



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

---

To: Girls & Boys Basketball Tournament Managers  
From: John R. Johnson, Communications Director  
Re: 2012 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 this year in football by the National Federation focused 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. The MHSAA feels this is becoming a problem with high school announcers, and so we are emphasizing this in basketball.**

**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 Basketball 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.



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

---

To: Basketball Tournament Public Address Announcers  
From: John R. Johnson, Communications Director  
Re: Announcing Guidelines

A growing trend among public address announcers in high school sports is one of the announcer trying to be an entertainer like we see at the professional and major college levels, and trying to help set an atmosphere for the event that favors the home team, or for that matter draw attention to the announcer rather than the kids playing the game.

Such behavior is inappropriate for athletic events being conducted in an educational setting.

The role of the public address announcer is to inform – not to entertain. Saying cute phrases, dragging out a word or a name; too much favoritism for the home team and almost mumbling about the visiting team; trying to get a reaction out of the crowd “Viking fans-let’s make some noise!” and doing real time play-by-play just has no place in our games.

There’s a gold standard for public address announcers for high school basketball games, one adhered to by those individuals hired to work the MHSAA Finals at the Breslin Center, and it’s what is expected of our announcers at all levels of the tournament.

The gold standard is pretty simple:

- **Treat both teams equally in terms of your inflection and enthusiasm.** Do the same thing when your team and the opposing team scores a basket in terms of your call of the play. Don’t be biased -- you wouldn’t be if you were at the Breslin Center calling two teams you’ve never seen before. Apply that principle here.
- **Be consistent on your play calls.** Give the name and number of the player who made the basket. No editorializing. For example: “Basket by 32 - Bill Jones.”
- **Treat fouls called and the officials with respect.** If a foul is called, give the name and number of the player, that player’s fouls and the number of team fouls. For example: “Viking foul on number 4 – Erin Smith. Her third foul. The fourth team foul.” It is not necessary to make an announcement with every violation called, or every ball that goes out of bounds. It is appropriate on a held ball to announce which team will take possession. For example: “Held Ball...Ball goes on alternating possession to the Tigers.”
- **And when a free throw is being shot, shut off your microphone as the player is being given the ball by the official.** Talking once the free throw shooter has the ball in hand is unacceptable.

These are the basics of the gold standard for public address announcing, and if you follow these guidelines and apply them to your entire body of work during the course of the game, you will be contributing in a positive way to the educational nature of the event.

**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.

#### **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.

## **15:00 On Pre-Game Clock**

### **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 semifinal games in the M-H-S-A-A Basketball Tournament will be streamed live on the Internet. The Basketball Finals will be shown on cable on Fox Sports Detroit, and will be available on the internet at their conclusion on M-H-S-A-A Dot T-V.

### **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.

### **March Magic Hoopfest**

The excitement of high school basketball returns to Jenison Field House in East Lansing at the March Magic Hoopfest, an interactive basketball experience for fans of all ages. For more information, visit March Magic Hoopfest Dot Com.

## **5:00 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.

### **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, and they have posted nearly 2,000 events online this year. It's all part of the M-H-S-A-A Network and the M-H-S-A-A family of websites.

### **Scholar-Athlete Award**

The competition is finished for over 2 thousand of the state's top student-athletes, who were vying for 32 one thousand dollar college scholarships through the M-H-S-A-A's Scholar-Athlete Award, sponsored by Farm Bureau Insurance. Check out the M-H-S-A-A Website for a complete list of finalists and scholarship recipients. Applications for students graduating during the 2012-13 school year will be available exclusively on the MHSAA Website in the fall.

## Welcome

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

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

\_\_\_\_\_ game in the Two-Thousand-Twelve Class \_\_\_\_\_  
(District, Regional or Quarterfinal) (A-B-C-D) (Girls/Boys)

Basketball Tournament.

Sportsmanship – citizenship – ethics – integrity – respect. That's what school sports are all about. It's more about virtue and decency rather than victory or defeat.

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.

