TO: School Administrators
FROM: UIL Athletic Office
SUBJECT: Techniques and Materials for High School Sports Announcers

School administrators should fully utilize school public address systems and exercise care in the selection of school announcers. Good announcers provide a friendly and cordial relationship between competing schools and the general public and assist with crowd control. An announcer should be mature, have good judgment, and be emotionally stable. Many situations arise that require quick judgment and a cool head. A good voice is important; nothing is more annoying than a lot of jumbled words spoken too quickly to be understood. Too much verbalizing also hinders crowd enjoyment of the contest.

**Guidelines For School Sports Announcers**

The primary function of a school public address system is to convey pertinent information about the game. Announcers are not part of the cheering section. They should never incite the emotions of the spectators. Information should be given with the same tone concerning both the home team and the visiting team whether they have made a touchdown or scored the winning basket. The announcer should remember at all times that the sole justification for his function is conveying simple, straightforward, unemotional information. When there is nothing significant to announce, *silence is golden.*

All announcements should be authorized by a designated school administrator. There should be no political announcements or advertising of liquor or tobacco. It is advisable to use a cutoff microphone so that nothing will go into the PA system other than what is intended. Many embarrassing situations can be avoided with cutoff mikes.

**Pertinent Information For All Sports**

Prior to announcing the starting lineup, announcers may wish to use some of the enclosed pre-game announcements to encourage good sportsmanship and proper treatment of game officials. (Spot Announcements and Public Service Announcements may be used prior, during and following games.)

Announce the records of the two competing teams in previous contests and their records of wins and losses during the current season. Announce the starting players and their numbers for both teams, as well as substitutes, their names and numbers, and the names and numbers of the players they replace. Announce the officials and their positions (when pertinent).

**Techniques For Announcing Football Games**

When the game starts, certain information should be given for both the offensive and defensive teams. On the offensive teams there should be included such items as: 1) who is in receiving position on the kickoff, 2) who kicks the ball, 3) who makes the tackle, 4) who receives the snap from center on scrimmage plays, 5) who is back in deep punt formation, 6) who does the punting, 7) who handles the ball in the back field, 8) who does the passing, 9) who receives the pass or for whom the pass was intended, 10) who runs with the ball, 11) who executes good blocks, 12) who fumbles the ball, 13) who recovers the fumble, 14) who holds the ball on P.A.T., 15) who kicks on try for point.

On the defensive team it is good to announce: 1) who receives the kickoff, 2) who makes tackles, 3) who intercepts or breaks up forward passes, 4) who takes out the interferences, 5) who blocks kicks, 6) who plays safety when the offense is in punt formation, 7) who receives punts, 8) who recovers fumbles.
The announcer can assist the crowd by interpreting the signals of the officials for violations as they are given on the playing field. Announcers should be thoroughly familiar with these signals and should never "second guess" an official by announcing the violation before the official gives the signal.

The downs and yardage should be announced regularly. If the scoreboard is in view of all spectators, this need be done only on occasion. It is good for the position of the ball on the field to be announced from time to time due to the fact that some spectators may not be able to get this information from their positions in the stands. The approximate time left in the periods is of interest if the scoreboard does not provide this information.

It is generally considered best to have at least two assistants, one checking the home team and the other the visiting team. These assistants are usually referred to as spotters. It is more practical to use regular spotters from each team for every game. The team work that goes on between the announcer and his spotters has much to do with the success of the public address system. It is also good for the announcer and his spotters to be on hand thirty minutes or more before game time with programs and other materials and information to be used during the game. If the announcer is not in an enclosed booth, clip boards with rubber bands are necessary to secure all materials and keep them in position for use.

Pre-Game Guidelines For Announcers
(Approximate Time: 2 Minutes)

GOOD EVENING! WELCOME TO THIS FOOTBALL GAME BETWEEN__________
AND ________________. THIS GAME IS BEING CONDUCTED ACCORDING TO THE RULES AND
REGULATIONS OF THE UNIVERSITY INTERSCHOLASTIC LEAGUE.

REGARDLESS OF THE OUTCOME OF TONIGHT'S GAME, ALL OF THE PLAYERS HAVE PROVEN THEIR
WILLINGNESS TO WORK AND SACRIFICE IN ORDER TO ACHIEVE ATHLETIC EXCELLENCE.

WE ASK THAT AS A SPECTATOR, YOU CONSIDER THE TIME AND EFFORT EACH OF THESE TEAMS,
COACHES, AND ATHLETES HAVE PUT FORTH.

CHEER THESE YOUNG ATHLETES, APPLAUD THEM, BUT DO NOT, THROUGH ANY OF YOUR ACTIONS,
CAUSE THEM TO DOUBT THE VALUE OF ATHLETICS.

