



Offensive System: Introduction and Basic Foundation

Communication

Our preferred communication method is hand signals and hot words. Communication typically starts with the play call coming in from the sideline to the players via hand signals.

Skill players - WR, RB and QB all look to sideline to get the hand signals from coaches.

Offensive Line - The OL does NOT need to look for hand signals. The OL is hurrying to the spot of the ball, getting set and start the recognition to identify the defensive front.

QB - will verbally communicate the play call to the OL.

- For younger youth teams under the age of 4th grade maybe wrist bands can be used. In our experience wrist bands slow the tempo and pace way down therefore we prefer not to use wrist bands.

Calling and Signaling in Plays

The entire play is hand signaled in from the sideline. The hand signal order is typically the formation first, then motions, protection, play and tags.

- The Formation (e.g. Ace)
- Any Motions (e.g. H-Move)
- The Protection, if needed (e.g. 90)
- The Play (e.g. Topper)
- Tags (e.g. Y-Curl)

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QB Play Call

Once the QB gets the play call from the sidelines, he will call out to the OL what they need to know. Here are some examples:

- 14 - 55 - Omaha
- 4 Wildcat
- 25 - 65 - Chevy

Only one of the numbers is real. It tells the OL what play is being run. The other number is a decoy — anything in the 50s, 60s, or 70s are automatic decoys because there are no real plays in that number range.

The word can be real or decoy. If it's a recognized play (e.g. Wildcat), then it's real. If it's not a real play (e.g. Omaha), then it's only there to make it harder for the defense.

The QB makes up his own decoys. The dummy numbers and words aren't signaled in. The QB comes up with his own when calling the play. He'll usually have a few ready that he just rotates through. (When someone first suggested this system, we laughed. You're going to walk to the line and call the play where everyone can hear it? How can that possibly work? When you see it in action, though, you get it. The offense is moving so fast that the defense doesn't have time to react even *if* they could instantly process what play was called and where the ball was going.)

After the QB calls the play, he gives a signal to the center when he's ready for the snap. (Usually flexing his hand out toward the ground.) The center makes sure the OL is set and then calls his cadence.

The exception to this is when the play calls for a WR to go in motion. On those plays, the QB will call "me me me" to signal to the OL that he is calling the snap count and will call it when the WR is in position.

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Examples

Play Signaled In	QB Verbal Calls to the OL	Explanation
Orange 26	26-55 Rocky	<ul style="list-style-type: none">• 26 (Active): Power Run Block• 65 (Dummy): There is no play numbered "65"• Rocky (Dummy): There is no play / hot word named "Rocky"
Ace 90	90-26 Eagle	<ul style="list-style-type: none">• 90 (Active): Quick Pass Protection• 26 (Dummy): We are using the first number in this example. Team knows what (first or second) number is hot.• Eagle (Dummy): There is no play / hot word named "Eagle"
Yellow 25 Squeeze	25-50 Rocket	<ul style="list-style-type: none">• 25 (Active): Power Run Block• 50 (Dummy): There is no play numbered "50"• Rocket (Dummy): There is no play named "Motor"

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Hot Words

We use Hot Words that allow you to speed up the tempo and put tremendous pressure on the defense:

We like using “Hot Words” to pick up the tempo to what we call Turbo speed.. Hot Words are one word meaning everything in the specified play call. We use words like “Alert, Record, NASCAR, and Falcon” and others.

Alert - In our system signaling in “Alert” from the sideline tells the offense to immediately run a pre-determined play that we really like against a certain opponent. This play can change weekly based on your opponent. The QB calls “Alert Alert Alert,” and the ball is snapped on the center’s cadence.

Example Alert Play: When scouting this week’s upcoming opponent we feel “Orange 26” will be a good run play for us against their defense. So that becomes our alert play for the week. All it takes is for us to signal in “Alert” and the QB’s verbal command is simply “ALERT, ALERT”. We are snapping the ball at turbo speed and running Orange 26.

Record - Calling “Record” simply means to get to the line fast and immediately run the previous play again.

PAR and PAL – Play action right and play action left

Others: Over the course of the season, you can add more Hot Words for pre-determined plays, formations, and/or motions. You can even game plan one or two specific plays for certain opponents.

* We love using a hot word play like “Alert” after a big gain or big play. Example after a nice 25 yard gain we yell Alert and hustle down the field and snap the ball before the defense is ready.

Cadence and Snap Count

QB is ready - Once the QB is ready for the snap he will give the center a signal like a hand wave or pick his foot up.

Center takes control - QB has deliver the I'm ready signal. Then the center is in control of the snap count unless motion is being used. When motion is being used the QB take control of the snap count with a "ME ME ME" call.

Cadence - Is a simple "Set GO" call

Freeze Call - We will have a code word for a freeze call like the word "Ice" or "Chocolate".

QB comes up and give the freeze code verbal command "26-32 Ice" "26-32 Ice".

Everyone know we are not snapping the ball.

QB give the I'm ready signal and the Center then gives a hard count "SET GO" "SET GO" to try and get the defense to jump off sides.

If no off sides - Then the QB and skill players look to sideline and will get a new play signaled in.

