

TOWN CRIER

Recommendation

The Commissioner of Economic/Technology Development and Communications recommends:

- 1) That this report be received.
- 2) That should Committee of the Whole wish to pursue the approval of either option, that the Commissioner be directed to start the necessary process as soon as possible for upcoming Corporate Events.

Purpose

As directed by Council on September 23, 2002, the purpose of this report is to establish the available options and criteria for the purposes of appointing a Town Crier for the City of Vaughan.

Background - Analysis and Options

At a Working Session of the Committee of the Whole on September 17, 2002, a recommendation was brought forward by Regional Councillor Joyce Frustaglio to direct staff to establish the criteria for the purposes of appointing a Town Crier for the City of Vaughan.

Based on staff research, which included consultation with neighbouring municipalities with official Town Criers, there are two options available:

- 1) Appoint an official Town Crier, following a selection process, and establish a financial compensation package to be reviewed annually or for each term of Council office.
- 2) Hire a professional Town Crier as needed on a per event basis, and who may or may not be designated as the City of Vaughan's official Town Crier.

The selection criteria, action steps and budget guidelines for each option are as follows:

- 1) Appoint an official Town Crier for a set term of employment

The selection process would begin with an announcement of the new position, through paid advertising in the local media and/or through City of Vaughan communications vehicles such as a news release or Corporate website announcement. The announcement should include a brief description of duties and selection criteria.

The selection process could include private auditions before a selection committee, or a public competition held as a special event before the selection committee and an audience. The competition's format and judging criteria could be based on the "Competition Rules and Regulations" prepared by the Ontario Guild of Town Criers (see attachment). The Guild could be willing to assist in the staging of a public event. The selection committee could include Council Members and members of the community, such as a dramatic arts teacher.

The compensation package, based on the example of two neighbouring municipalities with official Town Criers, would be structured as an expanded Expense Account (to include some time compensation and equipment costs) with additional provisions made for special trips to competitions around the world. Official Town Criers do not usually receive a regular salary, but their expenses are covered for events held in the City and for regional, national or international Town Crier Competitions where they would represent the City. Typically, an official Town Crier would attend approximately 100 events per year, the majority of which would be City events.

The annual cost of having an Official Town Crier would be between \$5-10,000. In addition, the City would be responsible for the initial uniform cost of \$2-3,000. The annual costs would include travel expenses, parking, mileage, competition fees, etc. Expenses would increase if the City approves the participation of the Town Crier at international competitions. Both Town Criers from the Town of Richmond Hill and The Town of Markham were compensated for attending competitions in England and Australia.

It should be noted that health benefits, insurance, exclusivity of service, and other employment parameters, would be discussed during contract negotiations.

2) Hire a professional Town Crier, as needed

There is the option of hiring a Town Crier on a per event basis. The average payment per event would be between \$50 and \$200. The cost, which would be negotiated with the performer, would vary according to the size of the event, location, and other performance requirements. The City would not be responsible for expenses, uniform and equipment costs or employment benefits.

The availability of professional Town Criers is undetermined, however, there is a company in the Greater Toronto Area providing these services (Town Crier Hospitality and Convention Services, Markham, Ont.; see attachment). The Ontario Guild of Town Criers and other convention service companies could also accommodate a request for a Town Crier.

Hired on an occasional basis, the performer would not likely be designated the "Official" Town Crier of Vaughan, due to the lack of a long-term agreement. In fact, the professional Town Crier hired for a single event could very well be the official Town Crier from another municipality (although this would not be revealed during the Vaughan performance).

City staff costs relating to the appointment of a Town Crier would include resources required to book the performer and ensuring availability, meeting with the performer to develop or review the most suitable "Cry," and providing support services such as changing facilities, etc.

Conclusion

There are several options and negotiated arrangements available to the City of Vaughan should the decision be made to appoint an official Town Crier. The two main options are 1) providing a long-term contract with compensation for expenses plus, or 2) hiring a professional Town Crier on a per event basis.

