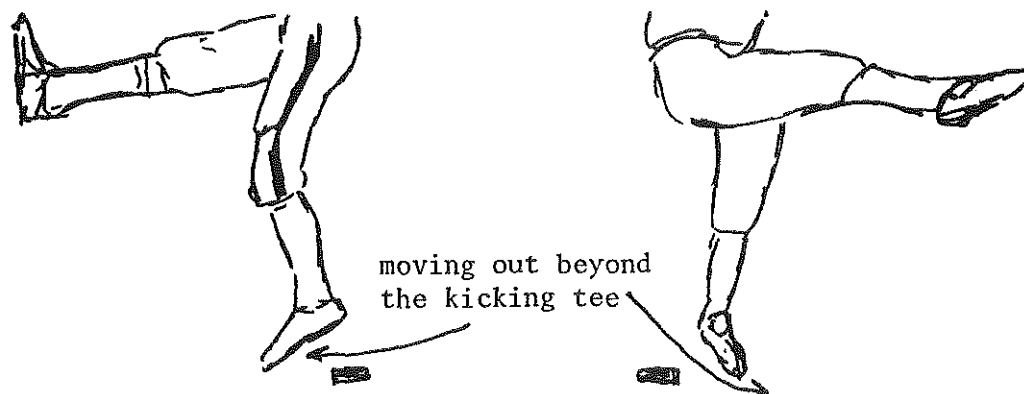
- A. SOCCER STYLE KICKER - As the leg swings into the football, the kicker's ankle must be locked in place, with his toes depressed in a pointed position. This position of the foot must be maintained into and during the follow through of the placekick.



- B. STRAIGHT-ON KICKER - As the kicking leg swings into the football, the knee will lock out upon contact with the football. At the same time, the kicker's ankle must be locked in place, toes up. The foot is locked in at a 90 degree angle. The foot position into and through the kick is very important if proper contact is to be achieved. The knee and ankle remain locked throughout the entire kick. COACH, STAND BACK, AND OFF TO THE SIDE TO SEE IF YOUR KICKERS ANKLE IS REMAINING LOCKED DURING THE FOLLOW THROUGH. SEE FIGURE BELOW



5. THE FOLLOW THROUGH - The kicker should always kick through the football. The follow through should be the consequence of the energy imparted into the football by the kicker. It is important that the follow through be natural, not a forced movement. As the kicker kicks through the football, his movement should carry him upward, onto his toes of his non-kicking foot. Many kickers then move forward beyond the tee.



THE KICKOFF

Football is a game of field position. During the course of a game field position will eventually determine the game's outcome. Therefore, in the kicking game the kickoff becomes very important. It is important for a team to have a good, dependable, and consistent kickoff man.

STRATEGY

The kickoff can be kicked from any place between the hash marks of the football field. While some teams traditionally kickoff straight down the middle of the field, other teams are starting to kickoff from the middle of the field or hash marks to the corner of the field. Kickoffs from a hash mark to a corner of the field narrow down the coverage area and return space.



The job of the kickoff man is to kick the football as deep and high as possible with good direction. The kickoff man doesn't necessarily have to be the field goal kicker. The kickoff man should be an athlete with enough strength, ability and concentration to get the job done.

MECHANICS

The mechanics for the kickoff are the same as any other placekick. The kicker must not try to overpower the football. The kickoff man, despite using extra steps, must make sure his last two steps are the same as those taken for any other placekick. On the last two steps the kicker must have:

- 1) good body position,
- 2) consistent steps into the football,
- 3) proper placement and direction of the non-kicking or aim foot,
- 4) the proper position and direction of the hips and shoulders on contact with the football,
- 5) the locking position of the foot and leg on impact and
- 6) the follow through.

DOES THIS SOUND FAMILIAR??

PLACEKICKING DRILLS

Professional kickers are blessed with a lot of God-given talent. However, the key to their success is repetition and consistency of the fundamental skills. They say, "PRACTICE MAKES PERFECT!" but only if the repetitious practice of the drills is done correctly. Kickers, you don't want to acquire or practice bad habits. Therefore, before you start practicing these drills make sure you understand the fundamentals of placekicking.

PERFECT PLANT AND KICK (Combination drill) - The goal of this drill is to find your spot for perfect placement of your non-kicking foot while achieving perfect contact with the football. (See fig. 25)

Using gymnastics chalk, liberally cover the toe or the area of your foot that makes contact with the football. Carefully place the football on a kickoff tee. Position the football exactly as you would for a perfect hold. Using a one or two step approach, attempt to make the perfect kick. (During the kick, have someone note the rotation of the football and the exact placement of your non-kicking foot.) Retrieve the football and analyze where you actually hit it.

