



1661 Ramblewood Drive
East Lansing, MI 48823-7392
Phone: 517/332-5046

To: Football Playoff Tournament Managers

From: John R. Johnson, Communications Director

Re: 2011 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 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.

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.COM

Visit the MHSAA Website to check out scores and schedules; tournament brackets; educational and health and safety resources and much, much more. Sign up to become a registered user of the MHSAA Website, and become a score reporter. Check out blogs and podcasts to keep your perspective about high school sports straight. It's all online at M-H-S-A-A Dot Com.

20:00 On Pre-Game Clock – Coin Flip

16:00 On Pre-Game Clock

Farmers Insurance #1

Farmers Insurance is a proud sponsor of the Michigan High School Athletic Association. Call 800-Farmers or visit Farmers-dot-com to find a local agent. We are Insurance. We are Farmers.

Digital Broadcasting Program

You can watch student-produced video of high school action in a variety of sports from around the state on the M-H-S-A-A Dot T-V website. Over 70 schools are participating in the Digital Broadcasting Program this fall, and many games are available by the morning after they are played. It's all part of the M-H-S-A-A Network and the M-H-S-A-A family of websites.

12:00 On Pre-Game Clock

Meijer #1

Meijer is a proud sponsor of the Michigan High School Athletic Association, where we've just lowered prices on thousands of items throughout the store. So shop Meijer, and be confident that you are getting some of the lowest prices around. Meijer. Higher standards. Lower prices.

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 Midnight on MHSAA Friday Football Overtime on FOX Sports Detroit. The show will feature the MHSAA Network's Game Night presentation each week, as well as coaches interviews and highlights produced by schools in the MHSAA's Digital Broadcasting Program. Check out MHSAA Friday Football Overtime on FOX Sports Detroit every week!

8:00 On Pre-Game Clock

Country Fresh #1

Country Fresh low-fat chocolate milk is the Official Beverage of the Michigan High School Athletic Association. Country Fresh dairy and ice cream products are the finest in both quality and taste. Made in Michigan from Michigan's trusted dairy farms.

MHSAA Network On Comcast & Online

Another great season of high school sports coverage is underway on the M-H-S-A-A Network. Check out M-H-S-A-A Game Night every Wednesday at 7 p.m. on Comcast Channel 900. Fresh M-H-S-A-A Network programming is also available every Thursday on the MHSAA.TV website. The M-H-S-A-A Network will also cover a number of championship events to be shown on FOX Sports Detroit and FOXSportsDetroit.com.

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 Eleven
(Pre-District, District Championship, Pre-Regional, Regional Championship, Semifinal)

Division ____ Eleven-Player Football Playoffs.

-OR-

Eight-Player Football Playoffs.

Welcome to the educational athletics classroom! Welcome to the place where the volume is pumped up but the standards of sportsmanship are higher than anywhere else. Please live up to those standards today.

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)

Farmers Insurance #2

Farmers Insurance is a proud sponsor of the Michigan High School Athletic Association. See how your knowledgeable, local Farmers agent can save you money. Call 800-Farmers or visit Farmers-dot-com. We are Insurance. We are Farmers.

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

Meijer #2

Cheering on your favorite team begins at Meijer. Whether you're cheering at home or at the game you'll find everything you need to get into the game. From snacks to party trays, to veggies & fruit, bag chairs and grills— Meijer has it all! Meijer. Higher standards. Lower prices.

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

Country Fresh #2

New Country Fresh TRU MOO Chocolate milk is good for you! No high fructose corn syrup, less calories and more nutrients make this a must for refueling your body's needs!!

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

Watch MHSAA Finals on FOX Sports Detroit

Watch the M-H-S-A-A Championships all year long on Fox Sports Detroit and the Fox Sports Detroit Dot Com and M-H-S-A-A Dot T-V websites. The Football Finals will be shown LIVE on Fox Sports Detroit PLUS with the Eight Player Final at 7 p.m. on Nov. 18, and the Eleven Player Finals on Nov. 25 and 26.

Halftime – As Teams Leave Field

It's Sportsmanship

There's something everyone can do at a high school sporting event that can make the game more enjoyable. It's something that still allows for the players and coaches to go all-out in the pursuit of success. It's something that allows the fans to pump up the volume in supporting their team. At the same time, it's something that captures the essence of educational athletics and shows respect for all. What is it? It's sportsmanship.