Attachments

1. Background letter from John Webster, Official Town Crier for The Town of Markham
2. Background information from Communication Services, Town of Richmond Hill
3. Ontario Guild of Town Criers "Competition Rules and Regulations"
4. Cover letter from Town Crier Hospitality & Convention Services, Markham, ON

Report prepared by:

Heather Heagle, Communications Specialist, Corporate & Community Relations,
Corporate Communications

Respectfully submitted,

Frank Miele

Commissioner of Economic/Technology Development and Communications

John Webster

The Official Town Crier for The Town of Markham

28 Parkway Ave., Markham ON L3P 2G1

Voice 905-472-3122 Fax 905-472-4580

e-mail JohnWebster@TownCrier.ca

November 6, 2002

Ms. Liz Baer
City of Vaughan
2141 Major Mackenzie Drive
City of Vaughan, ON L6A 1T1

Dear Ms. Baer:

Thank you for your interest in an appropriate method of choosing a Town Crier to officially represent the Mayor of The City of Vaughan. Unfortunately some municipalities choose to fill the office of a Town Crier without much thought, and are disappointed with the results.

The pageantry and ceremony of a Town Crier is important, but there is a burden of responsibility that rests on the shoulders of the Town Crier. The Office of The Town Crier, officially represents the Mayor of the City, and is often remunerated from the Mayor's Budget. A Town Crier must therefore be chosen with great care. Because of the highly visible position and the official capacity of the Town Crier, I suggest that a candidate for The Office needs to be scrutinized closely by the human resources department.

If you choose to appoint a Town Crier, I suggest that there should be a two step process: A public one and a private one.

A public competition is a good way to find a crier who is interested, has a good command of the language, a good understanding of the history and community standards of the area, and has a flair for the position. However, a public competition may attract an entertainer who is more interested in acting as a Town Crier instead of being a Town Crier. A two step process involving your Human Resources Department will save your city from an embarrassment.

Please find following some thoughts you may want to consider.

The Human Resources Department

I would advertise the position and use the same employment application that you use to hire employees. These forms ask the proper and legal questions that you would need to

know in order to hire someone to represent the City. The forms can then be reviewed by Human Resources and an interview can be requested. I suggest the interview involve Human Resources and a senior City official in order to ascertain if the candidate has the qualities that you feel are important for the position. Ideally you want a 'community service' type of individual who is a long time resident and deeply involved in the community. About 2/3 of the events will be community and not for profit events, so you need someone who has the time, drive and financial ability to devote to the position.

From all who are interviewed, the Human Resources would then prepare a confidential list of approved applicants.

The Competition

Since the competition is a public event, all applicants should be permitted to perform. I suggest that the crier be over the age of majority because the crier is often at functions where liquor is served. When the scores are all handed in, they will be confidentially tallied and the crier with the highest score, who is also on the approved list, will be announced. If someone from Human Resources is the scorekeeper, the confidentiality is kept intact.

Competition Rules

I suggest a public competition be held using the rules of The Ontario Guild of Town Criers in order to keep a level playing field for all entrants. These are the rules that the crier will be using at competitions and are well designed using the experiences of the past. The Guild will help organize and run the competition for you. It should be part of an event that will draw an audience on it's own.

Judges

There should be at least 3 Judges, but more Judges will provide a better result. I suggest 2 should be members in good standing in the Ontario Guild of Town Criers, and others should include local community people such as a local historian, an English Teacher or writer, a person involved with community theatre and, of course, some of the politicians.

Budget

I estimate the annual cost of a Town Crier would be in the neighbourhood of \$5,000.00 to \$10,000.00 which includes the cost and repair of the uniform and travel to international competitions. There are about 54 Official Town Criers in Ontario, and there are 54 different arrangements for remuneration and compensation. I will try to outline some various methods, and include some of the pros and cons of each.

