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To: Football Playoff Tournament Managers  
From: John R. Johnson, Communications Director  
Re: 2013 Tournament Public Address Scripts

Enclosed are the public address announcement scripts to be read by your announcer for the MHSAA tournament games at your site.

Please note that the format for the scripts has them in the order in which they are to be read. As this is an MHSAA Tournament, your announcer is limited to the material presented in this script. Any pre-game introduction rituals (including music) you may have used during the regular season, and any sponsorship acknowledgements you have had for the regular season are not allowed.

**A recent point of emphasis by the National Federation focuses on the role of the public address announcer, and what is appropriate and inappropriate as to what is said, how it is said and when it is said during the course of the game. The bottom line is that the public address announcer is there to inform – not to entertain.**

**To that end, the second page of this document describes what should be considered to be the gold standard for how public address announcers should conduct themselves. It is the same standard followed by the public address announcers at the MHSAA Football Finals. Please read this information, be sure your announcer reads it and be sure that person adheres to that standard for this educational event.**

**Additionally, do not accept scripts handed to you on game day which encourages fans to watch highlights of a game on a local TV station or program, listen to scoreboard shows, and the like. The only exceptions are for programming by the MHSAA and FOX Sports Detroit. Whenever possible, those scripts will be e-mailed to you from this office.**

Please find enclosed a copy of an article from the MHSAA publication MENTOR, which further describes the desirable attributes and behavior for public address announcers, and provides information about joining the National Sports Public Address Announcers Association, which offers educational resources for public address announcers.



**NOTE - When saying the MHSAA acronym, say each letter – M – H – S – A – A.  
Do not say M-H-S-Double A or try to say MHSAA as a word.**

### **24:00 On Pre-Game Clock**

#### **Spectator Videotaping/Photography Restrictions**

A reminder to spectators who are videotaping or taking photographs at today's game: All spectator videotaping and photography for personal, non commercial use; and must be done with the understanding that the video or still images shall not be duplicated, sold, or distributed through any medium such as television or the internet. Your cooperation is appreciated.

#### **MHSAA Score Center**

More schedules and scores than anywhere on the web are at your fingertips at the MHSAA Score Center. You can check out daily schedules and results in all sports, at the varsity and subvarsity levels. Drill down to find out information by school and conference. You can also become a registered user of the MHSAA website and report results. Click on Scores & Schedules from the home page of the MHSAA Website to visit the Score Center!

### **20:00 On Pre-Game Clock – Coin Flip**

### **16:00 On Pre-Game Clock**

#### **PLAY – Preparation Lasts All Year**

An old coach once said you can get better in your main sport by playing other sports. Use your off season to take part in other activities, use other muscle groups to keep yourself fit and avoid single-sport burnout. Get up, get active and Play! – Preparation Lasts All Year. Learn more at the M-H-S-A-A Website.

#### **Scholar-Athlete Award**

Nearly two thousand of the state's top student-athletes will be recognized for excelling academically and in school activities through the M-H-S-A-A's Scholar-Athlete Award, underwritten by Farm Bureau Insurance. The applicants will be in the running for a total of 32 one-thousand dollar college scholarships. Application materials are available exclusively online through the M-H-S-A-A Website.

## **12:00 On Pre-Game Clock**

### **MHSAA Friday Football Overtime (Do not use at 11-player semifinal games)**

Highlights and scores from football games across the state can be found every Friday night at 11:30 on MHSAA Friday Football Overtime on FOX Sports Detroit. An encore presentation can be seen Saturday morning at 10:30. Check out MHSAA Friday Football Overtime on FOX Sports Detroit every week!

### **MHSAA Second Half**

Every team at every school has a story to tell, and now you can find those stories behind the scores online at the M-H-S-A-A's Second Half – a new website featuring original content from around the state, plus links to scores, rankings and much, much more. Make Second Half your starting point for high school sports information every day by clicking on the Second Half link on the home page of the MHSAA Website.

