



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

To: Track & Field Regional Tournament Managers

From: John R. Johnson, Communications Director

Re: 2018 Tournament Public Address Scripts

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

Please note that these scripts are provided in the order in which they are to be read.

If you are hosting, please remember, this is a tournament event – not a home event – and you should plan to have your announcer conduct him or herself accordingly.

In the interest of good sportsmanship, please follow the script when introducing the participating teams. Your announcer **shall be a neutral party** when introducing teams, 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!” 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. And, when saying the year – say “two thousand eighteen” as opposed to “twenty-eighteen.”

15:00 Prior To Beginning Of Running Prelims

Spectator Streaming Restrictions

Fans are reminded that the broadcast and streaming rights of this event belong exclusively to the N-F-H-S Network, the M-H-S-A-A, and those media outlets which have pre-arranged to secure those rights. Any individual streaming of this event is strictly prohibited.

Regional T-Shirts On Sale

(Check with tournament manager to confirm that shirts are being sold at your site and the sales location)

A great way to relive the excitement of today's meet is by purchasing a souvenir t-shirt. They're sure to become collector's items and they're on sale now at the _____ (location).

Be a part of the games by buying an M-H-S-A-A souvenir shirt.

10:00 Prior To Beginning Of Running Prelims

Watch MHSAA Finals on MHSAA.TV

Get your pass to watch live streaming video of M-H-S-A-A Spring Championships on the M-H-S-A-A Dot T-V website. One low cost of \$9.95 gives you access to live Finals action in Track & Field, Boys & Girls Lacrosse, Lower Peninsula Girls Soccer; and the Baseball-Softball Semifinals and Finals. Sign up for your pass to the Finals at M-H-S-A-A Dot T-V.

Multi-Sport Participation

The evidence is rolling in. In this year's N-F-L Draft, 29 of the 32 first-round picks played multiple sports in high school. And the sports medicine field has found that student-athletes who play multiple sports in their youth have fewer instances over overuse injuries commonly associated with sports specialization. To learn more about multi-sport participation, visit the health and safety page of the MHSAA website.

5:00 Prior To Beginning Of Running Prelims

Spectator Streaming Restrictions

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Regional T-Shirts On Sale

(Check with tournament manager to confirm that shirts are being sold at your site and the sales location)

A great way to relive the excitement of today's meet is by purchasing a souvenir t-shirt. They're sure to become collector's items and they're on sale now at the _____ (location).

Be a part of the games by buying an M-H-S-A-A souvenir shirt.

Welcome Prior To Running Prelims

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

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

preliminary competition in the Two-Thousand-Eighteen Division ____ Regional
Track & Field Tournament – powered by the Michigan Army National Guard.

You have a great responsibility today – to conduct yourself responsibly – to be a good
sport. Remember, nothing beats good sportsmanship.

Following Completion Of Girls 3,200-Meter Relay

Meijer

Get rewarded for your everyday shopping at Meijer with mPerks. You can save extra,
every day on everyday items. Plus, make shopping easier with online lists and manage
your budget with digital receipts. Sign up for free at mPerks.com.

Following Completion Of Boys 3,200-Meter Relay

Michigan Army National Guard

The Michigan Army National Guard is proud to be the official Military Branch of the
M-H-S-A-A. Get a degree with money for school, learn job skills that translate to the
civilian world, make bonds that last a lifetime and earn pride for life. To find out more
visit My-Army-Guard-Dot-Com! That's M, I, Army-Guard-Dot-Com!

Following Completion Of 100-Meter Dash Qualifying

Addix

Addix is proud to be the Official Custom Uniform partner of the M-H-S-A-A. Addix gear is designed and manufactured right here in Michigan, meaning you can receive the fastest and most reliable delivery time in the industry. Addix will customize team gear with your program's logos and colors. To start your custom team order today, visit [A – D – D – I – X – Gear – Dot – Com](http://A-D-D-I-X-Gear-Dot-Com).

