

Code of Conduct for Premier League Court Announcers

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. Further all commentary should be made from an unbiased view. Remember that the opposition or visiting team members are the guests of the home team and should always be treated as such; this is one of the cornerstones of the League's formation.

The announcer is seen by all spectators and participants as being representative of the host body 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 our League. An interested and informed audience should be the aim. The announcer should be courtside commentating and most definitely not participating in any way in the outcome of the game.

OBJECTIVES

- a) To introduce teams/players to the spectators.
- b) To provide information relative to the state of the game that may not be readily available to spectators.
- c) To promote sponsors at appropriate times.
- d) To recognise official guests to the audience.
- e) 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 in an equal way. Neutrality extends to how something is said, not necessarily what is said. It is reasonable for the announcer to use more enthusiasm in his tone in relaying positive information about the home team in comparison to similar information on the visiting team.
2. There should be no commentary while a team (either team) has possession of the ball in play in their offensive half (front court), nor after a player has had the ball placed at their disposal while shooting free throws.
3. Comments that take longer to make, during the course of play, than the time it takes a team to progress to the halfway point of the court is too long!
4. In game commentary should be limited to providing the following information at appropriate times.
 - Scoring - who scored. Three pointer, accumulative individual total. An occasional mention of assists may be appropriate.
 - 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 anyway. The announcer must wait for the referees decision and signal - don't guess. Incorrect information can create confusion and embarrassment to all.
 - Violation - Name the violation not the player violating.
 - Time Out - which team called it and how many they have had.
 - Rebounds, Blocks and Steals can be mentioned if required and appropriate but who made turnovers is generally not appropriate for comment.
5. 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 in specific the shot clock.
 6. 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 may not be made while any player is attempting a free throw.
 7. The Court Announcer is not a cheerleader, barracker, noise generator or game critique. The principal duties are to pass information to the crowd not incite it. Modifiers, which imply critical analysis, should be avoided (e.g. nice try, great block, super shot etc) as an editorial description. Any comment reflecting on the performance of the referees, either positive or negative, is not allowed. Critical remarks of any type towards players or coaches are not acceptable (including pre taped comments played on the PA System).
 8. The Court Announcer has the duty of the pre game introduction of teams and individual players from each side onto the floor. The timing and program of these introductions may vary from venue to venue.
 9. Recognition of 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 League Naming Rights Sponsor (if any) a minimum of three times per game.
 10. It would be informative and of interest to all spectators, that results from previous games on the current weekend be announced over the PA system at appropriate times during 1st game (e.g. half time). Results of Friday's games can be announced at Saturday games. Results of Friday and Saturday games can be announced at Sunday games.