

# THE PUBLIC ADDRESS ANNOUNCER & SPORTSMANSHIP

In high school sports, the public address announcer sets the tone for the event by being a source of information – which is different from at other levels of spectator sports where they are literally a part of the entertainment.

The best public address announcers come to the event with scripts for everything. What is said, when it is said and how it is said is already planned for. Names difficult to pronounce have been checked out and practiced in advance.

In general, the following is expected of the Public Address Announcer:

- Be enthusiastic but calm.
- Be impartial. Announce the contest with no show of favoritism.
- Do not attempt to “talk over the crowd.”
- Do not anticipate or second guess calls by the officials or criticize official’s decisions, directly or indirectly.
- Permit no one to use the microphone (especially coaches during the game), except those in charge of the event and/or by design of those in charge of the event. The announcer is responsible for whatever is said over the p.a.system.
- Be aware of the entire venue so that calm directions can be given in an emergency. Serious situations can be avoided if the announcer will caution the crowd against coming onto the playing surface, throwing things and the like.
- Be aware that good sportsmanship is a very important part of interscholastic activities; reading a sportsmanship statement prior to the beginning of an event, and at key times during breaks in the action contributes to a positive, educational atmosphere.

Here are some sport specific expectations of the Public Address announcer:

**ALL SPORTS** – Never talk while play is going on.

Never speculate on injuries when a player is down on the field

**Basketball** – Quickly announcing who scored a basket is OK, but no elaboration.

Cease talking when the ball has been given to a player for a free throw or to in-bounds the ball.

Do not announce the time remaining.

Do not announce official’s calls (i.e., Traveling, 3-Seconds).

Do not announce change of possession on out of bounds plays (i.e. Panthers Basketball!).

OK to announce possession on held balls (i.e. Held Ball. On alternate possession, the ball goes to Homer).

**Football** – Cease talking as offensive team comes up to the line.

Limit your play announcement to the ball carrier, the tackler, the gain/loss, the down-distance-yard line for the next play without editorializing.

Do not emphasize a particular down (i.e., It’s THIRD DOOOWWWNNNN!!!!).