Some criers are strictly volunteer. This has the advantage of being inexpensive to the City, but it tends to limit the amount of involvement in some cases. When I was

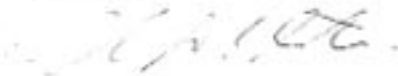
appointed in 1987, there was no thought of a budget, because I thought that there would only be a few events per year. It has grown to between 200 and 225 per year. If your crier is good and community minded, he/she will be in demand and will spend a lot of time and money on his own behalf.

Some criers are paid on a per cry basis. This makes it difficult to assess which events are worthwhile to have the crier attend. It may exclude charities and not for profit community events who are unable to pay for a crier. If the crier is paid by the City, it then needs a criteria designed to decide who is eligible for a crier and who is not.

Some criers are paid on an expense budget. This method provides a simple method of accounting and will control costs, but as a reimbursement of expenses does not count for the time involved by the crier.

Ms. Baer, I hope this has been of some help and I look forward to answering any questions or concerns that you may have. We criers tend to talk about the three 'Cs' in Town Crying, Charity, Community and Commercial. With the right person and the right mix of the three 'Cs', an Official Town Crier will be an asset to the City of Vaughan.

Sincerely



John D. Webster
The Official Town Crier for The Town of Markham

TOWN CRIER CRITERIA

TOWN OF RICHMOND HILL

Prepared by: Liz Baer

Based on: A telephone conversation with Carol Moore, Communication Services, Town of Richmond Hill

Town Crier: Tom Jones

Guild of Town Criers (905) 508-4961

Term: The policy states that the Town Crier will be employed for each term of Council office. However, Mr. Jones' contract has simply been renewed and approved by Council each election year for the past 10 years as he does such an excellent job and is willing to continue in this capacity.

Criteria for a Town Crier: Not only must he be able to sing, he must be an ambassador for the town/city as he will speak to the public and be interviewed by the media. He must be well spoken and poised to play his part at all times during an event.

Compensation: The Town Crier is not paid a salary but is compensated as follows:

Budget:	Municipal Business (including travel, business cards, meals, promotions, competitions, mileage, sign for car)	\$2,600
	Uniform (repairs, replacement)	500
	Program Supplies	<u>900</u>
		\$4,000
	Initial Uniform Cost	\$3,000

The Town Crier has travelled to England and Australia over the past 10 years, of which he has been compensated for.

Mr. Jones attends approximately 100 events per year.

Insurance: The Town does not provide health benefits or insurance for claims in case of injury. They advise that this needs to be addressed when hiring a town crier.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

CONTENTS

PREFACE	1
ARTICLE A	GENERAL.....	1
ARTICLE B	ORDER OF CRIES.....	1
	Determining Order Of Cries.....	1
	One Cry Competition.....	2
	Two Cry Competition.....	2
	Rotation In Two Cry Competition.....	2
	Three Cry Competition.....	2
	Rotation In Three Cry Competition.....	2
	Eligibility To Compete.....	2
	Prepared To Cry.....	2
	Penalty For Not Being Ready.....	2
ARTICLE C	OFFICIATING.....	3
	Arbitrator.....	3
	Instructions To Judges And Scorers.....	3
	Number Of Judges.....	3
	Number Of Scorers.....	3
	Communications Between Judges, Scores.....	3
	Tie Scores.....	3
	Official Placing.....	3
	Notification Of Theme Of Cry.....	4
	Selection Of Judges.....	4
	BENCHMARK.....	4
	Judge's Forms.....	4
	Marking Criteria.....	5
	Articles Left On Stage.....	5
	Penalty.....	5
	Number Of Awards For Competitions.....	5
	Appeals.....	5
ARTICLE D	LENGTH OF CRY.....	6
	Number Of Words In Date.....	6
	Number Of Words In Title.....	6
	Sounds.....	6
ARTICLE E	SUBMITTED CRY.....	6
	Submitting Cries.....	6
	Number Of Words In Cry.....	6
	Penalty.....	6
ARTICLE F	SUPPLIED CRY.....	7