TIP: AFTER THE KICKER HAS ACHIEVED A COUPLE OF PERFECT KICKS, WE CAN ESTABLISH WHERE HIS PLANT FOOT SHOULD BE ON EVERY KICK. NOW WE GO TO THE NEXT DRILL: STARTING POINT.

STARTING POINT - The purpose of this drill is to establish the same starting point for each kick. The same starting point and plant point will give you your perfect kick. (See fig. 26)

With a roll of tape, mark your starting position. Take several kicks. (During the kicks, note the rotation of the football and the position of your final plant foot.) Your steps must be consistent into each kick.

TIP: THE ROTATION OF THE FOOTBALL OR THE CHALK MARK WILL TELL YOU IF YOU ARE HITTING THE BALL TOO LOW OR TOO HIGH. NEITHER WILL GET THE JOB DONE! ADJUST YOUR STARTING POINT FORWARD OR BACKWARD SO THAT YOU CAN GET TO YOUR "PERFECT PLANT POSITION" CONSISTENTLY.

KICKERS: WHAT DOES THE PLANT FOOT, CONTACT POINT, AND THE ROTATION OF THE FOOTBALL TELL YOU???? IF YOU DON'T KNOW, THEN FIND OUT.

KICKER'S CONTEST - The purpose of this drill is to kick from various points on the field while getting some pressure from an opponent. (See fig. 30)

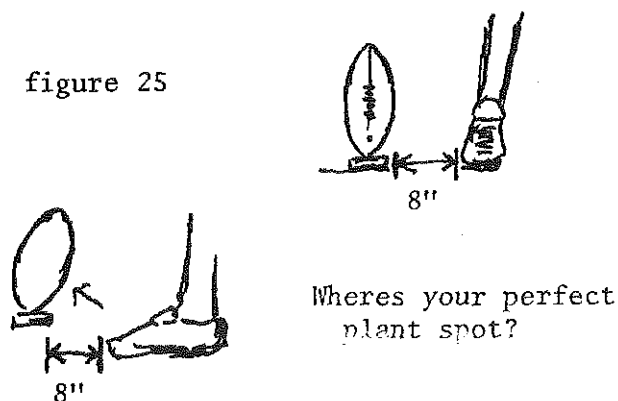
Work against an opponent, or try to beat your own score. Kick one field goal from each of the ten spots illustrated in figure 32. Follow the numbered position in exact order. After you make a field goal at a position, move to the next one. You get up to three tries at each position. If you make your first attempt, score 1 point and move on. Score 2 points if the kick is made on the second try, three points if on the third try, and four points if you miss all three kicks. At the end of the ten positions, total your score. Lowest score wins. A perfect score would be a ten.

COACHES, PUT YOUR KICKERS UNDER AS MUCH PRESSURE AS POSSIBLE DURING PRACTICE. DURING THESE DRILLS, AFTER THE KICKER BECOMES FAMILIAR WITH THE PROCEDURES, ADD A CENTER SNAP AND A HOLD TO THEM. TIMING AND RHYTHM IS THE KEY TO THE PLACEKICKER'S SUCCESS.

PLACEKICKING DRILLS

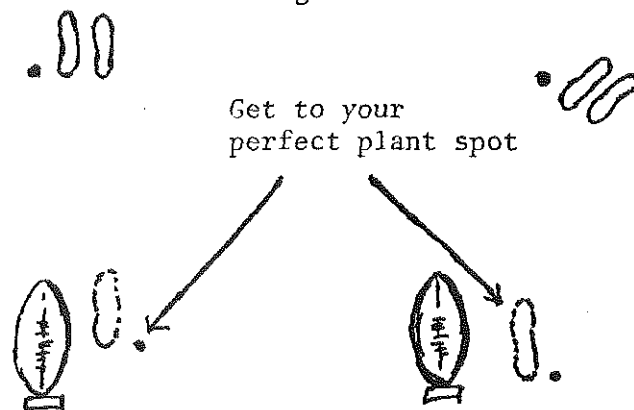
PERFECT PLANT

figure 25



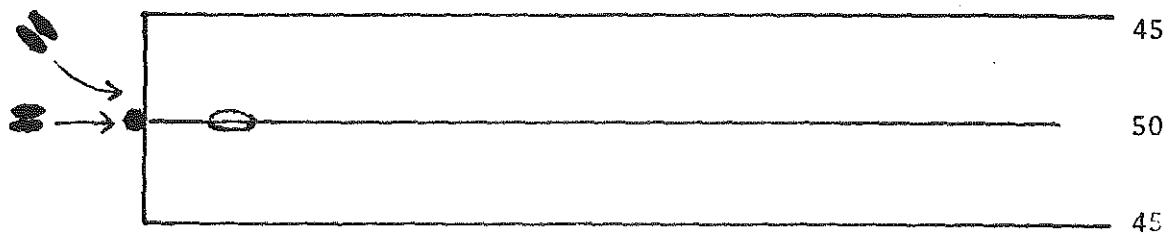
STARTING POINT

figure 26



ACCURACY OR LINE DRILL

figure 27



Straight-on kickers should start and finish with their kicking foot on the line.