**(After Anthem - Begin player introductions)**

## Player Introductions

Introduce Lineups In Order Shown Below & Do Not Show Favoritism For One Team Over Another

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 players in the following order:)

1. Low number forward - visiting team
2. Low number forward - home team
3. High number forward - visiting team
4. High number forward - home team
5. Center - visiting team
6. Center - home team
7. Low number guard - visiting team
8. Low number guard - home team
9. High number guard - visiting team
10. High number guard - home team

(This is the same format as used at the semifinals and finals)

The head coach of the \_\_\_\_\_ is \_\_\_\_\_.  
(Visiting team) (Name)

The head coach of the \_\_\_\_\_ is \_\_\_\_\_.  
(Home team) (Name)

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

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

## **First Quarter – First Time Out (Full or :30)**

### **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**

### **Official Recruitment**

The love of the game is what attracts people to their favorite sports as players. Once your playing days are over, you can keep that passion alive by becoming a registered high school game official. We always need people who love sports and love working with kids to get involved. Signing up is easy. To become a registered high school game official, go to M-H-S-A-A – Dot – Com.

## **At End Of First Quarter**

### **Second Half @ MHSAA.COM**

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 M-H-S-A-A – Dot – Com.



## **Second Quarter – First Time Out – Girls Tournament**

### **Attend The Girls Basketball Finals**

The Semifinals and Finals of the 2012 MHSAA Girls Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, March 15, 16 and 17. This is your opportunity to see some of the best basketball action in the state! Tickets are now on sale at the Breslin Center Box Office. If you can't make it to the games, watch the Semifinals live online at M-H-S-A-A Dot T-V; and watch the Finals on Fox Sports Detroit.

## **Second Quarter – First Time Out – Boys Tournament**

### **Attend The Boys Basketball Finals**

The Semifinals and Finals of the 2012 MHSAA Boys Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, March 22, 23 and 24. This is your opportunity to see some of the best basketball action in the state! Tickets are now on sale at the Breslin Center Box Office. If you can't make it to the games, watch the Semifinals live online at M-H-S-A-A Dot T-V; and watch the Finals on Fox Sports Detroit.

## **Second Quarter – Second Time Out**

### **It's Sportsmanship**

It's applauding a good play regardless of the color of uniform a player is wearing. It's encouraging words for your team. It's avoiding discouraging words for the coaches and officials. It's about helping to create a positive atmosphere at an educational event. It's about showing respect for the game. What is it? It's sportsmanship.

## **Halftime – After Teams Have Left The Court**

### **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.

### **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.

## **Halftime – With 2:00 On Clock**

### **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!!

### **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.

## **Third Quarter – First Timeout**

### **Student Advisory Council**

The M-H-S-A-A Student Advisory Council helps serve school sports as a voice of the student-athlete. Applications for students from the Class of 2014 to serve for two years on the Student Advisory Council may be submitted beginning in March. For more information about the M-H-S-A-A Student Advisory Council, and to view the Student-Athlete Belief Statement, visit the Student Leadership page of the M-H-S-A-A Website.

## **Third Quarter – Second Timeout**

### **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.

## **At 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 Full Time Out**

### **March Magic Hoopfest**

The excitement of high school basketball returns to Jenison Field House in East Lansing at the March Magic Hoopfest, an interactive basketball experience for fans of all ages. For more information, visit [March Magic Hoopfest Dot Com](http://March Magic Hoopfest Dot Com).

### **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.

## **Fourth Quarter – Second Full Time Out**

### **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.

**At Conclusion Of Game – Closing Statement – Non Final Games**

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)

## District & Regional Awards Ceremony Script

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 game, 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**

\_\_\_\_\_ now advances to the semifinal round of  
(School)  
play at the Breslin Center in East Lansing, against the winner of the  
\_\_\_\_\_ Quarterfinal.  
(Site)

That game 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 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:

**Brad Rumble & Associates**  
**4424 NW Wildwood Drive**  
**Gladstone, MO 64116**  
**816.305.6293**  
**[Lex2250@aol.com](mailto:Lex2250@aol.com)**

The book and CD is available at a cost of \$18.95, plus \$5.95 for shipping and handling