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

ARTICLE G	GENERAL RULES.....	7
	Uniform.....	7
	Loudest Cry.....	7
	Stand For Bells.....	7
	Pins.....	7
	Proof Of Eligibility.....	7
	Introductions.....	7
	Assistants.....	7
ARTICLE H	JUDGING GUIDELINES.....	8
	Attention Getting Device.....	8
	Department.....	9
	Penalty For Articles Left On Stage.....	9
	Sustained Volume.....	9
	Content.....	9
	Clarity.....	10
ARTICLE I	SUGGESTIONS AND RECOMMENDATIONS.....	11

These Competition Rules and Regulations were assembled by a Committee of Members of the Ontario Guild of Town Criers during the months of February and March 1993, with revisions made in July 1993.

The Committee consisted of:

David McKee, Town Crier, City of Brantford
Tom Jones, Town Crier, Town of Richmond Hill
Ralph Wilding, Town Crier, Town of New Tecumseth
John Webster, Town Crier, Town of Markham (ex-officio)

ONTARIO GUILD OF TOWN CRIERS COMPETITION RULES AND REGULATIONS

REFACE: The Rules Committee was formed to propose a list of Rules and Regulations concerning Town Crier Competitions to the Membership of the Ontario Guild of Town Criers, and offer guidelines and suggestions to the Organisers of Town Crier competitions.

ARTICLE A: GENERAL

These are the Competition Rules and Regulations of the Ontario Guild of Town Criers, hereinafter called the Rules. The Rules are set out to provide a standard and framework to assist the Competitors, Judges, Scorers and Organisers of a Town Crier Competition.

ARTICLE B: ORDER OF CRIES

B-1 The order of Criers shall be determined by lot, by one of the two methods outlined in sections B-1(a) and B-1(b) below. ★ ★

B-1(a) The names of the competing Criers are printed on separate sheets of paper and placed in a hat or other suitable container. A neutral party randomly draws the names from the hat or container. The order of selection determines the Criers' positions in the Competition.
e.g. initial name drawn, position one second name drawn, position two etc.

B-1(b) The names of the competing Criers are printed on separate pieces of paper and placed in a hat or other suitable container. Numbers corresponding to the number of Criers, are printed on separate pieces of paper, and placed in a second hat or suitable container. One name and one number are randomly drawn from each hat or container by one or two neutral parties, and matched. This procedure is repeated until all the names and all the numbers have been selected. The matched names and numbers determine the Criers' positions in the Competition.
e.g. Where the first name drawn is matched with the number six, then the Crier is the sixth Competitor.

★ Although either method is acceptable the Committee recommends method B-1(b) to select the Criers' order.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

- B-2(a) One Cry Competition:
Order of cries determined as in B-1(a) or B-1(b).
- B-2(b) Two Cry Competition:
Order of cries determined as in B-1(a) or B-1(b).
- B-2(b)I Where the number of Criers is even, the top half of the order shall be moved to the bottom half for the second Cry.
- B-2(b)ii Where the number of Criers is odd, the order of Criers shall be divided as closely as possible to half, with the lesser number being in the first part and the greater number in the second part. The top part shall be moved to the bottom for the second Cry.
- B-2(c) Three Cry Competition:
Order of cries determined as in B-1(a) or B-1(b).
- B-2(c)i Where the number of Criers is divisible by three, the first third shall become the last third for the second cry, and shall become the middle third for the third cry, the order being maintained.
- B-2(c)ii Where the number of Criers is not divisible by three, the order of Criers shall be divided as closely into thirds as possible, such that the least number are in the first part and the greatest number are in the last part. The first part shall become the last part for the second cry, and shall become the middle part for the third cry, the order being maintained.
- B-3 In order to be counted in the final standings, a Crier must compete in all cries. All cries shall be counted.
- B3(a) All Competitors must be prepared to cry when they are called.
- B-3(a)i Should a Crier not proceed when called, that Crier shall be called again after ten seconds. Should there be no response after a further ten seconds, there shall be a third and final call. If there is no response within ten seconds after the third and final call, that Crier shall forfeit that cry. A penalty of two marks shall be deducted for each additional time the Crier is called. The deduction of these marks shall be the responsibility of the Senior Judge.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

- B-3(b) Unexpected Criers, may participate on an exhibition basis only. Such Criers are permitted to cry only at the first of each cry.