FLEXIBILITY AND STRENGTH EXERCISES

VALUE OF EXERCISING

Weight lifting and conditioning regularly for the kicker or athlete will mean less chance of injury, more strength, and better endurance. The athlete that stays in shape may not improve his ability but will definitely prolong his career by years. Maybe even more important to the athlete is the psychological lift he receives from feeling good and knowing that his body is in top physical condition.

FLEXIBILITY

Years ago research proved to coaches that there are several good reasons for utilizing a good flexibility program. Today, statistics show that flexibility has reduced the frequency of injuries and the severity of those injuries that do occur.

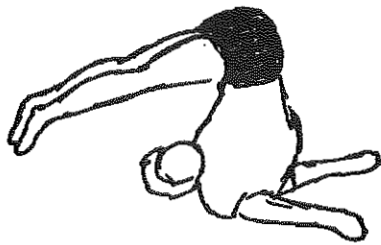
Prior to workout, a good stretching program will not only reduce the frequency of muscle pulls, tears, and cramps but will also improve performance, because the body is allowed to move through a greater range of motion with more freedom and ease. This will enable the kicker to bring his leg through a greater range of motion.

"THE KICKER MUST WARM-UP BEFORE KICKING"

TERMS TO KNOW

- A. STATIC EXERCISES - The static stretch is one in which a position of extreme stretch on a given muscle is assumed and held for a period of time, (usually 7 - 10 seconds). Flexibility through static stretching is best achieved by slowly stretching the joints involved until there is some discomfort. Working with a partner is usually very beneficial for greater gains.

8. Double Leg Stretch
Reps. = 10
Hold 10 sec.



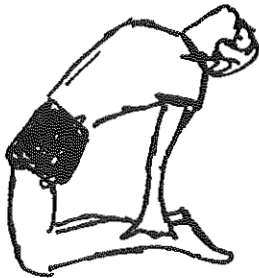
9. Hurdler Stretch
Reps. = 7 each leg
Touch Chest - Lay Back



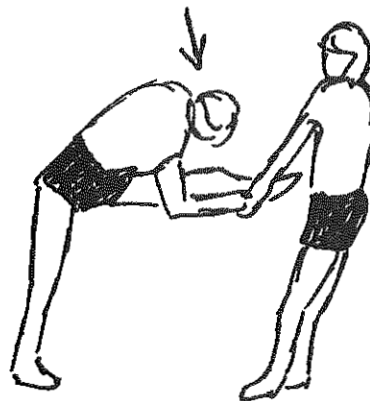
10. Double Leg Stretch
Reps. = 7
Hold 10 sec.



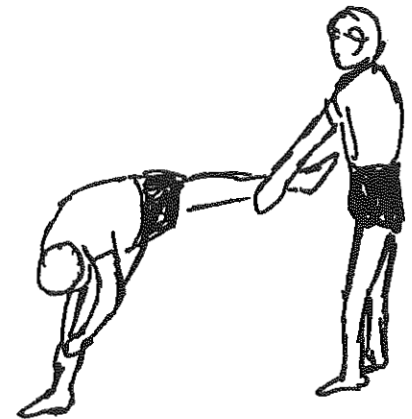
11. Quad Stretch - Bow
Reps. = 7
Hold 10 sec.



12. Leg Stretches with partner
(keep balance foot straight ahead) 2 sets for each leg,
Hold for 10 sec.

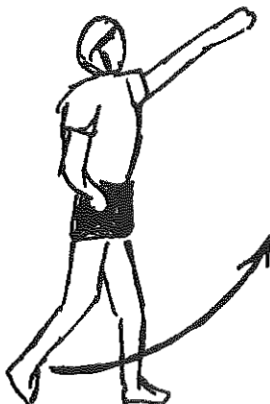


13. Hamstring Stretch
2 Sets each leg
Hold for 10 sec.



FOR GOOD EXERCISE CONTINUITY GO DIRECTLY FROM EXERCISE 12 INTO EXERCISE 13.