BY YOUR CONDUCT, ALLOW THESE YOUNG PEOPLE TO FEEL PRIDE IN THEIR COMMUNITIES AND SCHOOL.
WHILE YOUR SPORTSMANLIKE ACTIONS MAY PLAY ONLY A SMALL PART IN THE OUTCOME OF THIS
GAME, IT WILL PLAY A GREATER ROLE IN CONTINUING TO ENCOURAGE COMPETITIVE ATHLETICS.

WE ALSO ASK THAT YOU SHOW YOUR APPRECIATION FOR THE STUDENTS WHO WILL BE TAKING PART
WHO HAVE SUPPORTED THEIR TEAMS AT HOME AND AWAY. THESE YOUNG PEOPLE PLAY AN INTEGRAL
PART IN THEIR TEAM'S SUCCESS.
THE OFFICIALS FOR THIS GAME HAVE BEEN MUTUALLY AGREED UPON BY SCHOOL OFFICIALS FOR BOTH SCHOOLS. THEIR ROLE IS NOT UNLIKE THOSE OF PLAYERS, COACHES, TEACHERS, AND SCHOOL ADMINISTRATORS. WITHOUT THEM THIS GAME WOULD NOT BE POSSIBLE. THEIR KNOWLEDGE AND APPLICATION OF THE RULES ARE A RESULT OF ANNUAL TESTING, YEARS OF STUDY, AND CONTINUAL PARTICIPATION IN CLINICS THAT FURTHER REFINE THEIR UNDERSTANDING OF THE GAME. WE ASK YOU, AS STUDENTS, PARENTS, AND CITIZENS, TO DEMONSTRATE THE KIND OF RESPECT FOR THESE OFFICIALS YOU WOULD EXTEND TO ANY DEDICATED PERSON IN A POSITION OF RESPONSIBILITY.

THIS MEANS THAT YOU AS A FAN:

1) SHOULD NOT CRITICIZE THE PLAYERS ON EITHER TEAM,
2) SHOULD NOT BOO THE OFFICIALS,
3) SHOULD NOT HAVE ALCOHOLIC BEVERAGES ON PUBLIC SCHOOL GROUNDS SINCE IT IS A VIOLATION OF STATE LAW,
4) SHOULD BE COURTEOUS TO THE VISITING FANS,
5) SHOULD CHEER FOR YOUR TEAM, AND
6) SHOULD SHOW RESPECT FOR INJURED PLAYERS ON BOTH TEAMS.

Spot Announcements

To be used during University Interscholastic League Activities

Spot announcements may be used prior, during and following games.

The University Interscholastic League is composed of over 7,000 elementary, junior high, and high schools who have voluntary membership. From these schools, over one million students participate in the extracurricular programs sponsored, administered, and directed by the League.

The University Interscholastic League sponsors many events during the school year for its member schools. Some of the State Championship Athletic Tournaments and Meets for 2009-10 are: 5A and 4A Team Tennis, November 6-7; Boys' and Girls' Cross Country, November 14; Girls' Volleyball, November 19-21; Boys' and Girls' Swimming, February 26-27; Wrestling, February 26-27; Girls' Basketball, March 4-6; Boys' Basketball, March 11-13; Boys' and Girls' Soccer, April 8-10; Boys' and Girls' Golf, May 10-14; Boys' and Girls' Tennis, May 10-11; Track & Field State Meet, May 14-15; Girls' Softball, June 3-5; and Boys' State Baseball Tournament will be held June 9-12.

Athletics is not the only area of competition sponsored by the University Interscholastic League. The League will sponsor Band Contests, Choir Contests, Orchestra Contests, Academic Meets, Journalism Contests, Press Conferences, and One-Act Play Competition. These activities will involve over one million Texas students participating in elementary, junior high, and high school contests.
The largest University Interscholastic League-sponsored activity in terms of student participation is in the area of Music. Approximately 320,000 students from 2,500 junior and senior high schools participate in League-sponsored Music activities.

Athletic officials are seldom given the appreciation deserved. They are the persons delegated the responsibility and authority to enforce the Rules of the Game. By doing so, they provide for fairness among players and for their safety. Each year approximately 10,000 Officials register with the TASO or UIL, take the required examination, and attend Association-conducted Rules Meetings. Officials for school athletic contests are selected by the schools involved and both schools must agree to accept the officials prior to the start of the game.

Some of the best timing and most intricate maneuvers to be witnessed on the field tonight have been those provided by the band, pep squad, drill teams, and cheerleaders of the teams involved. The leadership exercised by these young people is part of the educational program of the school.

Activities in Texas schools will be as good and as sound as those who administer and support them. Rules and regulations are valueless unless they are embedded in the "grass roots" of the local school and community. The underlying philosophy of the University Interscholastic League activities presupposes that rules and regulations are for the good of the students themselves--just as are the other phases of the educational program--and that's the way the citizens of Texas want them to be. Your cooperation to keep them that way is needed.

