

## ***Event (Announcement) Heraldry***

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This involves announcing (crying) to the assembled populace any important messages or information they need to know. If this is done at a large site, it may require the herald to go to several different spots and repeat the announcements to ensure that everyone is made aware of them (this is called Camp-Crying).

### **Make someone the "Herald in Charge of Announcements".**

Whether this is you or someone you select, this person will be the central coordinator for the cries that are made at the event. If possible work with the event autocrat to have a Herald's Point for announcements set up (preferably away from any heraldic consulting area so the two are not confused with one another). Have all the announcement heralds who wish to assist at the event report to the announcement coordinator. The coordinator will take down all the information for announcements to be made and pass the info on to the heralds who cry the event. Whether these announcements are made as they arrive or at preset intervals, will depend on the size and type of event and local customs. The coordinator must make sure to remind the heralds to make the announcements in enough positions that the entire site is covered. The coordinator may also be asked to keep a list of those who have business to conduct at court and what the business is, to present to the Baronage and/or Royalty (or Their Chamberlain).

When someone comes to Herald's Point and asks that an announcement be made, the coordinator (or whoever is taking the information) should be sure to get the activity, along with any relevant time and/or place for the activity. This will help avoid confusion.

As a vocal herald you will be asked to make announcements of various kinds. The majority of these requests are going to be event announcements that pertain to the activities of the event or deal with safety issues. Normally these requests are made by the Crown, the event autocrat, or group officers. It is clear that some of these announcements must be made right away without question. If someone's infant has run off, you should drop what you are doing and announce it immediately. If the Crown requests you to announce something, you do it (if there are scheduled cry times, ask Them if the announcement needs to go out immediately or if it should wait for the next scheduled time).

While the heralds are willing to serve, there are cases where one must take into consideration the content of the announcement, who is asking for the announcement, and possibly have to decline to make the announcement. For example, at the Lilies War, while it will be announced that Midnight Madness will occur at a specific date where all merchants are having sales (this is a general event cry)...announcements for individual merchants are not done. The reason for this is that if the heralds do a cry for one merchant, they are obligated to do so for each individual merchant. There are simply too many different merchants to make doing such cries practical time-wise plus it would over saturate the listening populace to the point that they would cease to hear the important informational announcements. Plus, it should be noted that the heralds are public servants of the Society, not advertisers or "pitch men".

If you feel uncomfortable about the appropriateness or timeliness of a requested announcement, politely inform the person you need to check with the autocrat/announcement coordinator when they wish general announcements to be made. Then do so. This gives you a chance to express your concerns with a colleague or higher-up on what to say and how. If it is determined that the

announcement should not be made, it is better for people in authority to refuse or delay it. However, such occasion should be very rare.

Once you have decided to make an announcement, what should you do? First, get the attention of the populace. This is the most overlooked part of effective speaking. Face as many people as possible, take a deep breath from your stomach/diaphragm and begin with the customary Oyez (OOH-YAY) Cry. The usual litany is, "Oyez! Oyez! My Lords and Ladies, pray attend." or some variant thereof. If you have a staff, and the footing allows such, you can additionally tap your staff to call for attention. Make sure that the crowd is quiet before you start your announcement. This can (unfortunately) take a little bit of time. If needed, repeat the opening attention phrase clearly and insistently until you have the crowd's attention. If you rush into the body of the announcement, you frequently will get drowned out by people either "helpfully" screaming "Attend the herald!" or mumbling to their neighbor what you just said. In either case, the message gets missed. Once you have people's attention, then begin the announcements.

When you make your announcements, always be sure to speak very slowly and very clearly. If you talk at a normal rate, but just louder, your voice will muddle with space. People right up next to you (and indeed yourself) will hear your voice with no problems, but people farther away will not understand what you are saying. If you, instead, speak in slow, concise sentences as you project, people 50 to 100 feet away will hear you as if you were right there with them. This is very important as many indoor sites will have areas that "eat voices" and many outdoor sites will have people in tents, around walls, etc. If you feel you need additional pointers on voice projection, find the Battleur Herald or another experienced vocal herald and ask for tips.

