

Appendix 6g(b)

To 'ACC Cross Country'

ACC Announcer Public Address Announcers Guidelines

The following principles and expectations underscore the Associated & Catholic College's public-address announcing philosophy. Public-address announcers who follow these guidelines will be in a position to announce virtually any ACC event with confidence and in the right spirit.

1. **Be early and be prepared.** Arrive at the facility by the requested time. Check in with ACC staff for any last minute details and review any scripted pre-competition announcements required by the ACC (i.e. emergency procedures, and event announcements, etc.) If required, visit with school teachers/coaches to ensure proper pronunciation of names.
2. **Work with the officials.** Communicate with the officials before the game/event regarding any specific pre-competition, during competition and post-competition announcements or briefings. Announcers shall respect the individuals who are responsible for the conduct and administration of games and events, such as coaches, officials and administrators, and avoid making any comments that reflect positively or negatively on them.
3. **Promote sportsmanship.** Remember the ACC motto is "Sport in the Right Spirit". Create a positive competitive environment through non-biased promotion of fair play. Announcers must understand that they have a tremendous influence on the crowd, and that comments designed to incite the crowd for the purpose of gaining an advantage for a team or competitor is inappropriate.
4. **Stick to the basics.** Deliver pertinent information in a timely and professional manner and do not attempt to be bigger than the game or event by doing continuous commentary in an effort to entertain or to draw attention to yourself. Don't ad lib to fill gaps, let the event flow and only add commentary where necessary.
5. **Be competent and accurate.** Understand the proper terminology and event rules used for the sport and avoid the use of slang terms. Follow approved announcing guidelines, expectations and policies. Wait until officials complete their result adjudications before reporting any results to the spectators.
6. **Never talk over the action.** Understand the appropriate information to be announced and the proper time in which to announce for each sport. Never talk over the officials when they are instructing the competitors or other officials.
7. **Be on your toes and keep your cool.** Weather alert, emergency evacuation, severe injury are possible reasons that competition could be delayed, and communication becomes essential to facilitate coordinated school/facility emergency procedures. Be familiar with the emergency management plan. The calm tone and direct delivery of instructions to participants and spectators is essential.
8. **Silence is OK.** A non-stop verbal stream from the announcer is not necessary. Not only can it be annoying to patrons, but it can also be a distraction for competitors and officials.
9. **Respect privacy.** Respect the rights of competitors, officials and coaches to privacy. Don't name individuals directly unless it is relevant or required. Don't interview competitors or coaches on air unless requested. Don't approach competitors, officials or coaches directly – give them space and respect their right to privacy.

10. ***Remain Neutral.*** Announcers shall respect the participants of all teams and remain neutral when introducing the teams & competitors, and when announcing the outcome of events or performances of the participants.

11. ***Be professional.*** Announcers shall exhibit professional behaviour and represent the association with respect and dignity at all times by what they say, how they act and how they appear. Take your job seriously by addressing coaches, officials, administrators and competitors with respect regardless of team affiliation. Be properly dressed and respect all association/facility rules and policies.