## **8:00 On Pre-Game Clock**

### **Officials Recruitment**

Why do they officiate? Some officiate for the love of the sport. Others officiate simply because they love being around kids. And some got tired about complaining about officials and doing something about it by becoming one. To become a registered high school game official, call or click the M-H-S-A-A. YOU can be a referee!

### **Watch MHSAA Finals on MHSAA.TV**

Get your pass to watch M-H-S-A-A Fall Championships on the M-H-S-A-A Dot T-V website. One low cost of \$14.95 gives you access to live Finals action in Boys Soccer, and Lower Peninsula Girls Swimming & Diving; and the Girls Volleyball Semifinals and Finals. Sign up for your pass to the Finals at M-H-S-A-A Dot T-V.

## **4:00 On Pre-Game Clock – Player Introductions**

And now let's meet the starting lineups for today's game between the

\_\_\_\_\_ of \_\_\_\_\_;

(Visiting team nickname)

(School)

and the \_\_\_\_\_ of \_\_\_\_\_.

(Home team nickname)

(School)

(Introduce the visiting team and its head coach first; followed by the home team and its head coach)

Your officials for today's game are: \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_, and \_\_\_\_\_.

**0:00 On Pre-Game Clock – National Anthem – All Games**

Good \_\_\_\_\_ . The Michigan High School Athletic  
(Morning, Afternoon, Evening)

Association welcomes you to \_\_\_\_\_ for today's  
(Name of school/field)

\_\_\_\_\_ game in the Two Thousand Thirteen  
(Pre-District, District Championship, Pre-Regional, Regional Championship, Semifinal)

Division \_\_\_\_ Eleven-Player Football Playoffs.

-OR-

Eight-Player Football Playoffs.

**(Then read the sportsmanship statement for the level of game & go to Anthem)**

**(Districts)** While the scoreboard defines the length of the game...the real final score is determined by the sportsmanship we display...because nothing beats good sportsmanship.

**(Regionals)** There are no losers today if we treat everyone with respect. Remember, nothing beats good sportsmanship.

**(Semifinals)** Who wins the big game today? Everyone who gives us their best sporting behavior. Nothing beats good sportsmanship.

Ladies and gentlemen, at this time we ask that you stand. The privilege of this game was made possible by those who have fought – and continue to fight for – the freedoms we enjoy. Let us honor and respect their efforts and our country by gentlemen removing their caps, and everyone standing at attention, placing their hands over their hearts, as we proudly sing our National Anthem.

## **First Quarter - First Time Out (Called or after scoring play)**

### **Meijer**

Pick up farm fresh produce, delivered daily at Meijer. Look for the homegrown symbol to find produce from over 100 Midwest farms at low Meijer prices. Experience the savings. Experience the difference.

## **First Quarter - Second Time Out (Called or after scoring play)**

### **Scholar-Athlete Award**

Nearly two thousand of the state's top student-athletes will be recognized for excelling academically and in school activities through the M-H-S-A-A's Scholar-Athlete Award, underwritten by Farm Bureau Insurance. The applicants will be in the running for a total of 32 one-thousand dollar college scholarships. Application materials are available exclusively online through the M-H-S-A-A Website.

## **End of First Quarter**

### **Women In Sports Leadership Conference**

The most popular conference of its type in the country is the M-H-S-A-A's Women In Sports Leadership Conference. Anyone interested in becoming an athletic coach, official or administrator is invited, and student-athletes are also encouraged to attend. The 21st Women In Sports Leadership Conference will take place in Lansing, February 2 and 3. Visit the M-H-S-A-A Website for more information.

## **Second Quarter - First Time Out (Called or after scoring play)**

### **Sportsmanship**

In a twisted sports world where being elite seems to be everything, school sports begin by being firmly grounded in lifetime values like sportsmanship. Programs and participants grounded by sportsmanship are the true elite performers. Remember, absolutely nothing beats good sportsmanship.

