**TIPS FOR ANNOUNCING A&M-C WEBCASTS**

1. Before the game … study as much as you can on the sport (especially soccer and volleyball if you’re unfamiliar with them). Be familiar with player positions, terms, penalties, etc. Much information is available online, starting with Wikipedia.
2. Sports Information Director Rand Champion will provide you with an enormous amount of information on the A&M-C teams, and the SID from the opposing school will do the same for that team. (Give a lot more attention to the A&M-C players, but be aware of who are the top players for the other team, and be sure to call attention to them.) For A&M-C, start here:

<http://www.lionathletics.com/landing/index>

1. Open with starting lineups of A&M-C teams, and some information on each player … at least height, weight, classification, hometown. Use statistics if they are meaningful and impressive.
2. Prepare other information from statistics and game notes that are significant to the game … team records, standings, historical won-lost record of A&M-C vs. that team, etc. Note cards can be useful for this.
3. In general, the more you can talk knowledgeably about individual players on the A&M-C teams, the better. Many of your listeners will be family and friends of the players.
4. The short name for A&M-C is “A&M-Commerce,” not “A&M,” not “Commerce,” not “TAMU-C.”
5. Keep in mind that for a video webcast, the audience can see what is happening. Therefore, it is not necessary for you to continuously talk over the action. For soccer and volleyball in particular, it may be enough in many instances for you to simply say the name of the player making a play on the ball. (In soccer, for instance: “Davis … Jones … Williams.”
6. Know the players on sight; avoid saying the number first, and then saying the name.
7. In particular for soccer, the play-by-play announcer and the color commentator can discuss game strategy, player facts, etc., a good deal while the ball is in the middle of the field, and then focus more specifically on the action as the ball gets near the goal.
8. Depending on the graphics available for the webcast, give the score very often. In particular for volleyball, give the score after every new point. Be sure to say who is leading: “A&M-Commerce 12, Tarleton State 11,” not just, “It’s 12-11” (who’s ahead, the audience will wonder).