Quick Screens and Bubble Screens

Bubbles and quick screens are a big part of the Calloway Football offensive system. They allow us to stretch the field horizontally and are used as an extension of our run game.

- **Bubbles Screens** – Bubbles screens are what we call our inside WR combo screens like Y and H calls.
- **Quick Screens** – Quick screens are what we call our outside WR combo screens like Z and X calls.
- **RB Bubbles Screens** – Our RB bubble we call “F” in the system.
- **Traditional RB Screens** – Our traditional RB screen we call our “Bobcat” screen call.
- **Tunnel Screens** – Our Tunnel screens are called “Monster” screen calls to our WR’s.
- **Stutter** – Is our screen stutter series by tagging a WR with stutter.
- **Screens in our RPO Game** - We typically like to have a (RPO) run option tagged with our bubble and quick screen calls. Example “Ace 4 Z”

Once QB makes his pre-snap read he now has the opportunity to run either 4 (run play) or throw the Z (quick screen) based on best available leverage.

Run Game

Even though we teach a up-tempo spread offense. Do not be fooled. Our success is based and founded in the RUN Game. Specifically the Zone and Power run game is absolutely key to our production and dominance of our opponents.

Here are the basic of our run game. We use a numbering system to identify runs. The numbering system below describes what type of run each play is. It allows for a easy identifier to the OL as to the blocking scheme that will be used to run each play.

Run Series	Description & Explanation
0 - 9	1-Back Zone Run
10 -19	2-Back Lead Zone & Isolation (ISO) Run
20 - 29	1-Back Power Run
30 - 39	2-Back Split Flow Zone Run (Counter Look)

Zone Runs

Play Call	Description & Explanation
4 & 5	Inside Zone
14 & 15	Lead Inside Zone
34 & 35	Split Back Flow Inside Zone
8 & 9	Outside Zone
18 & 19	Lead Outside Zone
North & East Seattle	Jet Sweep Outside Zone (Stretch)

Power Runs

Play Call	Description & Explanation
26 & 27	Power
22 & 23	Counter Power
28 & 29	Counter Bounce
North & East Sonic	Jet Sweep Power Lead

Passing Game

The following is our standard passing series / protection calls based on the type of pass we are running. Our 'Quick Game' is 90 series calls & our 'Drop-Back game is 80 series calls. Pal and Par are our placation calls.

Play Call	Description & Explanation
90 & 91	<ul style="list-style-type: none">Quick Pass QB determines his target <i>pre-snap</i> and makes a fast throw right off the snap
22 & 23	<ul style="list-style-type: none">Drop-Back Pass QB goes through post-snap progression reads
28 & 29	<ul style="list-style-type: none">Play action calls. PAR is play action run fake right. PAL i play action run fake left

Passing Game Naming Conventions

For **90/91** and **80/81** passing series plays, the first number indicates the type of pass and the second indicates the position of the RB (which is called the F position in this offense). On even numbers (80/90), the F is to the right of the QB. On odd numbers, he is to the left. This also tells the OL which way we are sliding protection. The OL slides *away* from the side the F is on. Or we have teams that prefer to have the OL slide to the odd or even number and the RB (F) lines up opposite. Either way the bottom line is the RB (F) lines up opposite the OL slide and floors his protection rules or play call rules.

Quick Game 90/91 Series

- Squeeze
- Pivot
- Hurricane
- Stop
- Bench
- Slade
- Denver
- Rub
- Punch
- Quake
- Tap
- Stick
- Oak
- Fade

Drop-Back Game 80/81 Series

- Crock
- Gator
- Sail
- Snag
- Vertical (Vert)
- Topper
- Switch
- Curl

Play-Action Game

There are five play-action families of play-action calls. BTW – Cowboy is one of our favorite and most successful play-action plays.

Play Call	Description & Explanation
PAR	<ul style="list-style-type: none">Play-Action Right OL blocks like its a 4 run play
PAL	<ul style="list-style-type: none">Play-Action Left OL blocks like its a 5 run play
34 – 80 35 – 81	<ul style="list-style-type: none"><i>Even:</i> Play Action Right / <i>Odd:</i> Play Action Left No dummy #s; both are active. Used when a special backfield action is needed
34 & 35 Cowboy 4 & 5 Cowboy	<ul style="list-style-type: none">Naked Bootleg Off Zone Play Misdirection play. Can be run both directions with split-back flow.
20 & 27 Seminole	<ul style="list-style-type: none">Play Action Off Power or Counter Play

Directional Calls

In many cases, you'll want to call different plays for the receivers to the left of the line and the receivers to the right of the line. To do that, you use directional calls. **North** specifies that the next word in the play refers to the receivers to the right. **East** specifies that the next word in the play refers to the receivers to the left.

Here are a couple of examples:

Play Call	Description & Explanation
JAG 80 Crock East Post	<ul style="list-style-type: none">• The formation is Jag.• "80" indicates a drop-back pass.• The play is Crock.• "East Post" indicates that the receiver on the left runs a Post route instead of his normal Vert.
Ace PAR North Quake	<ul style="list-style-type: none">• The formation is Ace.• "PAR" indicates a Play-Action right.• "North Quake" means the receivers to the right run a Quake concept.