## **Second Quarter - Second Time Out (Called or after scoring play)**

### **Watch MHSAA Finals on FOX Sports Detroit**

Watch the M-H-S-A-A Football Playoffs Fox Sports Detroit. The PrepZone returns to stream live video of four games each week of the playoffs at FOX-Sports-Detroit-Dot-Com. The Finals will all be shown on FOX Sports Detroit or FOX Sports Detroit PLUS.

## **Halftime – As Teams Leave Field**

### **Concussion Education**

Do you know what a concussion looks like? Did you know that 9 times out of 10 a concussion doesn't knock someone out? The signs and symptoms of a concussion sometimes don't manifest themselves until after the game, so learn what to look for. Visit the M-H-S-A-A Website and click on Education for more information.

## **Halftime – As 3:00 Warm-Up Period Starts**

### **MHSAA Second Half**

Every team at every school has a story to tell, and now you can find those stories behind the scores online at the M-H-S-A-A's Second Half – a new website featuring original content from around the state, plus links to scores, rankings and much, much more. Make Second Half your starting point for high school sports information every day by clicking on the Second Half link on the home page of the MHSAA Website.

### **Officials Recruitment**

Why do they officiate? Almost every referee will tell you it keeps them involved in the game. If you're a high school athlete or just out of school and want to stay in the game, become a registered game official by calling or clicking the MHSAA. YOU can be a referee!

## **Third Quarter - First Time Out (Called or after scoring play)**

### **Meijer #2**

Experience over 600 varieties of farm fresh produce, custom cuts of meat, fresh baked goods and great brands like Cuisinart (kwee-sa-nar), Dyson and Apple at low Meijer prices. Experience the savings. experience the difference. Meijer.

## **Third Quarter - Second Time Out (Called or after scoring play)**

### **MHSAA Social Media**

There are more ways to keep up with the MHSAA than ever before. Hop on the social media bandwagon and find our page on Facebook, follow us on Twitter, and watch and contribute videos on the MHSAA Sports channel on You Tube. Keep connected with high school sports on Facebook, Twitter and YouTube -- it's all part of the MHSAA web family.

## **End of Third Quarter**

### **MHSAA School Broadcast Program**

Watch student-produced video of high school action in a variety of athletic and non-athletic activities from around the state on the M-H-S-A-A Dot T-V website. Over the past three years, School Broadcast Program members have produced over 6,000 events online. Get your school involved. Visit M-H-S-A-A Dot T-V for more information.

## **Fourth Quarter - First Time Out (Called or after scoring play)**

### **Nothing Beats Good Sportsmanship**

You can make the winning play, you can take home the gold, but it doesn't mean a thing without good sportsmanship. These games don't exist without the foundation of good sportsmanship to teach lifetime lessons. So remember, nothing beats good sportsmanship.

## **Fourth Quarter - Second Time Out (Called or after scoring play)**

### **Good Hydration**

Hydration isn't a sometimes thing...it's an all the time thing. Good hydration is proven to improve performance and prevent cramping. Good hydration starts when you get up in the morning and lasts all day. Develop a plan for good hydration all day long and up your game. Visit the MHSAA Website and click on Education for more information.

### **Stay in seats for trophy presentation (District & Regional Final Games ONLY)**

We remind you that following the conclusion of this championship game, we will award medals and trophies to the winning team. We ask all fans to stay in their seats so the awards ceremony may begin immediately at the conclusion of the game. Thank you.

## Awards ceremony announcement for District and Regional Finals

Ladies and gentlemen, before the presentation of the \_\_\_\_\_ championship trophy, let's acknowledge these two fine teams for their achievements this year and their play today...

At this time, we direct your attention to the field, where \_\_\_\_\_, (Name)  
\_\_\_\_\_ will make the trophy presentation to the (Title)  
\_\_\_\_\_ champions, the \_\_\_\_\_ of (Nickname)  
Division or 8-Player (1-8) (District-Regional)  
\_\_\_\_\_ High School. (School)

Accepting the championship trophy, Coach \_\_\_\_\_ (Name).

