**Impact Media Ministry**

**Announcers Training Guidelines**

Revised February 2019

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Greetings Announcers,

Did you know that public speaking is one of the greatest fears people have? This is why we are so proud of you for taking the step of faith to be one of our church’s Announcers! Public speaking is a skill that anyone can learn. If you are already comfortable speaking in public – GREAT! However, it is my hope that this training will hone in and sharpen your skill level, and provide you with some of the dynamics of public speaking that you may not be aware of (especially in the context of a church setting). So let’s get started:

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1. **REQUIRED**: **You must be a “Tithing” member of New Hope Las Vegas, and be in good standing. Why? Because you set the example in the obedience towards honoring God with the “Tithe.” You will also be praying over the “Tithes & Offerings.” Also, you will need to be committed in serving in another ministry, aside from being on the Announcement Team.**
2. **DRESS** **APPROPRIATELY**: When you are on-stage, people actually look at how you dress. What you wear speaks. It can either hinder or help what you say. What you wear can be a distraction if you’re not careful.

* Dress in “Business Casual” style. Jeans are acceptable if worn with a sports jacket or nice blouse or collared shirt (no holes or cut outs in the jeans). Ladies – Do NOT wear blouses that are tight or low cut, nor wear leggings, tights or fitted pants. Keep in mind that with the stage lights, leggings and tights can be see through and is not appropriate for stage wear. Modesty is the best policy. Think “simplicity with excellence”.
* Please wear clothing, jewelry, hair accessories and makeup that will compliment yourself as an announcer. Avoid wearing anything excessive that may draw attention away from what you are sharing with the audience.

1. **FOCUS ON COMMUNICATING THE ANNOUNCEMENTS CLEARLY TO THE AUDIENCE AND DO NOT GET SIDETRACKED. YOU REPRESENT** the Pastor and the Church, so please be careful what you say and how you say it. This is not a stand-up comedy show nor is it a time to take the liberty to say whatever you want to say just to be funny. We need to remain PROFESSIONAL at all times, yet HAVE FUN.

The purpose of the stage announcer is to greet everyone, especially the guests who are with us. To pray for our tithes and offering, as well as introduce our guest speaker. We are to properly transition the audience from the worship segment to the message time and keep their focus on the Lord.

1. **TIME** **CONSTRAINT**: We are limited to **5 minutes** for the announcements (including the video). Do not use your time on stage to “preach a message.” This is reserved for the Pastor or his/her designated Messenger.

* Do not be “long-winded” and “wordy” with your prayers. When praying over the Tithes and Offering, please refrain from going off tangent. Remember to close the prayer using the name of Jesus. Be brief, be amazing, be seated! PRAY SPECIFICALLY THAT GOD WOULD BLESS THE TITHES AND OFFERING AND USING IT TO ADVANCE THE KINGDOM OF GOD THROUGH OUR CHURCH MINISTRIES. Since the worship team already prays for the speaker, the announcer should focus their prayer on the tithe and the blessing of the service.

1. **KNOW YOUR AUDIENCE:** It is common for those of us who have been New Hopers for a while to lose “Guest/Seeker Sensitivity.” Our Guest/Seeker’s FIRST IMPRESSION is important to the reception towards the upcoming Message and other elements in our program. You do not want to say things that will have a Guest/Seeker “put up walls,” when perhaps the Holy Spirit (during praise and worship) lowered their walls, softened their heart, opened their ears, etc.
2. **DON’T READ VERBATIM:** Do not read “word for word” verbatim from your Announcer’s Card – rather, learn to refer to it. This means you will need to study it, review it, and know the main points you want to communicate.
3. **BE UPBEAT & EXCITED:** If you are not upbeat and exciting when you communicate, your audience won’t be either! You need to be like a cheerleader…cheering people on to sign-up, get involved, etc.
4. **NON-VERBALS:** Studies indicate that your non-verbals communicate more than the words you speak, so smile when you’re speaking! When your non-verbals don’t match what you are saying, people will be impacted more by your non-verbals.

* **EYE CONTACT:** Make eye contact with your audience by scanning left to right and middle. However, don’t stare!

1. **DO NOT PACE ON STAGE:** When a person is nervous on stage, the tendency is to pace or rock from side to side. Don’t do that…it is a distraction.
2. **BE EXTEMPORANEOUS**: With practice and confidence…you will be more fluid and comfortable in your communication.
3. **TONE OF VOICE AND VOLUME:** Watch your tone, pitch and volume. If you speak with a monotone voice, you will bore people. If the microphone isn’t working, you will need to learn to speak from your diaphragm (as opposed to your throat) to **project your voice** towards the farthest person seated in the sanctuary. This will also help our sound technicians working the soundboard (i.e. reducing audio feedback, etc.). Hold the mic close to your mouth when you’re speaking. The further away you hold the mic from your mouth when speaking, the more the sound technicians have to pump up the volume control (this can cause feedback).
4. **SPEED OR PACE OF ANNOUNCING:** You will need to learn to speak at a well-balanced speed or pace. Sometimes, when we are nervous, we tend to speak too fast.
5. If you are **unable to serve on your scheduled date**, please access **GROUP ME** and find your replacement. If you have any questions about your schedule, please contact Mechelle Quinories, oversight for the Announcement Team. You can contact her at [newhopelvannoun@aol.com](mailto:newhopelvannoun@aol.com), if you have any questions. She will be providing the training for the announcers.
6. There will be an **Assessment Process for all announcers**, in order to increase the communication quality and effectiveness as announcers. You will be periodically assessed on the guidelines that we have presented in this handout. Our trainers will be available to assist and train you as you improve in your presentation skills. If you have any questions, please contact Mechelle.

