
This is a compensation benchmark for college athletics hiring managers. In the late summer of 2026, a survey was distributed through various means including but not limited to multiple public address announcer social media sites, the National Association of Collegiate Marketing Administrators (NACMA) listserv, and a newsletter of College Sports Communicators (CSC). As noted on the following pages, the participation and information gathered is quite robust.

What We Know to be True

The public-address announcer is not simply a voice reading a script.

On game day, the announcer is one of the institution's most visible brand touchpoints.

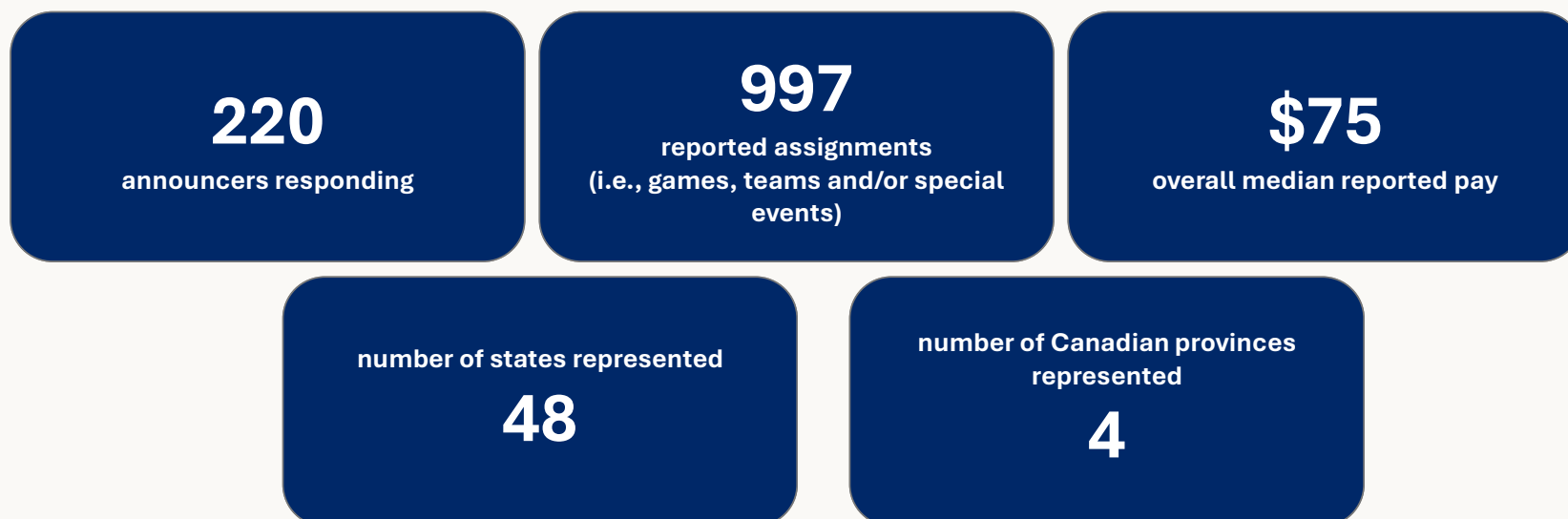
The question is not simply, "What can we get someone to do this for?"

The better question: "What is a fair rate for someone representing our brand in front of our fans?"

Your PA Announcer Is Part of the Brand.



What the 2026 survey tells us



The survey is self-reported and should be viewed as a market reference—not a formal wage study.

Because announcers commonly work multiple sports and levels, assignment observations are the useful unit for compensation benchmarking.

Median is the preferred benchmark because high-end professional assignments can pull the mean upward.

The collegiate market is not one market

Benchmark market	Number of Reported Assignments	Median / game
NCAA DI Football • South	29	\$150
NCAA DI Basketball • South	49	\$100
NCAA DI Basketball • Northeast	14	\$90
NCAA DI Baseball • South	43	\$75
NCAA DI Basketball • Midwest	22	\$75
NCAA DI Volleyball • South	28	\$70
NCAA DI Soccer • South	31	\$65
NCAA DI Softball • South	22	\$60

Benchmark cells shown where $N \geq 10$; N is assignment observations.

What the median says to a hiring manager

A \$75 median does not mean every announcer, sport or institution should pay \$75.

It means \$75 is a useful national reference point for the middle of the reported market.

Sport, level, geography, experience, preparation, game-day responsibilities and institutional expectations can justify a different rate.

A rate materially below the relevant benchmark should be a deliberate decision—not simply the historical number in the budget.



