



# PA Announcers

## *Respect the Game*



1. Be organized and prepared. This item really speaks for itself, but the good PA announcer will have announcements and forms prepared ahead of time to facilitate his or her job. Being prepared simply means that PA personnel are better able to handle the announcements for emergency situations as they arise.
2. Check that all equipment operates properly. There is more to be concerned with than just a properly working microphone. Do not forget about tape and cassette players, electronic message centers, and so forth. Often, announcements are to be synchronized with songs or scripts, so ensuring that all equipment works properly will make for a quality presentation.
3. Be professional and unbiased. High school sport announcers should not imitate the styles and antics of some college and/or professional PA personnel who draw attention to themselves and away from the athletic contest.
4. Speak slowly, clearly, and distinctly always! Of these, "slowly" is most important. Not only does the announcer need to be heard, he or she also must be easily understood.
5. Say only what is necessary. Talking all the time and speaking constantly into the microphone--especially with unnecessary comments and/or endless promotion--turns people off and makes them not want to listen. People who "turn off" the announcer may miss out on important, valuable, or emergency announcements.
6. Do not rush and do not panic on public service announcements or emergency announcements.
7. Do not attempt to do play-by-play.
8. Do not editorialize about or comment on any aspect of the game. The fastest and easiest way for an announcer to lose all respect and credibility with everyone at the contest (spectators, players, officials, coaches, and others) is to make a comment about or react to a game situation or outcome. As with item seven, this is not the announcer's role or responsibility.
9. Be involved with the teams and the competition, not with yourself. Enjoy the competitive atmosphere of the game, meet or match and become excited about the young people who are performing. Do not become wrapped up in yourself and excited to hear yourself talk.
10. The announcer is not the entertainment. The spectators came to watch the game and the players perform, to support the cheerleaders, to enjoy the band and its auxiliary units, to congratulate the homecoming courts, to see their neighbor's kids, to observe special halftime activities--NOT TO LISTEN TO THE ANNOUNCER!
11. Give location of restrooms, concessions, and lost-and-found station.

*Never Forget To Respect the Game*