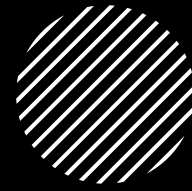
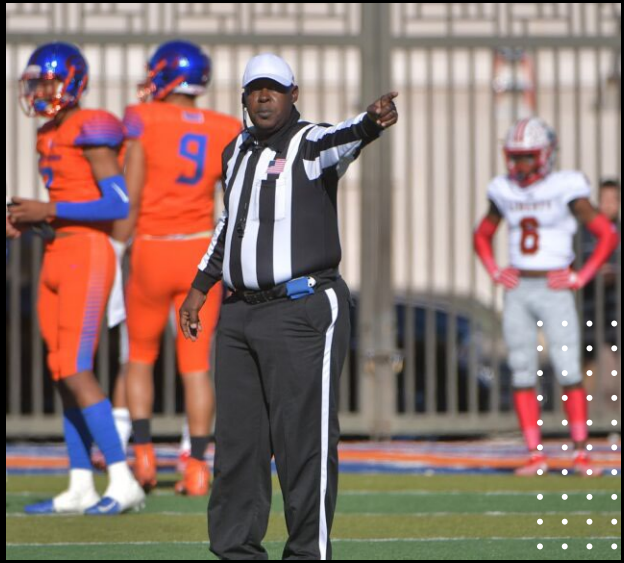




Announcing
Penalties/Signals



- The “Big Game”
- Personal preparation
- Setting crew expectations



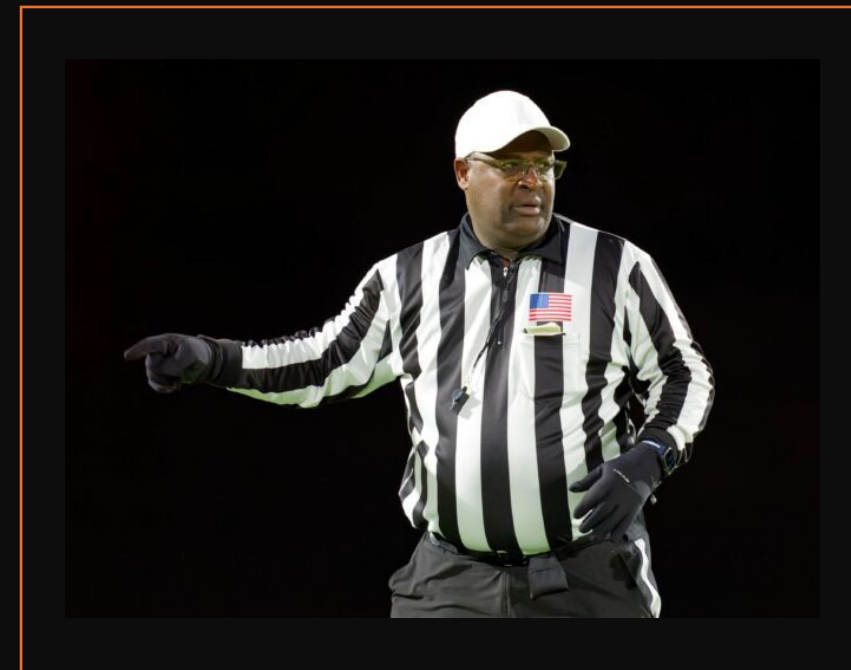
- Use Consistent Order: Foul, Team, Number, Enforcement, Down
- “Fouls”, “Flags”, & “Penalties”
- Use Accurate Verbiage the Common Fan Understands
- Use
 - “Disqualified”
 - “Added To”
 - “Encroachment”
 - “Before the snap”
 - “After the play”
 - “Remains X down.”
- NEVER Use:
 - “Offside(s)”
 - “Ejected”
 - “Tacked On”
 - “(Team color)”
 - “We/I have...”





- When There are Two Fouls Use the Following:
 - “There are Two Fouls on the Play, Both by the Offense”
 - “There are Fouls by Both Teams on the Play”
- Change of Possession/Kick Plays, Use the Following:
 1. Team Name OR
 2. Return/Kicking Team OR
 3. Intercepting/Recovering Team
- Use The Following:
 - “Replay the down” – Down won’t change/Chains won’t move, Penalties Offset, or on a Try
 - “Results In” – Yardage Gives Team a 1st Down After Enforcement
 - “Yardage gained results in a first down after enforcement of the penalty” – Team A Commits Spot Foul on Big Gain and a first down is awarded.
 - Use “Automatic First Down” when applicable
 - “Illegal” – If necessary in the Statement of the Foul
 - If a TD will stand and penalty will be enforced, give the TD signal first before reporting on the foul. “The result of the play is a touchdown,” then report the foul. If declined, give TD signal after announcement.