2026 PUBLIC ADDRESS ANNOUNCER COMPENSATION POLL

College Athletics Only • State / Province Compensation Reference • Average reported pay per game • Football and Basketball

State / Province	Football Avg	Basketball Avg	State / Province	Football Avg	Basketball Avg
Alabama	\$125 (N=1)	\$75 (N=1)	Nevada	\$350 (N=1)	\$288 (N=2)
Arizona	\$35 (N=1)	\$35 (N=1)	New Hampshire	did not report	did not report
Arkansas	\$175 (N=2)	\$59 (N=3)	New Jersey	\$80 (N=1)	\$78 (N=3)
California	\$132 (N=6)	\$102 (N=9)	New York	\$109 (N=4)	\$94 (N=10)
Colorado	did not report	\$150 (N=1)	Newfoundland and Labrador	did not report	did not report
Connecticut	\$150 (N=1)	\$138 (N=2)	North Carolina	\$201 (N=14)	\$84 (N=23)
Florida	\$300 (N=3)	\$100 (N=4)	North Dakota	did not report	\$58 (N=2)
Georgia	\$112 (N=2)	\$107 (N=3)	Ohio	\$117 (N=3)	\$112 (N=4)
Hawaii	did not report	\$40 (N=1)	Oklahoma	\$200 (N=1)	\$150 (N=1)
Illinois	\$44 (N=3)	\$87 (N=6)	Ontario	did not report	did not report
Indiana	\$290 (N=4)	\$77 (N=6)	Oregon	\$92 (N=3)	\$92 (N=3)
Iowa	did not report	did not report	Pennsylvania	\$30 (N=1)	\$30 (N=1)
Kansas	\$80 (N=1)	\$45 (N=1)	Quebec	\$117 (N=1)	\$270 (N=1)
Kentucky	did not report	\$42 (N=2)	Rhode Island	did not report	\$200 (N=1)
Louisiana	\$200 (N=1)	\$110 (N=2)	South Carolina	\$250 (N=1)	\$115 (N=5)
Maine	did not report	did not report	South Dakota	did not report	did not report
Maryland	did not report	\$88 (N=2)	Tennessee	\$98 (N=2)	\$128 (N=10)
Massachusetts	did not report	\$162 (N=2)	Texas	\$162 (N=4)	\$80 (N=10)
Michigan	\$75 (N=2)	\$55 (N=2)	Utah	did not report	did not report
Minnesota	\$50 (N=1)	\$53 (N=3)	Virginia	\$158 (N=6)	\$105 (N=4)
Mississippi	\$105 (N=2)	\$60 (N=2)	Washington	did not report	\$200 (N=1)
Missouri	\$121 (N=7)	\$72 (N=8)	West Virginia	\$120 (N=1)	\$105 (N=1)
Montana	\$100 (N=1)	\$50 (N=1)	Wisconsin	\$100 (N=2)	\$69 (N=7)
Nebraska	\$238 (N=4)	\$85 (N=3)			

Important survey note: The original 2026 survey captured *Basketball* as one sport and did not collect a men's/women's designation. Therefore, the Basketball figures above combine men's and women's assignments and should not be interpreted as gender-specific compensation. Each figure is an arithmetic mean of reported college assignments in that state/province; N is the number of reported assignments. College includes NCAA DI/DI, and NCAA DI/DIII/NAIA.



The job is bigger than the microphone

Current college athletics postings describe PA work as part of the fan experience and game-day operations.

Responsibilities can include introductions, scoring and substitutions, sponsor reads, promotions, safety messaging, scripts, production coordination and adapting to live changes.

Michigan Athletics describes the PA as the “Voice” of Michigan Athletics; Oakland University calls the role the voice of athletics and explicitly connects it to fan experience.

That is brand work—and the compensation conversation should recognize it.