14. Leg Swings
Touch opposite hand and foot



15. Standing Quad Stretch
Reps. 10 sec. each leg



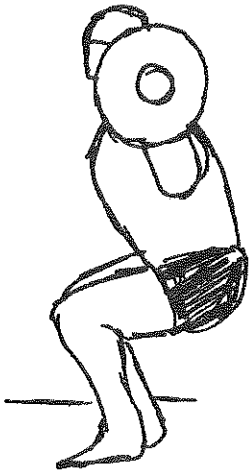
ILLUSTRATIONS FOR FLEXIBILITY EXERCISES USED WITH PERMISSION, WEIGHT TRAINING SYSTEMATIZED, by BUD BJORNARRA

KEYS TO THE KICKERS SUCCESS

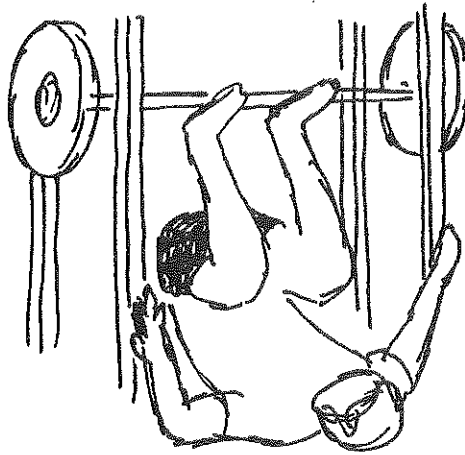
- * Dedication in working out.
- * Doing exercises and lifts correctly.
- * Pushing yourself during workouts - YOU WILL ONLY BE AS GOOD AS THE TIME YOU PUT IN.
- * The best kicker is the athlete that gets and keeps his entire body in shape.
- * THINK - YOU ARE GOOD NOW, BUT HOW GOOD CAN YOU BE? HOW DO YOU COMPARE WITH OTHER KICKERS AROUND THE COUNTRY??????????

WEIGHT EXERCISES

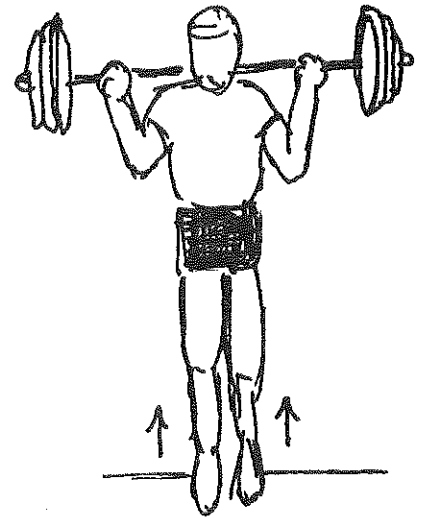
squat



leg press

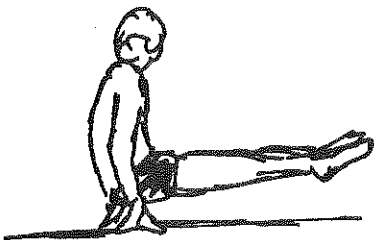


toe raises

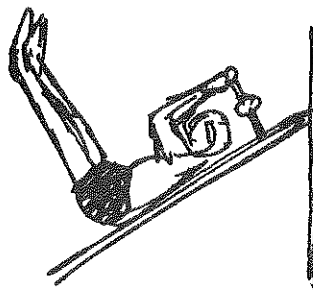


OTHER EXERCISES

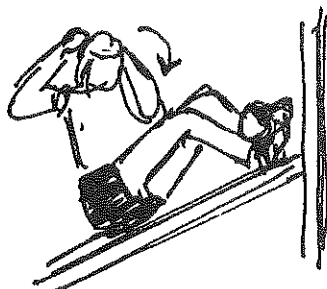
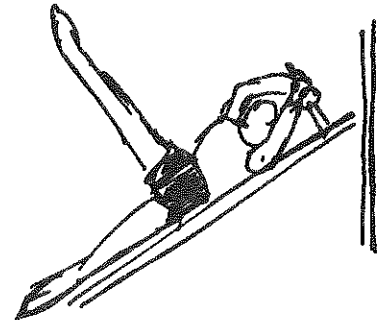
L-seat



incline pull over



incline side leg lift



incline situp with a twist

CONCLUSION

All the information that has been provided in this booklet can be paramount to the success in the development of a great kicking game. However, TIME is critical and the coach must allow enough time for the CENTER, HOLDER AND PLACEKICKER TO PRACTICE.

REMEMBER THAT VISUALIZATION AND MENTAL PRACTICE WILL ENHANCE YOUR LEARNING AND SKILL DEVELOPMENT.

DEDICATION - CONCENTRATION - PRACTICE

Thought for the kicker:

" THE WILL TO PREPARE TO WIN (practice) MUST BE GREATER THEN JUST THE WILL TO WIN ON GAME DAY."

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" THE ART OF PUNTING " is also available for purchase. The ART OF PUNTING covers the following information: 1) mechanics, 2) flexibility, 3) common errors, and 4) drills. FOR MORE INFORMATION WRITE TO THE ABOVE ADDRESS.

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