

## The Seven Sins of a Sports Reporter

### Thou Shall Not...

- 1. ...Make negative personal references.**  
The player's friends and family may not consider what you think is a just comment as such.
- 2. ...Make up funny names for players.**  
A name is a very personal thing. If it is the nick-name they go by in the community, that's fine. All others are not acceptable.
- 3. Emphasize player errors or show injured players.**  
Remember that these are student players and announcers should refrain from criticizing their mistakes. "The defense was offside" will suffice rather than "Johnson jumped too early again!"
- 4. ...Make disparaging remarks about the opponents.**  
"Trash talk" is not appropriate for "on the air". Even if you think your broadcast is only for your class or school, remember it will be on the internet, which means anyone can listen to it, including that player's relatives
- 5. ...Criticize the coaching staff.**  
They have enough problems! Plus their job is really hard, try it for a week and you'll understand!
- 6. ...Make comments about people in the audience.**  
It is appropriate to mention the presence of "celebrities" such as the headmaster or the president of the school board. However, respect the privacy of the general public. If a teacher gave you a less than favorable grade on the last the test, the broadcast booth is not the place to tell the world. (Try studying harder!)
- 7. ...Use any profanity what so ever!**  
An announcer should be articulate enough to find a host of more appropriate words with which to communicate! The accidental slip gets you in trouble.