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.

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