

Best Practices

Football Public Address Announcers

(Adapted from NASPAA/MHSAA Clinic – 1/6/18)

Player Introductions

- Timing is local for regular-season games – either right before kickoff or while teams are warming up.
- Introducing visiting team starters first, then the home team starters. Let them choose offense or defense.
- Position, jersey number, then player's name.
- "At left tackle, number 74, Bobby Rickie."
- Give first and last names only - never nicknames.
- Delivery and inflection should be equal for both teams.
- Introducing officials is optional. Check with your league or conference.
- Introduce officials for MHSAA Tournaments as scripted.

In-Game Announcements

- A good rule of thumb to follow is the same rule that applies to bands where they cannot play from the time the offensive team breaks the huddle until the play is whistled dead.
- For no-huddle offenses, the announcer should be silent when the ball is marked ready for play.
- Never talk over a live ball. Wait for the play to be whistled dead.

Rushing Plays – At the end of the play identify:

- The ball carrier and the tackler.
- The loss or gain on the play.
- The impending down and the spot of the ball.
- "Number 10, John Jones the ball carrier. Tackled by 45, Ben Wilson. Gain of 6 to the 46-yard line, second and 4."
- Avoid color commentary or play-by-play, i.e., Quarterback keeper..., Johnson off tackle.

Passing Plays – At the end of the play identify:

- Identify who threw the pass.
- Identify the receiver/intended receiver.
- The impending down and the spot of the ball.
- "Smith's pass, intended for Wilson, incomplete. Third and 4."
- "Smith's pass is complete to Wilson. Tackle by Anderson. Gain of 10 to the 45. First and 10."

Scoring Plays

- Simply add that a touchdown was scored.
- “Jones the ball carrier, good for 35 yards and a Panther touchdown.”
- “Touchdown Patriots! Smith to Wilson on the 40-yard scoring pass!”
- Maintain same enthusiasm and pitch regardless of which team scores.
- Always wait for the Referee (White Hat) to signal Touchdown

Penalties

- If there was a flag on the play, simply follow the ball carrier and tackles with: “Penalty flag on the play.”
- Then describe the penalty and the remark of the ball ONLY after the penalty has been marked off.
- “Holding on the Hawks. Penalty places the ball on the 15-yard line. Third and 20.”

Time Outs

- Wait for the signal from the official for the length of the time out called.
- “Time Out – (Nickname or School Name).”
- “Official’s Time Out.”
- At end of quarter – “The end of the First Quarter.” (Except at end of game – give final score)

Points of Emphasis

- Do not talk over live play – EVER!
- Do not make announcements designed to encourage the crowd – “It’s THIRD DOWN!!!!!”
- Never talk when the quarterback is calling signals.
- Do not announce the time remaining or when a running clock occurs.

**For other situations and more detailed information,
go to NASPAA.NET**