**OTHER IMPORTANT AREAS TO REMEMBER:**

1. **Please report to the back area of the stage 10 minutes prior to the start of service. Please inform the Stage Manager that you are present and then join the worship team for prayer during this time.**
2. **WHEN ANNOUNCING FOR A PARTICULAR SERVICE, WE RECOMMEND THAT YOU SIT ON THE FRONT ROW OF THE MIDDLE SECTION OR FAR RIGHT SECTION OF THE SANCTUARY (NEAR ENTRANCE OF STAGE).** This will help the stage managers locate you when needed during the worship service.
3. **TIMING WHEN TO ENTER THE STAGE:** We ask that the announcers enter the stage during the “closing media plug” of the video announcements. The lights will be down, so please stand in the center of the stage, towards the front. When the lights go up, please smile and then greet everyone! Our Stage Manager will be there to cue you.
4. **CLOSING:** When closing in prayer, be brief, anointed and amazing. Be sure to finish the prayer “in the name of Jesus.” Then walk off the stage toward the left of the stage and exit.

\*When we have a Creative Arts Special (song, dance, drama), you will then walk off stage left after praying. Exit quickly as the creative arts team will be performing thereafter.

Please be sure you check your emailed stage announcements when you receive them, so you can be prepared.

\*Be sure to return the microphone to the right side stage area where we normally enter the stage.

1. **PLEASE REFRAIN FROM USING “HAWAIIAN WORDS” TO GREET THE GUESTS** such as Aloha, Mahalo, Kokua, Keiki, etc. We have church members and guests that may not be familiar with the Hawaiian language, as they are not from Hawaii. We want to be sensitive by welcoming everyone from all nationalities and cultures and avoid being exclusive in any way, with the words that we choose to use.
2. **DO NOT POINT ATTENTION TO FIRST TIME GUESTS.** Do not ask them to raise their hands or stand up. While the intent is to be hospitable and welcoming, we need to be sensitive to social dynamics. Some guests may be hurting, shy, introverted…the last thing they want is to be publicly recognized. You can, however, say: “To our first time guests: Welcome to New Hope Las Vegas. We are honored to have you with us today!” Be sure to use the words “GUESTS”, not Visitors.
3. **NEVER BEAT THE SHEEP, CONDEMN, OR MAKE YOUR AUDIENCE FEEL GUILTY. ENCOURAGE AND CHEER THEM ON INSTEAD!**
4. **DO NOT SAY**: **“If you’re interested in volunteering in this ministry, please see our leader John.” Or don’t say: John is the back…is John here? John can you raise your hand?** Again, think social dynamics. Guests and new people don’t know who you are talking about, and it takes time away from other things on the Announcer’s list. Plus, even if “John” raises his hand, by the time the service ends, people will tend to forget what John looks like amongst all the other people.

Announcing is an honor and a privileged ministry in and of itself. It is an area that requires skill and practice. Remember, each element of the Service must work within a specific time frame. If one element goes too long, it pushes every subsequent element further on. What we are trying to do is practice completing everything within a certain amount of time…so that we can possibly video our Services (i.e. go on TV, produce a CD, DVD, etc.). The most important thing to remember is PRACTICE, PRACTICE, PRACTICE (even in a mirror at home)!

THANK YOU SO MUCH FOR SERVING IN THIS MINISTRY! GOD BLESS! ☺

Announcement Team

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***IMPACT MEDIA MINISTRY***

**OUR MISSION**

**To share the Good News of Jesus Christ within the local church**

**and to the world, with a servant’s heart of excellence, as it is communicated with the highest audio, video**

**and production quality available.**

**the Impact media ministry is founded on the 3 C’s:**

**Commitment, Community and Communication**

**Commitment**: We desire to have a committed and personal relationship with Jesus Christ. This is demonstrated through hearts committed to serve the Lord and one another with excellence and dedication, by doing our best in every area of ministry. (Mark 12:29-31)

**Community**: We endeavor to work together in unity by serving the church leadership and the ministries of New Hope Las Vegas with whole hearts. Always preferring and honoring one another in the Spirit of Unity.

(Ephesians 4:16)

**Communication**: We strive to communicate with clarity, timeliness and with grace. In every aspect, providing seamless communication to all those we serve. (Ephesians 4:29)