**THEN READ APPROPRIATE 'WINNER ADVANCES' STATEMENT ON NEXT PAGE**

## **Winner Advances – Pre-District, District Final & Regional Final Games**

\_\_\_\_\_ now moves on to the \_\_\_\_\_  
(Name of winning school) (District Final, Regional Final, Semifinal)  
against \_\_\_\_\_,  
(School, winner of other game, winner of other district/regional/semi game)

Visit the M-H-S-A-A Website for the site, date and time of this game and other upcoming playoff games.

### **THEN READ CLOSING STATEMENT**

## **Winner Advances – 11-Player Semifinal Games**

\_\_\_\_\_ now advances to the Final round of play next  
(Name of winning school)  
\_\_\_\_\_ at Ford Field in Detroit to face the winner of the  
(Friday/Saturday)  
\_\_\_\_\_ Semifinal. That game will begin at \_\_\_\_\_.  
(Names of teams in other Semifinal game) (See times below)

Divisions 7 & 8 – 10 a.m. – Divisions 1 & 2 – 1 p.m. – Divisions 5 & 6 – 4:30 p.m. – Divisions 3 & 4 – 7:30 p.m.

## **Winner Advances – 8-Player Semifinal Games**

\_\_\_\_\_ now advances to the Final round of play next  
(Name of winning school)  
Friday at the \_\_\_\_\_ to face the winner of the  
(Superior Dome in Marquette -OR- Legacy Field in Greenville)  
\_\_\_\_\_ Semifinal. That game will begin at 7 p.m.

NOTE – If the semifinal winners are both from the Lower Peninsula, the game will be played in Greenville. Otherwise, the site is TBA.

### **THEN READ CLOSING STATEMENT**

## **Closing Statement**

The Michigan High School Athletic Association and \_\_\_\_\_  
(Name of host site)  
have enjoyed having you at today's game, and we look forward to having you as our guest at future events. Please drive carefully on your way home.  
Good \_\_\_\_\_.  
(Day, Afternoon, Evening, Night)

# Heard, But Not Seen – The Public Address Announcer

At many athletic contests, there are a number of behind-the-scenes elements which contribute to the atmosphere for the event. One of these elements is a person infrequently seen, but always heard -- the public address announcer.

Sometimes, the job at our local schools is given last-minute attention, in terms of selecting the person for the job or preparing that person for the responsibility. Other schools have, like in coaching, a veteran in that position who provides stability and professionalism.

Selecting your announcer is as important as selecting someone to keep statistics, tape ankles, run the clock, etc. The person you select should have some public speaking experience, knowledge of the game to be announced, the ability to follow instructions and the wisdom to know when to speak, and more importantly, when not to speak and how to speak.

It doesn't matter if you're announcing a game at a field or a gymnasium where you have 170 people, or an arena with 17,000 fans looking on. This unseen voice is important.

One thing I personally find distasteful at high school athletic events is the announcer who literally tries to entertain from behind the microphone. No knock on those who do public address work for professional athletic teams, where entertainment is the goal, but remember that this is an educational event that is taking place in a classroom. Spectators will work themselves up on their own. They don't need a public address announcer to do it for them.

With that tone set, here are some tidbits I have found useful in selecting public address announcers and some guidelines for them to follow when working games:

## On Selecting Announcers

- **Voice quality** - Select a person with voice qualities that projects at a pitch where all can understand what is being said. This is generally someone with a low-pitched voice. A person with a high-pitched voice is often harder to understand. The latter person may be well intentioned and mechanically sound, but if you don't have the pipes, you don't have the pipes -- regardless of gender (*I've heard many, many more male than female announcers at the college and high school level with this problem*).

- **Game knowledge** - A good public address announcer should know the game to be announced. This includes knowing official's signals, and the appropriate times to be on the microphone (*i.e., being silent once a free throw shooter in basketball has the ball and is ready to shoot*).

