



Monroe Magnuson answered a call in 2008 from a longtime cattle producer and friend expecting to talk about show cattle and the cattle business, but the result of the phone call was far different than he had ever expected.

After the regular cowboy banter and ribbings between the two, the caller commented “Monroe, my wife and I have decided you need a career change”. “I didn’t really know how to react when he said that, so I just asked what he meant”, explains Monroe, “my friend explained that they were hunting for a rodeo announcer for the Panguitch Invitational High School Rodeo, and they had thought I should try my hand at announcing. I am always up for a challenge, so I said okay.

The first performance was “baptism by fire” says Monroe, “There were several injuries, and I had no idea how to handle them or explain to the crowd what was going on”. But the rush was more than Monroe could predict and he was hooked. For three years he became the voice of the “Invitational” and began booking as many rodeos anywhere he could convince contractors and committees to hire him.

Monroe’s father died of injuries incurred from a horse accident on the family’s ranch when Monroe was five. “Because my Dad and Mom were in the process of building their cattle operation at the time of my father’s accident and death,” says Monroe, “I spent my youth working with my Mother and brother doing what needed to be done to make the cattle operation work. I never really had the opportunity to do things like rodeo, although it was something I think I would have wanted to do when I was younger”.

While Monroe operates a cattle operation of his own and grew up in a ranching family, rodeo was not anything in which he had ever participated. “I did the regular chores and duties that every other cattleman does every day caring for his livestock, and I had also had the opportunity to show and sell cattle all over the nation. I loved to watch rodeo, but through all of that, it never occurred to me to be involved in Rodeo” explains Monroe, “but after having the opportunity to announce, I became aware that it was a life I would have loved when I was younger, a community that I truly enjoy, and a great opportunity to educate about, and tell the story of a way of life, the Cowboy Way of Life, that I love and believe in”

“I believe the American cowboy is respected and maybe even idolized” comments Monroe. “They say everybody loves a cowboy, and if that is so, it is because of what he represents...integrity, grit and determination.”

In 2010, Monroe attended a Professional Rodeo Cowboys Association (PRCA) Announcers Training Seminar with renowned instructor and announcer Chad Nicholson at Ft. Worth, TX, and has since been hired to announce rodeos throughout the Western United States. He holds the cards with the PRCA and Professional Bull Riders (PBR) as well as the Rocky Mountain Pro Rodeo Association. In 2011, he was honored to be selected as one of three announcers for the National Finals Rodeo of the National Little Britches Association at Pueblo, CO and in 2012 was selected to announce as the lead announcer at the NLBRA National Finals. He has had the opportunity to announce the finals of the Western States Bucking Bull Association in 2014 and has been voted three times as announcer of the year in 2012, 2015 and 2019 of the Rocky Mountain Pro Rodeo Association (RMPRA).

Monroe and his wife Amber make their home in Castle Dale, Utah where he operates his cattle operation, is the Laborer Supervisor for Emery Water Conservation District as well as stays busy traveling to announce rodeos with Amber, his best buddy and son Zayne (16 yrs old) and princess Zoe (12 yrs old).