The University Interscholastic League sponsors different extracurricular sports and activities for their member schools--some of the Sports' activities sponsored are: Baseball, Basketball, Cross Country, Football, Golf, Swimming & Diving, Soccer, Team Tennis, Individual Tennis, Track & Field and Wrestling for Boys; and Basketball, Cross Country, Golf, Soccer, Softball, Swimming & Diving, Team Tennis, Individual Tennis, Track & Field, Volleyball and Wrestling for Girls.

Interscholastic activities constitute a part of the right kind of "growing up" experiences for young people. Youth is interested in doing things well--in belonging--in displaying loyalty. With a well-administered school program, students and spectators become better citizens through participation and observance of activities conducted under established rules impartially administered.

There is rising criticism across the United States that we are losing sight of the recreational and educational values of Interscholastic athletics because of over-emphasis on competition, specialization, and professionalization. Let us remember that this contest is for the recreational and educational benefits of High school students. One team will win and the other will lose, but the experiences should be beneficial to all.

When kept within proper perspective within the school program, athletic games offer important recreational and educational values to high school youth. Let us remember that this contest is a "game" and not a life and death struggle.
An athlete is taught to respect his teammates, his coach, the officials and his opponents. Through developing self-discipline he is able to do this regardless of whether the game is won or lost. This is one of the important lessons which will help him to become a mature citizen.

The University Interscholastic League, which is sponsoring this event, is a voluntary, non-profit educational association through which some 1,339 senior high schools of Texas work cooperatively. The standards and regulations which guide this event are adopted by the schools themselves and determine the type of program they believe to be most desirable for high school youth.

The high schools of Texas cooperatively adopt through the University Interscholastic League minimum eligibility standards which all students participating in this event must meet. Individual member schools have the authority to adopt higher standards which they may deem advisable for their students. Each student participating is assured that all participants meet the same minimum standards.

Eligibility to participate in Interscholastic activities has been defined by the courts as a privilege to be enjoyed by meeting the standards set for that privilege by the schools individually and cooperatively through their State Associations. They have no vested right in eligibility and may represent their schools only if they meet the established standards for eligibility.

Athletic activities in their early days were started by students themselves primarily for the purpose of recreation. Educational values were added as schools found it necessary to exercise supervision over them. These are their primary purposes. If they cease to be recreational and educational, they can no longer be justified as a part of the educational program. All of us should help to see that they are justified.

District and State Athletic Contests have several purposes, but there are two primary purposes that justify and cause District and state activities to be desirable. They are: (1) to provide opportunities to demonstrate before the public the best knowledge, skills and emotional patterns taught through a particular sport; (2) to evaluate the best that is taught in the school system in comparison with the best taught in other schools. Unless these purposes are primary, District and State Athletic Contests cannot be completely justified.

An athlete represents more than himself in athletic competition. He represents his team, his fellow students, his teachers, and the school community. Hence, he is expected to be an individual whose character is beyond reproach and who will make a good impression for his school.

An athlete is taught many things through sports in addition to the skills necessary to win the game. He learns self-control, ideals of fair play and honesty, respect for authority and for opposing players, and an appreciation of the values of athletic activities. When he learns these things, he has benefited maximally from his athletic experiences.
Athletic officials are seldom given the appreciation deserved. They are the persons delegated the responsibility and authority to see that the players play according to the rules. Their efforts provide for fairness among the players and for their safety. They may sometimes make an error in judgment, but as a leading football coach one said, "Officials don't make as many mistakes during the entire night as we make on the first play of the game." Without officials the games would not be worth watching.

An Interscholastic athletic program which is properly planned and administered is an asset to a community. It provides educational values and wholesome activities for all high school youth as either participants or spectators. A well-supervised athletic contest is a most worthwhile event for the entire student body and community.

Spectators have a responsibility while reviewing an athletic game. Their attitudes and actions influence high school youth. It is important that they display the best of sportsmanship to help instill proper citizenship, attitudes and ideals in these youth.

One can observe fine skills that players in this game have learned in Interscholastic athletics: However, values of Interscholastics do not end with skills. Athletic contests provide players and others an opportunity to also acquire knowledge and to learn emotional control. Our schools educate students not only "in athletics" but "through school athletics as well".

We who are spectators at athletic contests, watchers on TV or who listen on the radio sometimes fail to realize that there is a great deal of difference in the purposes of various types of athletics. Interscholastics have their primary purpose to supplement the educational program by providing experiences that will enhance the educational benefits of our youth. All other purposes are secondary.

Interscholastic athletics offer opportunities to teach attitudes and ideals to youth in a laboratory situation in the form of contests. Practicing proper attitudes and ideals in games will help instill them in students. Good sportsmanship is an important way of putting them into practice.

Coaches and Directors of school activities are among the best trained leaders of youth. They are teachers with special abilities and training for their responsibilities. Their efforts contribute much toward the complete education of youth.

Interscholastic activities shall supplement the curricular program and shall provide most worthwhile educational experiences for students which will result in learning outcomes that will contribute toward development of the attributes of good citizenship. Emphasis shall be upon teaching "through school activities". Only toward this end can Interscholastic activities be justified.