- **Emotionally neutral** - Yes, you want a person who can be enthusiastic, but you do not want a "homer." Your public address announcer should handle all calls with equal vigor and delivery, even if the opponent just made the game-winning score.

- **Follows directions** - The best public address announcers work from scripts. You need someone who can deliver the announcements you want, when you want them.

## Working The Game

- **Be familiar with the teams** - Most public address announcers develop spotting charts to use while announcing. These charts provide the basic information in a larger type format than a game program generally does.

Also, get a rundown on proper pronunciations before the game starts. Either arrive at the game 30 to 45 minutes early so you can talk with the coach or administrator from the visiting school to get pronunciations right, or call the visiting school a day or two before the game to review difficult names. There's nothing more embarrassing for a youngster, parents and friends, for an announcer to butcher a name or be inconsistent in announcing it during a contest.

- **Consider a spotter** - This is needed primarily in football. A spotter is one who assists the public address announcer in identifying the key operatives on each play.

- **Develop a script** - Rather than doing everything off the top of your head each time, scripts can be developed for player introductions, welcomes, sportsmanship messages, announcements about upcoming events at the school, messages thanking people for attending the game, etc. (*Scripts are also available from the MHSAA for certain announcements.*) Writing a script and rehearsing it several times before working the game will make each announcement sound smooth and professional.

It is important to note that announcements welcoming the visiting team to the event and promoting good sportsmanship are vital at high school athletic events. They set the proper tone for the game.

- **Keep the focus on the game** - As stated above, the public address announcer should be enthusiastic, but emotionally neutral. When you talk too much, you draw attention away from the purpose of the event.

- **Don't be a homer** - Maintain the same delivery pitch for announcements involving the visiting team as well as your own. A "homer" literally creates at times an advantage for one team by unnerving the other, and sometimes disturbs the home team as well. Don't cheerlead on the public address system, and never make editorial comments about officiating.

- **Make basic comments on plays** - In football, wait until the ball is blown dead before describing the play, noting the ball carriers, tacklers, gain or loss on the play, the upcoming down and distance and the spot of the ball. In basketball, make the call on who made the basket, possibly the assist; who the foul was on, the shooter and how many shots are awarded. Stay away from mentioning the score or the time (*that's why the scoreboard is in the arena*), except at the end of periods. Above all, try to restrict your remarks to the time immediately following plays.

- **Pace yourself** - Remember that the announcements you are making are coming out of a speaker system usually positioned at one end of the facility, which sometimes have some distance to travel or have some ceilings and walls to reverberate off before reaching the ears of the spectators. Note that I didn't say the spectator hears the announcement. If you are talking too fast, you may create a garbled message than no one can understand. In some activities, the public address announcer is in a booth and cannot get the proper perspective on how things sound outside. A good idea is to put a person in the stands and read through some scripts before the game so you can receive some feedback as to how you sound in the seating area.

- **Don't try to talk above the crowd** - If the crowd is too loud, your announcement will get lost, no matter how hard you try. Wait for the crowd to settle down before making the announcement.

In short, the good public address announcer is an individual who sets the proper atmosphere for the event by doing advance preparation for the game, having the proper voice qualities, knowing the game, knowing when to speak and maintaining a professional approach to the game at all times. The unseen, but heard, voice is an important part of the administration and the enjoyment of interscholastic athletic events.

--John Johnson, MHSAA Communications Director

## **Learn More About Public Address Announcing**

This article was written with assistance of various public address announcers, including Don Essig, the long-time University of Oregon public address announcer who authored the original version of the book, *The Voice Above The Crowd*.

The latest edition of *The Voice Above The Crowd* and an accompanying instructional CD are available to serve as a guide for announcing amateur athletic contests and events. It includes specific sections for many sports, as well as hints to assist announcers in their pre-game preparations and their in-game work.

For more information about *The Voice Above The Crowd*, visit:

**[naspaa.net](http://naspaa.net)**

The book and CD is available at a cost of \$18.95, plus shipping and handling.