Following Completion Of Girls 100-Meter Hurdles Qualifying

Applebee's

It's not whether you win or lose – it's how much fun you have after the game. Join us tonight at Applebee's for late night, half-price appetizers. Applebee's - the official restaurant of the M-H-S-A-A.

Michigan Student Aid

Do you need help paying for college? Michigan Student Aid administers scholarships, grants, and college savings programs that help make college accessible, affordable and achievable for you! See how they can help you today by visiting [Michigan – Dot – Gov – Slash – My Student Aid](http://Michigan-Dot-Gov-Slash-My-Student-Aid).

Following Completion Of Boys 110-Meter Hurdle Qualifying

UDIM

Chocolate milk has essential nutrients every athlete needs not typically found in traditional sports drinks. Next time you grab a beverage, whether it's in the lunch room, out on the field or at home, remember to rethink your drink and pick chocolate milk. Chocolate milk is the official beverage of the Michigan High School Athletic Association.

Following Completion Of 200-Meter Dash Qualifying

Michigan Virtual

Michigan Virtual is the M-H-S-A-A's preferred provider of online courses for students, including over 90 that are N-C-A-A accredited, in partnership with your local school. Michigan Virtual and the M-H-S-A-A, partners in excellence on and off the field. Visit Michigan Virtual – DOT -Org for more information.

15:00 Prior To Beginning Of Running Finals

Spectator Streaming Restrictions

Fans are reminded that the broadcast and streaming rights of this event belong exclusively to the N-F-H-S Network, the M-H-S-A-A, and those media outlets which have pre-arranged to secure those rights. Any individual streaming of this event is strictly prohibited.

Regional T-Shirts On Sale

(Check with tournament manager to confirm that shirts are being sold at your site and the sales location)

A great way to relive the excitement of today's meet is by purchasing a souvenir t-shirt. They're sure to become collector's items and they're on sale now at the _____ (location).

Be a part of the games by buying an M-H-S-A-A souvenir shirt.

10:00 Prior To Beginning Of Running Finals

Officials Recruitment

High school seniors...as your prep playing days come to an end...think about staying in the game as a registered official. We need new high school sports officials now more than ever. It's a great way to give back to the game, stay in shape, and it's not a bad way to make some good part-time money while you're in college. There's Help Wanted – Just Whistle! Register online at M-H-S-A-A DOT COM!

Michigan Army National Guard

Our Michigan Army National Guard soldiers train as little as one weekend a month and 2 weeks in the summer. Get a degree with money for school, learn job skills that translate to the civilian world, make bonds that last a lifetime and earn pride for life. To find out more visit My-Army-Guard-Dot-Com! That's M, I, Army-Guard-Dot-Com!

5:00 Prior To Beginning Of Running Finals

MEDC – Going Pro

Many of the talented people you see in today's meet have a bright future... especially if they pursue a career in Michigan's skilled trades. With thousands of jobs available in fields like healthcare and I-T, there's no waiting to start making good money. Go to [Going – Dash – Pro – Dot - Com](http://Going-Dash-Pro-Dot-Com) to learn more.

Spectator Streaming Restrictions

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Welcome For Running Finals & Anthem Introduction

Good _____. The Michigan High School Athletic
(Morning, Afternoon, Evening)
Association welcomes you to _____ for today's
(Name of school/facility)
finals competition in the Two-Thousand-Eighteen Division ____ Regional
Track & Field Tournament – powered by the Michigan Army National Guard.

Sportsmanship encompasses all that which is good in human nature. Sportsmanship is citizenship in action. Remember, nothing beats good sportsmanship.

Anthem Introduction

Ladies and gentlemen: The privilege of this event was made possible by those who have fought – and continue to fight for – the freedoms we enjoy. Let us now honor and respect their efforts and our country. Civilian gentlemen, please remove your hats. All veterans - we encourage you to render the appropriate salute, and everyone able - please stand at attention, placing your hand over your heart, as we proudly sing our National Anthem.

