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Communication

By Roger Ayers

Communication with Partners:

1. Before administering a throw-in or free throw, “sweep the floor”, get eye contact with your partners, observe your clock(s), observe the table if there are any substitutions.
2. In Front Court Sets, find your partner(s) eyes so you can “hand off” areas or match-ups with them. This will help the dynamics of the crew and it will avoid officials looking at the same match-up. Exception Engaged Match-UP, that need “2” officials.
3. On double whistles, have awareness and lift your eyes to find your partner(s). This will avoid differences of opinion on block/charge plays. This can be mastered with a double whistle drill in locker room or before the season. You would classify this has discipline communication.
4. On dead ball scenarios have self communication by not taking your eyes off of players and turning your back. This occurs on out of bounds violations, traveling, double dribble and “3” second violations and switching on fouls.

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Communication (continued)

Communication With Players:

1. Hard Fouls- Communicate with your voice to players that could be possibly involved in a hostile act scenario. For example, "Ease Up", "I am right here".
2. When a player ask you for an interpretation or a "WHY" situation, use a moderate voice and soft eyes.
3. When you have to warn a player, use command presence voice and use concerned eyes.
4. If possible, when dealing with players have a "poker face".

Communication with Coaches:

1. If there is a problem, don't have the intangible of avoidance, do not use profanity, and deal at times with a defusing voice. Or best yet, just get eye contact and have soft eyes. Do not appease, listen and deal with it professionally. Much of this is trial and error.
2. If there is a problem with a substitute, player, assistant, etc., approach the Head Coach with poise. Remember, no profanity, use a defusing voice, and state the situation with a professional tone.
3. When a coach is irrational, do not give stop signs. Keep your hands at belt level and defuse and deflect. Remember when someone is irrational, they might not be able to defuse. Be ready to discipline, or handle it with your style. Remember don't avoid or appease.

Communication with Table Personnel:

1. Be professional and treat the table with respect. Do not talk down to the table; they are part of your team.
2. Practice reporting a foul and observe yourself on tape and then grade yourself on your report and communication.
3. When the table does something well, give them a "thumbs up." It's a positive acknowledgment.