

Sample Public Address Announcements (Before game)

These are some sample templates that can be used. You may also create your own message to be used. These PSAs can be given to game/press box announcers, online video streaming providers (if your school offers the platform), and radio commentators.

Sample 1 (30 seconds)

As your (team mascot) hits the field tonight versus (visiting team), (your team) and the Arizona Athletic Training Initiative in conjunction with the Arizona Athletic Trainers' Association are inviting you to learn why "Safety in Sports" begins with having an athletic trainer. According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries. For more information, visit the Arizona Athletic Trainers' Association website at www.azata.net.

Sample 2 (1 minute)

Each year we hear more about sports related injuries, especially in football. Concerns about concussions, head and neck injuries and rare fatalities have brought nationwide attention to the safety of the sport. Therefore as part of a statewide effort, (your school), along with the Arizona Athletic Training Initiative in conjunction with the Arizona Athletic Trainers' Association are sponsoring a Safety in Sports Campaign. Safety in Sports begins with having an athletic trainer. According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries.

At high school and college events across Arizona this September, teams will be donning a small sticker on the back of each player's helmet. The sticker represents the cumulative effort that these schools have made towards improving the overall safety of their sports teams by having an athletic trainer. For more information on how to keep your athlete's safe visit the Arizona Athletic Trainers' Association at www.azata.net.

Sample 3 (1 minute) with Home School AD and AT Introductions

Ladies and Gentlemen, as part of tonight's game versus (visiting team), your (home team mascot-plural) are honored to join in a statewide "Safety in Sports" Campaign. Numerous high schools and colleges throughout Arizona are demonstrating why "Safety in Sports" begins with having an athletic trainer. According to a study by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries. Joining (AD name), Athletic Director for (home team school) at midfield is/are (AT name(s)), Athletic Trainer(s) for your (home team). On a daily basis, the athletic training staff plays a vital part in keeping all student-athletes healthy and safe. In conjunction with the Arizona Athletic Trainers' Association, (home school) is part of the Safety in Sports Campaign. All Arizona participating high school and college football players will be donning a small helmet sticker on their helmets to demonstrate that an athletic trainer is caring for them. For more information on how athletic trainers are improving overall safety in sports, visit the Arizona Athletic Trainers' Association at www.azata.net.

Sample 4 (20 seconds) Radio/Television

Safety in Sports is a topic that has gained national attention. Beginning Friday August 27 and running through Friday October 1, watch your favorite high school to learn why Safety in Sports begins with having an Athletic Trainer. According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries. For more information, visit the Arizona Athletic Trainers' Association website at www.azata.net.

Sample 5 (2-3 minutes) Both schools participating AD and AT introductions

Ladies and Gentleman, as a part of today/tonight's game vs (visiting school), (your school name here) is honored to join in a state wide "Safety in Sports Campaign."

Beginning Friday August 27th, and running through Friday October 1st, numerous high schools and colleges/universities throughout the state are demonstrating why "Safety in Sports begins with having an Athletic Trainer." According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries.

Joining (home school) Athletic Director (name) and (visiting school name here) Athletic Director (name) at midfield are (home school AT) Athletic Trainer/Director of Sports Medicine for (home school), and (visiting school AT), Athletic Trainer/Director of Sports Medicine for (visiting school). On a daily basis, the athletic training staff for (home school) and (visiting school) play a vital part in keeping all student-athletes healthy and safe.

As a part of the "Safety in Sports Campaign, high school and college teams all across Arizona this week will be donning a small helmet sticker on the back of each player's helmet. The sticker represents the cumulative efforts of these schools, the Arizona Athletic Trainers' Association and the Arizona Athletic Training Initiative towards improving the overall safety of all sports in Arizona. For more information on how you can keep your athletes safe, visit the Arizona Athletic Trainers' Association website at www.azata.net.