



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

To: Girls & Boys Quarterfinal Basketball Tournament Managers
From: John R. Johnson, Communications Director
Re: 2013 Tournament Public Address Scripts

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

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

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

To that end, the second page of this document describes what should be considered to be the gold standard for how public address announcers should conduct themselves. It is the same standard followed by the public address announcers at the MHSAA 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.



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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.”
- **Keep it to the basics.** Announce only scoring plays, fouls, alternate possession, called time outs. 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.”
- **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.”
- **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.

Hydration Resources At MHSAA.COM

Hydration isn't something athletes do just during a practice or game. Good hydration takes place before and practices and games as well. You can learn more about good hydration and heat acclimation by visiting the M-H-S-A-A Website, clicking on Education and checking out the various resources, including a free online course offered by the National Federation.

15:00 On Pre-Game Clock

Watch MHSAA Finals on FOX Sports Detroit

Watch the M-H-S-A-A Basketball Championships FOX Sports Detroit. The Basketball Finals will be shown live on cable on Fox Sports Detroit, and will be available on the internet after their conclusion on M-H-S-A-A Dot T-V.

Meijer #1

Save more with mPerks digital coupons from Meijer. Clip online, redeem in store. Visit mperks dot Meijer dot com to sign up. Experience the savings. Experience the difference. Meijer.

MHSAA Social Media

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

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.

(Upper Peninsula Tournament Sites – Substitute Jilbert's for Country Fresh)

School Broadcast Program

You can watch student-produced video of high school action in a variety of athletic and non-athletic activities from around the state on the M-H-S-A-A Dot T-V website. Over 60 schools are participating in the School Broadcast Program, and last year, they posted over 2,000 events online. 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 2013-14 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)

Quarterfinal game in the Two-Thousand-Thirteen Class _____
(A-B-C-D) (Girls/Boys)

Basketball Tournament.

School sports means just that. School comes first. These games are part of the total learning experience for our kids. Let's remember that as we enjoy today's game.

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

They officiate because they love of game that gave so much to them, and they want to give back to it. They officiate because they believe that the mission of high school sports is to help educate kids. They would like you to join their ranks...so why don't you? To become a registered high school game official, call or click the Michigan High School Athletic Association.

At End Of First Quarter

Subway

Whether it's on the field, on the court, on the track, on the mat or in the pool, SUBWAY Restaurants is cheering you on, all season long. SUBWAY — the Official Restaurant of Michigan High School Sports.

Second Quarter – First Time Out – Girls Tournament

Attend The Girls Basketball Finals

The Semifinals and Finals of the MHSAA Girls Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, Thursday, Friday and Saturday. 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. You can watch the Semifinals online live on Pay-Per-View at MHSAA Dot T-V, and the Finals will be televised live on FOX Sports Detroit.

Second Quarter – First Time Out – Boys Tournament

Attend The Boys Basketball Finals

The Semifinals and Finals of the MHSAA Boys Basketball Tournament will be played at the Breslin Student Events Center in East Lansing, Thursday, Friday and Saturday. 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. You can watch the Semifinals online live on Pay-Per-View at MHSAA Dot T-V, and the Finals will be televised live on FOX Sports Detroit.

Second Quarter – Second Time Out

It's All About Sportsmanship

Balls or strikes...in or out...block or charge – no matter what the call, officials are a vital part of the games. If you've ever been in those shoes, you know how hard it is, how hard they work to get the call right. If you haven't been in those shoes, you can set a good example by respecting their efforts. Remember, when the game is on the line, it's all about 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.

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 –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.

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!!

(Upper Peninsula Tournament Sites – Substitute [Jilbert's](#) for [Country Fresh](#))

Concussion Information

Parents, remember that big hit your kid took during the game? The kid probably doesn't. So after the game, watch out for the signs that a concussion may have taken place. Signs and symptoms don't always show up right away, so learn what to look for. Get more information about concussions – including access to free online education courses, by visiting the M-H-S-A-A website and clicking on Education.

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 2015 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

It's All About Sportsmanship

Little eyes are watching. How many times have you heard that before? But isn't it true? The young players between the lines are watching how their coaches and their parents treat the other team and the officials. The younger kids in the stands are watching the players, coaches and the parents as well. What kind of lesson are you teaching them? Remember, when the game is on the line, it's all about sportsmanship.

At End Of Third Quarter

Subway

SUBWAY Restaurants offer convenient and affordable catering that's perfect for tailgating or team celebrations. Visit your local SUBWAY Restaurant or check out www.subwaycatering.com today! SUBWAY – the Official Restaurant of Michigan High School Sports.

Fourth Quarter – First Full Time Out

Finals On Radio & Television

If you can't get to the Breslin Center this weekend for the MHSAA Basketball Finals, check out the Pay-Per-View live video streaming of the Semifinals on M-H-S-A-A Dot T-V, and all of Saturday's Finals will be shown live on cable on FOX Sports Detroit. You can listen to all of the Semifinal and Finals action online at home or on your handheld device at M-H-S-A-A Network Dot Com, and Saturday's Finals will be on the statewide M-H-S-A-A Radio Network.

Stay Off Floor At End Of Game

We ask you cooperation that following the conclusion of this quarterfinal game, to please stay off the playing surface. We also ask all fans to help us keep this classroom clean by picking up their trash and depositing it in the receptacles as you leave tonight. Thank you.

Fourth Quarter – Second Full Time Out

Stay Off Floor At End Of Game

We ask you cooperation that following the conclusion of this quarterfinal game, to please stay off the playing surface. We also ask all fans to help us keep this classroom clean by picking up their trash and depositing it in the receptacles as you leave tonight. Thank you.

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)

You can catch live streaming video of that game online on Pay-Per-View at M-H-S-A-A
Dot T-V, or listen to the action at home or on your handheld device at M-H-S-A-A
Network Dot Com.

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

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