

## ANNOUNCER INFORMATION

An announcer is best when they play to their strengths. Each announcer brings something unique and special to the table. Whether you are a veteran announcer, and first time in the chair, an announcer can elevate the meet experience for all in attendance.

## BENEFITS OF HAVING A SWIM MEET ANNOUCER

- Communication
  - Public Service Announcements
  - Events, format, delays, changes
  - Announcements, Deadlines, etc.
  - Promote Sales (ie TAS, T-Shirt, raffle, 50/50 guy or equivalent)
  - Promotes Sponsors
- Parent education
- Adds excitement
- Keeps everyone engaged

## THE 3 E'S OF ANNOUNCING AT A SWIM MEET

The primary role is to **Educate, Entertain & Excite**.

- An announcer that knows the sport may be able to provide educated anecdotes or play by play.
- An announcer that does not know the sport may enhance the competition by providing basic information.
- A focus of meet records, time standards or provincial records are a great way to add information. This can be produced in the heat sheet and provided to you.
- Simple announcements, such as announcing the names of heat winners during racing and providing simple communications (e.g. thanking the volunteers, 50/50 or silent auction, next event, sponsors) adds a great benefit to the spectators of the competition.

### A) EDUCATE

Information and Education about provincial qualification, times and dates.

- What is the event?
- Who is in the water?
- What is the standard?
- What is the record?
- What is their best time?
- What is their current rank?
  - In the Province
  - In the Country
  - In the World
- How do they typically swim their race?
- How do the best in the world swim their race?

- Is the swimming technically noteworthy? (i.e. starts, turns, underwater, technique, pacing)
- How have they performed so far during this meet?

## B) ENTERTAIN

- Music / Entertainment
  - Don't write your own playlist, use from someone age relevant, the major focus is on the swimmer. Pick the clean versions of songs, double check this!
  - Mixing board needed to fade music in and out.
  - Music during all races except 50's. (start with 200's if you are not comfortable during the shorter distances)
  - Long and McQuaid has everything.
  - Hockey Score Keep Sounds (app for phone or tablet with buttons for different entertainment ideas)
  - Finals – Should have no quiet time, add anecdotes during competition pauses
  - Play by Play announcements only if announcer is comfortable
  - Public Service announcements about delays helps public perception about the running of the competition.
- Swimmer anecdotes
  - Relevant specific to the competition / swimmer
  - Improve times from morning / seed time
  - Use Live Results or Meet Mobile
    - Splits and additional information available
    - Find quick details, great to provide prelim info during finals
    - Reference History and/or current Alberta or Canadian Rankings (swimrankings.net)
- Suggestions
  - 50's = Last Names Only (Older ages)
  - Adjust style per session to make finals the big show (prelims = info only)

## C) EXCITE

- Warmup music
- Pre event music
- Post race music
- Multiple wins on the:
  - Night
  - Weekend
  - By the stroke (i.e. all the breaststrokes making it a triple-slam/grand-slam)
  - By distance (i.e. all events 400m+)
- Proximity to records
- Career record stats (i.e. swimmers 4th provincial record this season)

## EQUIPMENT & NEEDS

- Microphone, spare batteries and connected speaker system
  - Long and McQuade is a great resource for rental needs  
<https://www.long-mcquade.com/rentals/main/>
  - Items needed are
    - Mixing/ Sound board
    - Speaker (2 depending on size of venue) & stands
    - Wireless microphone
- Device containing music play list
- Heat sheet with records and qualifying times
- List of Award Winners (extra copy of results)
- Speaking notes for Special Award Recognition (ie. Youth recognition)

## HELPFUL HINTS

### MICROPHONE TIPS

- Play with distance from mouth and test the sound (every mic is different)
- Some microphones pick-up extra sounds, be careful if the mic is not off that other conversations are not shared

### SPEAKING TIPS

- Stay Hydrated
- Drink water before and during competition
- Lemon water during, Lemon and Honey after
- Avoid Dairy and Caffeine
- How to pronounce names? Scan names prior, ask coach if possible.

### AWARDS

- Separate Award Presentations
- Help to track medals and final rankings if needed
- Interviews of the winner after the race (during the B final)
- Include any random awards being handed out at meet (ie. Youth recognition)

### EQUIPMENT

- Direct sound to where necessary (pool for warm-up music)
- Raise the speakers to ensure sound projects (test set-up prior to competition)
- Remote camera to provide video if the scoreboard is not accessible for the announcer.

### PARTNERING WITH OFFICIALS/ REFEREE

- Know Protocols with the referee and the competition.
- Touch base with referee before session. Ask, when to clear pool,
- ensure both referee or starter are not overlapping when speaking
- Ask/ know when to declare scoreboard official (ensure process confirmed with referee)

## EVENT SPECIFIC NOTES

### SINGLE SESSION EVENT

- Club information, competition information, sponsors, changes, deadlines, timeouts
- Announce heat winners after each heat

### MULTI DAY EVENT

- Competition information, sponsors, changes, deadlines, timeouts
- Announce heat winners after each heat

### HEATS AND FINALS EVENT

#### ALL SESSIONS

- Competition information, sponsors, changes, deadlines, timeouts

#### PRELIMS

- Announce heat winners after each heat

#### FINALS

- O' Canada prior to finals (confirm with Meet Manager)
- Announce names prior to heat or during racing (confirm with referee or Meet Manager)
- Confirm winners (consult process with referee / Meet Manager)
- Announce play by play (based on comfort level of announcer)
- Potential Awards or Presentations after last session

#### PROVINCIALS & CHAMPIONSHIPS

- O' Canada Prior to start of each finals session
- Announce names prior to heat or during racing (confirm with referee or Meet Manager)
- Confirm winners or scoreboard official (consult process with referee / Meet Manager)
- Announce play by play (based on comfort level of announcer)
- Music available / during between races
- Time Final Awards or Presentations prior to start of finals
- Individual and Team Awards following final session