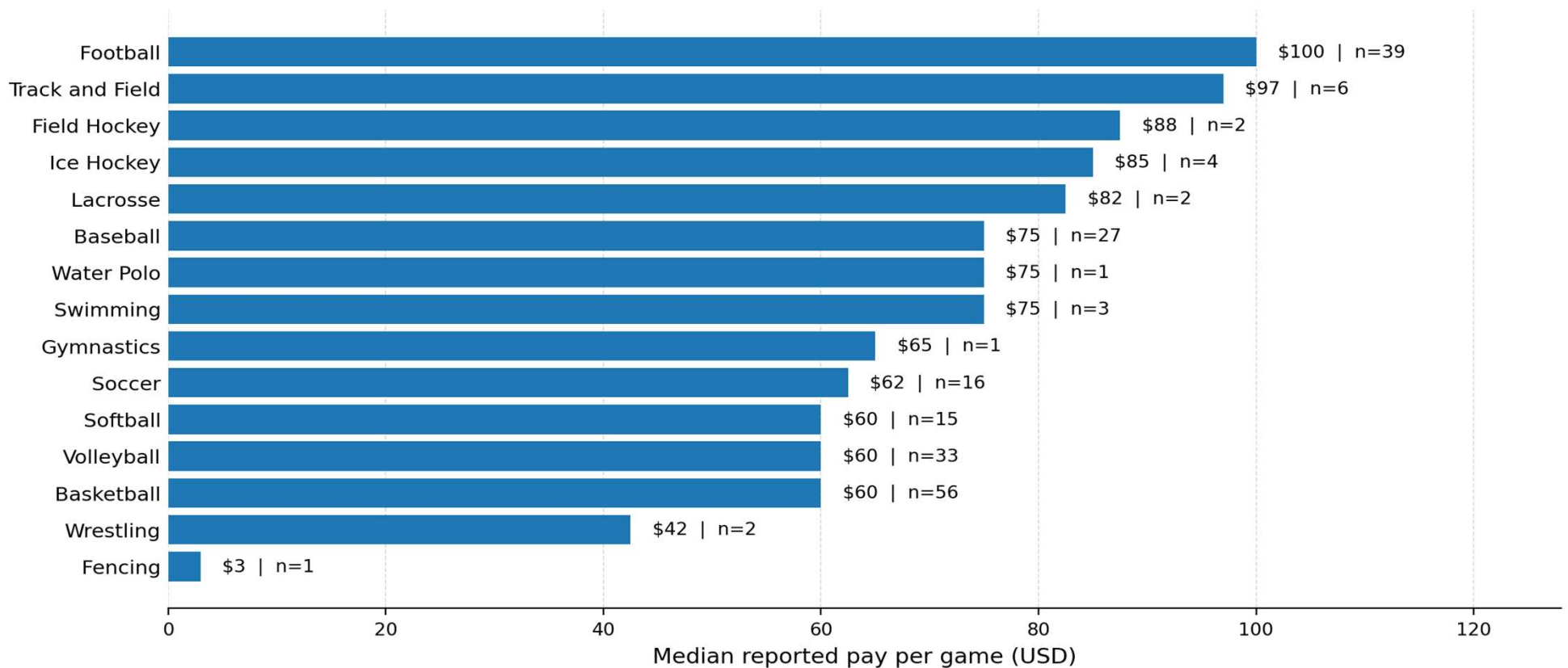
Current examples: Michigan Athletics, Oakland University, Lake Superior State University, 2026.

PUBLIC ADDRESS ANNOUNCER COMPENSATION

NCAA DII / NCAA DIII / NAIA colleges combined • Reported pay per game



Median Pay by Sport



Median shown to reduce the influence of unusually high or low responses. n = number of pay responses; sports with very small samples should be interpreted cautiously.

Fair pay is also a game-day strategy

Reliability matters: the person at the microphone must be there, prepared and ready when the building opens.

Professionalism matters: the announcer represents the institution to home and visiting fans.

Accuracy matters: names, scores, rules, sponsors, promotions and safety information all depend on execution.

Adaptability matters: live events change by the second.

Retention matters: a dependable voice who understands the institution is an asset.



A practical compensation conversation



Decision point	Hiring-manager approach
Starting point	Use the median for the closest sport / level / region benchmark.
Adjust upward	More responsibilities, larger production, multiple scripts, sponsor inventory, preparation or premium sports.
Adjust downward	Limited scope, developmental role, unusually low-prep environment—but make the reason explicit.
Review annually	Treat the PA as part of the game-day workforce, not a forgotten line item.

The question worth asking

If we expect our PA announcer to represent our institution professionally...
...to know our brand, our sport and our game-day standards...
...to arrive prepared, work with our staff and deliver under pressure...
...and to help create the experience we promise our fans...
what is a fair price for that contribution?



Bottom line



\$75

overall median reported rate

Use the median as a starting point—not a ceiling.

Use the closest benchmark market available.

Pay for the responsibility you are asking someone to carry.

A public-address announcer is a brand ambassador on game day. The compensation should reflect that.

For conversation about this survey or the industry of public address announcing,
contact trip@2DConsultingLLC.com.