



P. A. Announcing Guidelines

*"The P.A. announcer is not a cheerleader, or a circus barker, or a hometown screecher. He's a reporter."
- Bob Sheppard, Stadium Announcer, New York Yankees 1951-2007*

As the Public Address Announcer your job is to relay information about the game in a clear, concise, informative and open manner. You are part of the game- day experience for the fans.

1. *Relax and have fun. If you have fun, the people around you will have fun also.*
2. Remember that you are an official of the host team game production staff:
 - No Cheerleading
 - Confirm Pronunciations
 - Do Not Editorialize. This is not radio "play-by-play" announcing
 - Do Not Criticize Official's Calls
3. When testing the microphone do not bang on the top of the mic. This is not good for the mic and sounds bad. A simple, *"Microphone check, 1, 2, 3"* will do. This allows you to hear if you're speaking too hard into the mic with the proper volume. If you are not satisfied, read an announcement and adjust from there.
4. The first step in being a great announcer is speaking slightly slower than normal. Over a public address system speaking at a normal conversation speed may sound rushed, so slow down the speed of your speech.
5. Be prepared #1. Read and rehearse all planned announcements before the game. You don't want to start reading a poorly written announcement live for the first time.
6. Be prepared #2. Have each team provide correct name pronunciations. If you do get a name wrong, don't worry about it. It happens but make sure you are prepared to get it right the next time. (Tip: Don't repeat or stumble over a mispronunciation. Keep going as if nothing happened).
7. A little added enthusiasm or emphasis for the home team is permissible, but keep it within the boundaries of good taste and being a good host. The content of your commentary should be equal for both home and visiting teams, i.e.:

"The play results in a Woodland first down"

vs.

"That play results in another Trojan First Down!!"

8. Do not speak while the teams are in a huddle or during the play. This is not radio "play-by-play" announcing. Do not provide too much information or irrelevant items.
9. After the play identify the players with the help of your spotter and announce the following information when you can:

After a running play:

- Who ran the ball
- Who made the tackle
- Down and yardage to go

For pass plays:

- The passer (QB)
- Receiver
- Who made the tackle
- Down and yardage to go
- After an incomplete pass, who was on coverage

After a touchdown or field goal announce who made the score. After the PAT announce the score.

10. At end of each quarter, announce the score.