IF NO BANDS - Halftime – With 10:00 On Halftime Clock

School Sports Perspective

How do we deal in school sports with specialization and talk of college athletic scholarships? It's a matter of perspective. A well-rounded experience involves multiple-sport participation, which can minimize injuries that come with overuse of the body. Athletic scholarships are a nice byproduct of our games, but they're given to so few kids they cannot be the focus. With the proper perspective, we can have programs that enrich the lives of young people, and the spirit of our schools and communities.

Watch MHSAA Finals on FOX Sports Detroit

Watch the M-H-S-A-A Championships all year long on Fox Sports Detroit and the Fox Sports Detroit Dot Com and M-H-S-A-A Dot T-V websites. The Football Finals will be shown LIVE on Fox Sports Detroit PLUS with the Eight Player Final at 7 p.m. on Nov. 18, and the Eleven Player Finals on Nov. 25 and 26.

IF NO BANDS - Halftime – With 5:00 On Halftime Clock

MHSAA-MAB Foundation Student Broadcasting Awards

There's more than one way for kids to take part in high school sports. The M-H-S-A-A, in cooperation with the Michigan Association of Broadcasters Foundation, will again provide aspiring sports broadcasters and video producers to be recognized through the Student Broadcasting Awards. For more information, visit the M-A-B Foundation Website at Mish-Mab-Dot-Org!

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. Record crowds pack this seminar, which is for anyone interested in becoming an athletic coach, official or administrator. Student-athletes are also encouraged to attend. The 20th Women In Sports Leadership Conference will take place in Lansing, February 5 and 6. Watch the M-H-S-A-A Website for registration information.

Halftime – As 3:00 Warm-Up Period Starts

MHSAA Mobile App

Scores, schedules, directions to schools and so much more can be at your fingertips with the new M-H-S-A-A Mobile App for your handheld device. Track your favorite teams, submit scores from games, check out blogs and other information with the free M-H-S-A-A Mobile App, now available for the Android, i-Phone and Blackberry.

Officials Recruitment

Aspiring high school athletes and coaches are nurtured in sports as they grow in their knowledge and skills. The same expectation should be true for game officials. Unfortunately, some people expect officials to start out perfect and then get better. We need to keep the officiating ranks strong, so be a good sport and support everyone in the game – players, coaches AND officials. To become a registered game official, go to M-H-S-A-A Dot Com.

Prep Zone on FOX Sports Detroit.Com

Each week leading up to the Finals of the M-H-S-A-A Football Playoffs, fans unable to get out to the games can watch selected contests live on the Prep Zone at Fox Sports Detroit Dot Com. Get into the Prep Zone on Friday's the first three weeks of the playoffs and then on Semifinal Saturday at Fox Sports Detroit Dot Com. All of the action will be archived on the M-H-S-A-A Dot T-V website.

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

Concussion Resources At MHSAA.COM

How many times in sports have we heard the phrase – “you just got your bell rung, you’ll be OK, get back into the game”? Guess what? If you got your bell rung, you’re probably not OK, you’ve probably sustained a concussion, and going back in the game just might put your life in jeopardy. Safety comes first in high school sports, and everyone should learn the signs and symptoms of concussions. Visit the M-H-S-A-A Website to learn more.

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

MHSAA Network On Comcast & Online

The M-H-S-A-A Network features several games every week on Comcast Channel 900 and on the M-H-S-A-A Dot T-V Website. Check out M-H-S-A-A Game Night every Wednesday at 7 p.m. on Comcast. If you'd like to see M-H-S-A-A Network programming on your local cable system, visit the M-H-S-A-A Website for more information.

End of Third Quarter

MHSAA.COM

Visit the MHSAA Website to check out scores and schedules; tournament brackets; educational and health and safety resources and much, much more. Sign up to become a registered user of the MHSAA Website, and become a score reporter. Check out blogs and podcasts to keep your perspective about high school sports straight. It's all online at M-H-S-A-A Dot Com.

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

Mobile Audio Broadcasts

For the first time this year, the users of mobile devices can listen to the Finals of the M-H-S-A-A Soccer Tournament. Click through to M- Dot - M-H-S-A-A Mobile – Dot – Com on your Android, Blackberry or iPhone to catch all the action. There is no live video stream of the Finals – keep up with the games by going to M-H-S-A-A Network Dot Com to listen on your home computer or M- Dot - M-H-S-A-A Mobile – Dot – Com to follow the action on your handheld device.

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

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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
Division or 8-Player (1-8) (District-Regional) (Nickname)
_____ 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 Superior Dome in Marquette to face the winner of the
_____ Semifinal. That game will begin at 7 p.m.

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*, contact:

**National Association of Sports Public Address Announcers
4424 NW Wildwood Drive
Gladstone, MO 64108
816.305.6293**

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