



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

To: Girls Volleyball 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.

In the interest of good sportsmanship, your announcer **shall be a neutral party** at all times – including player introductions; and should not show any favoritism to either team, **even if one of the participants is the host school**; or perform in such a manner that is designed to evoke a response from the crowd (i.e. -- “Are You Ready!” or “Let’s Rumble!” or “ etc.).

Please find enclosed a copy of an article from the MHSAA publication MENTOR, which describes the desirable attributes and behavior 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.**

20:00 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.

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.

16:00 On Pre-Game Clock

Meijer

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.

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

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.

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 Girls Volleyball Finals will be shown on Fox Sports Detroit PLUS on Nov. 19 and 20, and all semifinal matches will be streamed live on the Internet at Fox Sports Detroit Dot Com and M-H-S-A-A Dot T-V.

8:00 On Pre-Game Clock

Buy Finals Tickets At TicketLeap

Take the leap and make it easy on yourself to attend the M-H-S-A-A Girls Volleyball Semifinals and Finals. Purchase your tickets online at the M-H-S-A-A Website through TicketLeap! Visit the Girls Volleyball page of the M-H-S-A-A Website for more information.

No Smoking/Laser Pointers/Noisemakers

_____ High School reminds you that this is a smoke free facility, and smoking is prohibited in the seating areas, the concourse and the restrooms. Fans are also reminded that the use of laser pointers and noise makers at this event are prohibited. Your cooperation in making this facility resemble an academic classroom is appreciated.

4:00 On Pre-Game Clock

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.

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.

Mobile Audio Broadcasts

For the first time this year, the users of mobile devices can listen to the Semifinals and Finals of the M-H-S-A-A Volleyball 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.

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

Good _____.
(Morning, Afternoon, Evening)

Association welcomes you to _____ for today's
(Name of school)

_____ match in the Two Thousand Eleven Class _____ Girls Volleyball Tournament.
(District-Regional-Quarterfinal)

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.

Following National Anthem – Player Introductions

And now let's meet the lineups for today's match between the

_____ of _____;
(Visiting team nickname) (School)

and the _____ of _____.
(Home team nickname) (School)

(Begin with visiting team roster in numerical order – Then home team in numerical order)

The head coach of the _____ is _____.
(Nickname) (Name)

The head coach of the _____ is _____.
(Nickname) (Name)

Your officials for today's match are: _____,

and _____.

First Game - First Time Out Called

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 Game - Second Time Out Called

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.

Break Between First & Second Games

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.

Second Game - First Time Out Called

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 Game - Second Time Out Called

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.

Break Between Second & Third Games

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!

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. Video of the semifinals of the M-H-S-A-A Volleyball Tournament will be streamed live on the Internet. The Finals matches in Classes D and C will be shown LIVE on Fox Sports Detroit PLUS on Nov. 19, and the Class A and B Finals will be shown later that evening on Fox Sports Detroit.

Third Game - First Time Out Called

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!!

NOTE – In your District/Regional championship match, if it appears that the match is going to conclude after the third game, also read the script below requesting that fans stay in their seats for the awards ceremony.

Stay in seats for trophy presentation

We remind you that following the conclusion of this championship match, 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 match. Thank you.

Third Game - Second Time Out Called

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.

Break Between Third & Fourth Games (If necessary)

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.

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.

Fourth Game - First Time Out Called

Visit 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.

NOTE – In your District/Regional championship match, if it appears that the match is going to conclude after the third game, also read the script below requesting that fans stay in their seats for the awards ceremony.

Stay in seats for trophy presentation

We remind you that following the conclusion of this championship match, 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 match. Thank you.

Fourth Game - Second Time Out Called

Officials Legacy Program

Did you know you can step up and become a registered game official while you're in high school? The Legacy Program gives high school students an opportunity to get involved in officiating, and serves as a launching pad for the next generation of referees. Getting started is easy; to learn more about the Legacy Officiating Program, call or click the Michigan High School Athletic Association.

Break Between Fourth & Fifth Games (If necessary)

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. Video of the semifinals of the M-H-S-A-A Volleyball Tournament will be streamed live on the Internet. The Finals matches in Classes D and C will be shown LIVE on Fox Sports Detroit PLUS on Nov. 19, and the Class A and B Finals will be shown later that evening on Fox Sports Detroit.

Mobile Audio Broadcasts

For the first time this year, the users of mobile devices can listen to the Semifinals and Finals of the M-H-S-A-A Volleyball 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.

Fifth Game - First Time Out Called

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

We remind you that following the conclusion of this championship match, 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 match. Thank you.

Awards Ceremony Announcement For District and Regional Finals

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

At this time, we direct your attention to center court, where

_____, _____ will make
(Name) (Title)
the awards presentation to the _____ Class _____ champions,
(District-Regional)
the _____ of _____.
(Nickname) (School Name)

First, we will present individual medals. Number _____, _____.
(Name)

(Go in numerical order for reserves, then the starters).

And accepting the championship trophy, Coach _____.
(Name)

(District – Regional Sites Only – Read This Statement)

_____ now advances to the
(School)
_____ round of play at
(Regional/Quarterfinal)
_____ against the winner of the
(Site)
_____ _____.
(Site) (District/Regional)

The Michigan High School Athletic Association and _____
(Name of host site)

enjoyed having you at today's match, and we look forward to having you as our guest at future events. Please drive carefully on your way home. Good night.

(Closing statement for quarterfinal sites on next page)

Closing Statement For Quarterfinal Sites Only

_____ now advances to the semifinal round of
(School)
play at Kellogg Arena in Battle Creek, against the winner of the
_____ Quarterfinal.
(Site)

That match will be played **Thursday/Friday** at _____.
(Use one) (Time)

The Michigan High School Athletic Association and _____
(Name of host site)

enjoyed having you at today's match, and we look forward to having you as our guest at future events. Please drive carefully on your way home. Don't forget that tickets for the Semifinals and the Finals are available online now through TicketLeap – visit the M-H-S-A-A Website to order. Again, thank you for being in attendance, and good 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