Some kingdoms have the custom of phrasing the body of announcements "forsoothly," using many catchwords in place of the regular words for mundane objects (far-speaker for telephone, fire-chariot for car, soul-stealer for camera, etc.). They feel that doing so helps add to the ambiance as well as delivering the message. However, as this can many times be confusing for newer members, our kingdom tends toward using straightforward Modern English. Better that the announcement be clearly understood, than anything else.

It is recommended that a vocal herald have a watch with them and if any of the announcements involve informing the populace about a specific time, that the herald let folks know what the current time is (simply finish the announcements and state, "It is currently X o'clock."). At the end of your announcements and notice of current time, thank the audience for listening to you. You are, with necessity, interrupting people's day to get them to listen to what you have to say. They don't have to. You are asking people to be courteous to you, so you should end with a proper level of courtesy and thank them for their attention.

While event announcing is majorly making proclamations (for the autocrat/event official, the Crown, etc.), at camping events it can include making the "Morning Wake-Up Call". The "Morning Wake-Up Call" involves making a round of the camping areas, greeting the populace, announcing that the event activities will be beginning soon. Check with the autocrat for what needs to be included in the morning announcements and what time the call should be made. The difference between this and normal event announcing is that people are asleep when you begin. Because of this, it is important that the herald doing the "Wake-Up Call" does it slowly, clearly and in as simple and logical a manner as possible. Make sure to give enough "lead intro" into the announcement to guarantee that people are awake enough to hear the announcement. A sample cry:

"Good Gentles, I greet you this fine morning. The time is eight a.m. and this is your wake-up call. The autocrat requests that all vehicles be removed to the parking area. Morning court will be held at

nine-o'clock in front of Their Majesties' Pavilion. Armor inspection will begin at ten-o'clock at the list field located by the large gold tent facing the south point. Thus end the morning announcements. Thank you."

Many heralds dislike event announcing because they find it boring, but there are ways to make it less tedious. Add a little "patter" to the announcements. Or make the announcements a group effort by getting multiple heralds and do the announcing in parts. Two ways of using the multiple herald cries are the "Echo Announcement" and the "In Part Announcement". The Echo Announcement involves the first herald makes the first part of the announcement, then the second herald repeats that, followed by the third, and so on. When all have repeated the line, you move on to the next. An example of this is:

First herald: "Oyez, Oyez, Oyez, Pray attend to an important announcement from the autocrat."  
Second herald: "Oyez, Oyez, Oyez, Pray attend to an important announcement from the autocrat."  
Third herald: "Oyez, Oyez, Oyez, Pray attend to an important announcement from the autocrat."  
First herald: "All vehicles must be moved to the parking lot by eight-o'clock."  
Second herald: "All vehicles must be moved to the parking lot by eight-o'clock."  
Third herald: "All vehicles must be moved to the parking lot by eight-o'clock."

The second method, the In Part Announcement, is for each herald to take a different line. Such as:

First herald: "Oyez, Oyez, Oyez. Pray attend to these important announcements."  
Second herald: "All vehicles must be moved to the parking lot by eight-o'clock."  
Third herald: "Armor inspection will begin at ten-o'clock at the list field."  
First herald (again): "The archery tournament will begin at ten-thirty."

**However the announcing is done, it is important that the details of the announcements are clear.**

Another aspect that you will encounter is when members of the populace approach you about making a presentation to the Crown. If they are available, direct the requester to either the herald in charge of court or a chamberlain of the Crown. If this is not possible, you should take down the name of the presenter and presentation information (what it is and what it's being presented for <personal gift, regalia, largesse, etc>). Then pass this information on to the herald who is in charge of court (or chamberlain) as soon as possible.

Because of the possibility of receiving these requests, it is suggested that you should carry 3x5 cards and a pen at all times.

Last, but not least...and this is true whether you are doing small event, camp crying, or any other form of vocal heraldry: Take water with you, be it bottle, canteen or a mug. If people offer you water – ACCEPT IT. Keep your vocal cords lubricated, so that you don't do damage to yourself. Also, do not accept any sugary, syrupy, alcoholic or caffeinated drinks. This includes coffee, beer or soda. You might think they are refreshing at the time, but after that fifth cry you will feel the regret, physically. Keep the water going in and your voice will work for you much better.

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