

2025 Sierra Athletic Conference Announcer Guidelines

1. Remember, you are NOT a radio announcer and should not give a play-by play account of the game. This is an insult to the intelligence of the spectators. In a normal game you will be speaking about 25 percent of the time and be QUIET about 75 percent of the time. The crowd came to see the game, not to hear your opinions about it.
2. Give the down and distance before each play. Simply say, "Third and eight on the Homestead 42."
3. When the ball is snapped, do not say, "Jones has the ball and is going around left end." Again, you are insulting the intelligence of the spectators. Merely give his name – "Jones is the ball carrier."
4. When the play is over, give the name of the man, or men, who made the tackle, and set up the down and distance again.
5. After a long run, pass, or kick, give the total yardage, but make no comment. Such comments as "What a beautiful run" are in bad taste. The crowd can see that it was a good run and as a PA announcer you must be 100 percent impartial.
6. NEVER try to outguess the officials. If you think you see a foul, do not mention it. The chances are you will be wrong. If one of the officials throws a yellow foul marker, simply say, "There is a flag on the play." Then wait – do not try to explain the foul. When the referee gives his signal, interpret it to the crowd. Get a copy of the rulebook or a program which has the signals. If it is an unusual play, the arrangements you made prior to the game will get this information to you to pass on to the spectators.
7. Never use the names of officials during the game. You should read their names prior to the game. Do not say, "The foul was called by Head Linesman Jones" or "Referee Smith is explaining the foul to the captain Brown".
8. Never comment on the fouls that are called, or the work of the officials, whether you think it is good or bad. This is a good way to start a riot.
9. Never comment on the sportsmanship, or play, of either team, or coach. This, too, is a good way to start a riot.
10. Never designate the player who committed a foul. You probably will be wrong anyway, and this type of announcement tends to make the game get out of hand.
 - A. If a player is injured, give his name. You are not a doctor, so do not try to diagnose his injuries. If you get a later report on the player's condition, give it with no comment. Never try to explain how a player was injured. This can be misconstrued by the crowd as an unsportsmanlike act on the part of an opponent and cause an unfortunate situation.
 - B. If the crowd starts to boo the visiting team, or the officials, to an extreme degree, say, "Ladies and Gentlemen, these people are our guests tonight, let's treat them as such."
 - C. A few minutes before the end of the game, preferably during a time out, thank the people for coming, announce convenient routes for leaving the stadium and remind them to drive carefully on the way home.
11. If the Mercy Rule (36-point differential established in the second half) is enacted do not continue announcing the score or update the score board.

In summary, the public address announcer just covers the facts of the game, as impartially and objectively as possible. You should not give opinions of your own because the spectators are present and should be free to form their own opinions. A radio announcer gives his opinions because the listener is seeing the game through his description, but you are a public address announcer, and this is a totally different art.