



GUIDELINES FOR COURT ANNOUNCERS

Current as at March 13, 2012

Announcers should provide information and create or encourage an atmosphere of enthusiasm and enjoyment for the game at hand. There should be no criticism emanating from the microphone. Remember that the opposition or visiting team members are guests of the home team and should always be treated as such.

All spectators and participants see the announcer as being representative of the host club and therefore great care should be taken to ensure that a first class performance creates a good image, which will have the spectators wanting to come back again. It is very easy for an announcer to spoil the show by criticising the referees or players even by the tone of his or her voice.

The announcer has a very important role to play in the presentation of the League. An interested and informed audience should be the aim. The announcer should preferably be courtside commenting.

OBJECTIVES

- a) To introduce teams/players/coaches/referees to spectators. (Court Announcers should make every effort to correctly pronounce the names of these people, if unsure please check with the team manager or coach).
- b) To play the National Anthem or introduce the performer of the National Anthem prior to each game.
- c) To provide information relative to the state of the game that may not be readily available to spectators.
- d) To promote both League and local sponsors at appropriate times.
- e) To recognise official guests to the audience.
- f) To recognise milestones occurring during the game.
- g) To provide a limited commentary on the game (as detailed below).

GUIDELINES

1. The court announcer is an official of the game and as such visiting teams should be treated with respect. Respect extends to how something is said, not necessarily what is said. It is reasonable for the announcer to use more enthusiasm in his/her tone in relaying positive information about the home team in comparison to similar information on the visiting team.
2. There should be limited commentary while a team (either team) has possession of the ball in play in their offensive half (front court). There should be no commentary after a player has had the ball placed at their disposal while shooting free throws. Comments that take longer to make, during the course of play, than the time it takes a team to progress to the halfway line of the court is too long!
3. In game commentary should be limited to providing the following information at appropriate times, and be sure that it is accurate (if not sure who made the statistic, better to not say anything than to make an incorrect call).
 - (i) Scoring - who scored. Three pointer, accumulative individual total. An occasional mention of assists may be appropriate.
 - (ii) Foul - who fouled? Number of fouls - individual and team. Who is shooting free throws and how many (if required).

NOTE: The referee's call should NOT be pre-empted in any way. The announcer **MUST** wait for the referee's decision and signal - don't guess. Incorrect information can cause confusion and embarrassment to all.

- (iii) Violations - Name the violation - avoid disrespectful comments.
 - (iv) Time Out - which team called it and how many they have had.
 - (v) Rebounds, Blocks, Steals can be mentioned if required.
 - (vi) Time Remaining - at **NO** time should there be any comment from the court announcer relative to the amount of time remaining on the game clock or shot clock (generally or specifically).
4. Music and/or sound effects may be played while the ball is in play provided they are not distracting to the teams or referees. Music and/or sound effects **must not** be made while any player is attempting a free throw. It is, after all, a game of basketball and the game, not the music, is the feature.
5. The Court Announcers principle duties are to pass on the information to the crowd and to be a part of the game night entertainment, not to incite them in a negative way towards the SBL or the clubs being represented.

Any comment reflecting on the performance of the referees, either positive or negative, is not allowed. Critical or personal remarks of any type towards the players or coaches are not acceptable.

6. The Court Announcer should be an official conduit between the game referees and the audience in conveying information relative to rule decisions that may not be apparent to the public. There are often timing and rule confusions that occur between referees and the score table, or between the referees themselves resulting in game stoppage and consultation. The court announcer should be able to clarify these circumstances with the public after it is resolved. This is an important function.

7. The Court Announcer has the duty of pre-game introduction of teams and individual players from each side onto the floor, the coaches, the referees and playing the National Anthem. The timing and program of these introductions may vary between venues.
8. Recognition of League sponsors and guests are a part of the court announcer's duties. These announcements should be limited to pre-game, time out and quarter/half time breaks. The court announcer will be obligated to acknowledge the SBL naming rights sponsor (if any) a minimum of four times per game. Recognition of both teams' naming rights sponsors (if any) should also be made at least in the introductions of the teams before play. Any announcers scripts provided by the SBL Office must be adhered too.
9. It is important that the court announcer keeps the audience interested - good use of music/sound effects, announcements and they should **NOT** do a running commentary on the game.
10. As an official of the game court announcers represent the league and the host club. They are to act and dress in a professional manner at all times. Court Announcers should not act in a way that represents the league or its clubs in a negative way (including but not limited to drinking, swearing, making derogatory/inappropriate/comments, etc.).
11. **Clubs whose game announcers act outside of these guidelines or continually represent the league and its clubs in a negative way may be fined by the SBL Office.**