Following 110-Meter Hurdle Finals

Michigan Student Aid

Do you need help paying for college? Michigan Student Aid administers scholarships, grants, and college savings programs that help make college accessible, affordable and achievable for you! See how they can help you today by visiting Michigan – Dot – Gov – Slash – My Student Aid.

Following 100-Meter Dash Finals

Applebee's

It's not whether you win or lose – it's how much fun you have after the game. Join us tonight at Applebee's for late night, half-price appetizers. Applebee's - the official restaurant of the M-H-S-A-A.

Great Clips

If there's one thing everybody needs its more time. Use the Great Clips on line check in app from your phone, tablet or lap top and save some time! The Online check in app lets you see the estimated wait time - you check in from where ever you are, and when you arrive you're already checked in. The Great Clips on line check in app - download it today!

Following 800-Meter Relay Finals

Addix

Addix is proud to be the Official Custom Uniform partner of the M-H-S-A-A. Addix gear is designed and manufactured right here in Michigan, meaning you can receive the fastest and most reliable delivery time in the industry. Addix will customize team gear with your program's logos and colors. To start your custom team order today, visit A – D – D – I – X – Gear – Dot – Com.

Following 1,600-Meter Run Finals

Meijer

Get rewarded for your everyday shopping at Meijer with mPerks. You can save extra, every day on everyday items. Plus, make shopping easier with online lists and manage your budget with digital receipts. Sign up for free at mPerks.com.

Following 400-Relay Run Finals

Michigan Army National Guard

Your Michigan Army National Guard plays a vital role in our national defense and responds, as needed, to state emergencies to protect the lives and property of Michigan citizens. Get a degree with money for school, learn job skills that translate to the civilian world, make bonds that last a lifetime and earn pride for life. To find out more visit My-Army-Guard-Dot-Com! That's M, I, Army-Guard-Dot-Com!

Following 400-Meter Dash Finals

Michigan Virtual

Michigan Virtual is the M-H-S-A-A's preferred provider of online courses for students, including over 90 that are N-C-A-A accredited, in partnership with your local school. Michigan Virtual and the M-H-S-A-A, partners in excellence on and off the field. Visit Michigan Virtual – DOT -Org for more information.

Following 300-Meter Hurdle Finals

MEDC – Going Pro

Many of the talented people you see in today's meet have a bright future... especially if they pursue a career in Michigan's skilled trades. With thousands of jobs available in fields like healthcare and I-T, there's no waiting to start making good money. Go to Going – Dash – Pro – Dot - Com to learn more.

Following 800-Meter Run Finals

UDIM

Chocolate milk has essential nutrients every athlete needs not typically found in traditional sports drinks. Next time you grab a beverage, whether it's in the lunch room, out on the field or at home, remember to rethink your drink and pick chocolate milk. Chocolate milk is the official beverage of the Michigan High School Athletic Association.

Following 200-Meter Dash Finals

OK2SAY

Why not be in the game to help make your school safe? Use OK-2-SAY to confidentially report anything that threatens your safety or the safety of others. Submit a tip by phone, text, email, or the app on your iPhone or Droid. Make the play, use OK-2-SAY.

Following 3,200-Meter Run Finals

Scholar-Athlete Award

Nearly 2 thousand of the state's top student-athletes were recognized this year through the Scholar-Athlete Award, sponsored by Farm Bureau Insurance. Visit the M-H-S-A-A Website for a list of this year's applicants, finalists and scholarship recipients and information about the Two-Thousand-Eighteen - Nineteen awards program.

Following 1,600-Meter Relay Finals

(No scheduled announcement after this event)

At Conclusion Of Meet – Closing Statement

The Michigan High School Athletic Association and _____

(Name of host site)

have enjoyed having you at today's meet, and we look forward to having you as our guest at future events. Don't forget that if you can't make it to the Track & Field Finals two weeks from now, to get your pass to watch the action live on the Internet on the M-H-S-A-A Dot T-V Website! Again, thanks for being in attendance today and 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*, and about an online P.A. announcing certification course visit the National Association of Sports Public Address Announcers at:

naspaa.net