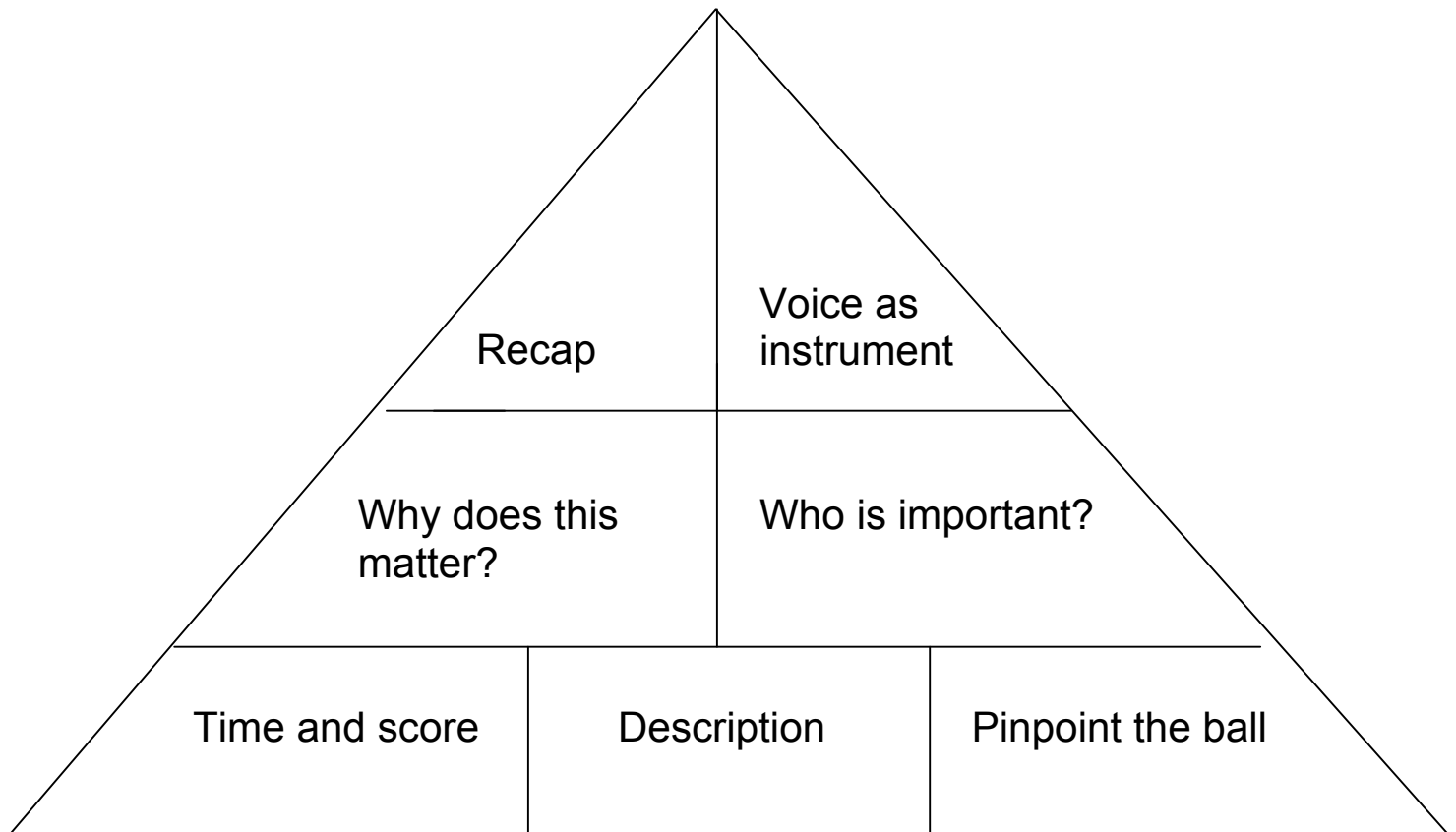


STAA Play-by-Play Pyramid



1. **Time and score:** New listeners don't want to wait. At least every :90.
2. **Pinpoint the ball:** Where exactly is the ball? Use both vertical and horizontal reference points.
3. **Description:** Relevant action, movements, behaviors, sights, sounds, smells & emotions of players, coaches, fans and atmosphere.
4. **Why does this matter?** Turns your broadcast into a story. Explain what's at stake in this game, this moment, this possession, this play, this at-bat.
5. **Who is important?** Develops the characters (teams, players & coaches) in your story.
6. **Recap:** Tell new listeners how the game got to this point. Every 8-10 minutes.
7. **Voice as instrument:** Match your pacing to the speed of the action. Use inflections and pauses for emphasis and dramatic effect. Be appropriately energetic & excited but never scream.