- Make Statements that Impact the enforcement:
 - During the Kick/Return
 - After the Interception
 - By Rule
- Add the Enforcement Spot When Necessary
- Complex Announcements:
 - Slow Down, Buy Yourself Time, Talk with Another Official
 - State Announcement Out Loud to Umpire
 - Make Sure an official on the crew Stays Close to Help With Numbers
- Think of all components of the announcement before you start (including the down). You don't want to be in the middle of the announcement and realize you don't know the proper down.



- Before game day...signal in mirror and/or film yourself doing signals & announcements
- Watch televised games and focus on announcements and signals
- Stand, signal, and announce foul clearly and confidently
- Focus on rule-based language and professional delivery
- One official reports foul details to the referee
- Referee then gives a clear, rule-based announcement
- Do Not bounce hands while giving signals



- Televised game - When a Flag is Thrown, the Camera Finds You Quickly
- Make All Actions Appear Confident
- Communicate Efficiently with Umpire to Begin Enforcement
- Find an Open Space Efficiently
- Do NOT Walk Into Your Announcement
- Stadium Mic - Do NOT Turn On Microphone Until Announcement is Ready
- Look Toward the Camera, Head Up
- Be Aware of Facial Expressions & Gestures



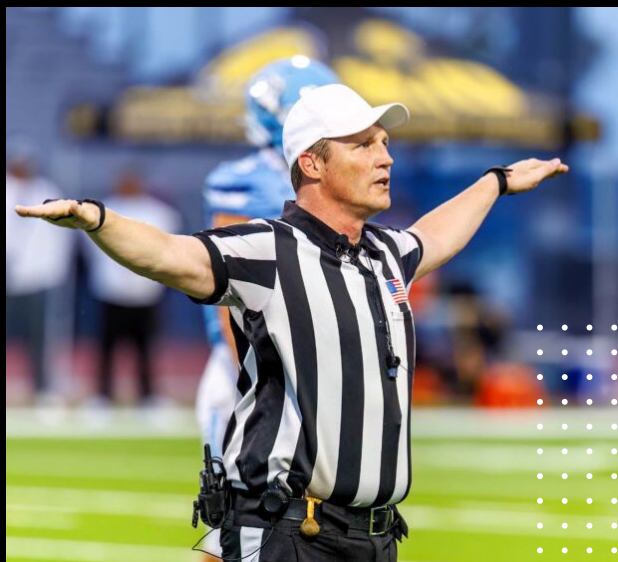


- During the Announcement:
 - Keep Signals In the Frame, But Away From the Face
 - Give Strong Signals that Exude Confidence
 - Stay Calm, Demonstrate Control
 - Time Signals with Words
 - Multiple Fouls on Same Team, Only Point Once
 - Do NOT Let Distractions Detract From Your Presentation
- Exiting the Announcement:
 - Do NOT Walk Out of Your Announcement





- As Referee, when you are the calling official of a Foul:
 - Slow Down & Use a “Funny Whistle”
 - Give a Quick Preliminary to the Umpire
 - If televised - give the Camera Time to Find You
- Preliminary Signals are NOT Necessary Unless:
 - Multiple Fouls Called & Discussion Will Take Place
 - Single Foul Called, But More Info is Needed from a Coach
- If obvious, make Enforcement decision then look at Coach
- Foul on the Offense (majority of the time):
 - Gain Yardage, Accept Foul (Unless Going to 3rd/4th Down)
 - Lose Yardage, Decline Foul (Down is More Important)



- Be ready for performance
 - Penalty announcements
 - Anything unusual (i.e., free kick after fair catch, etc.)
 - Timeouts
 - Clock adjustments, if possible
- “Nuggets”
 - Ruling on the field is...
 - Why play was not illegal (i.e., intentional grounding, etc.)
 - Player required to go out of the game for a play due to helmet coming off
- Stadium Microphone
 - Get the microphone early and put it on in locker room
 - Test equipment during pregame
 - Be aware of when microphone is on/off
- Personality