ARTICLE C: OFFICIATING

- C-1 The Host Crier shall be the Final Arbitrator.
- C-1(a) The Host Crier shall provide adequate time and instructions to the Judges and Scorers, to verify their knowledge of the Rules, Scoring and Judging Guidelines, as set out herein.
- C-2 Judges and Scorers
- C-2(a) There shall be no fewer than three Judges - the ideal number being five. One Judge shall be designated as Senior Judge.
- C-2(b) There shall be a minimum of two Scorers. One Scorer shall be designated as Senior Scorer. Each Scorer shall be equipped with a desk sized calculator with a tape printout, and shall calculate the scores on separate accounting sheets, independent of each other. Alternatively, a computer and two spread sheet files may be used. Final tabulations shall be compared for accuracy.
- C-3 Judging
- C-3(a) There shall be no communication between Judges, and between Judges and Scorers, unless that communication is initiated by the Scorers for the purposes of clarification, or in case of a tie score in the final mark.
- C-3(b) The Scorers shall not discuss marks with, nor show marks to any other person, except the Host Crier, or as noted in C-3(a).
- C-3(c) There shall be no tie award placements. If the score indicates a tie, the Judges shall make a decision. For purposes of clarity and to prevent misinterpretations, scoring adjustments shall be reflected in all documents. All ties shall be kept confidential. (ref. C-3(b) above)
- C-3(d) No placings are official, even if announced, until verified and confirmed by the Senior Scorer, after which time they shall be published and forwarded to the Competitors.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

- C-3(e) During Competitions, Judges must sit apart and out of conversational voice range of each other.
- C-3(f) Judges shall be advised in advance, of the subject or theme of each cry.
- C-4 Selection of Judges
- C-4(a) A Judge shall be someone who would like to judge, and to learn the skills necessary to perform the task well. The ideal candidate would be an experienced, proficient, enthusiastic volunteer and someone who is an objective thinker and decision maker.
- C-4(b) To better promote both the event and the Guild, one or two "Guest" Judges of Celebrity status could be included.
- C-5 Scoring
- C-5(a)i The Host Crier shall perform the same number of cries as are required of the Competitors. These cries shall be the, "BENCH-MARK", criteria against which all Competitors cries are judged.
- C-5(a)ii Judges shall be instructed both verbally and by a statement on the Score Sheet to leave leeway above and below the Bench-mark scores for a fair assignation of the subsequent Criers' marks.
- C-5(b)i Each Judge shall have one score sheet per Crier per cry. As each cry is completed and scored, a runner shall take the score sheet to the Senior Scorer.
- C-5(b)ii The score sheet shall contain squares large enough that notations or corrections will not jeopardise the clarity and legibility. Additional space on the page for adjudication and comments could also be beneficial.
- C-5(b)iii For purposes of comparison, Judges shall be supplied with a Reminder Sheet, onto which they should transcribe each Crier's marks before handing the score sheet to the Runner.
- C-5(c) Scoring Points shall be assigned according to the following chart:

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

MARKS ASSIGNED TO JUDGING CRITERIA		
CRITERION		MAXIMUM MARKS
1.	ATTENTION GETTING DEVICE	10
2.	DEPORTMENT	15
3.	SUSTAINED VOLUME	20
4.	CALL CONTENT	30
5.	CLARITY	25

- C-5(d)i A bell, or any other article left on stage by a Crier, shall be removed immediately upon completion of the cry. The erring Crier shall be penalised two marks for that cry. The deduction of these marks shall be the responsibility of the Senior Judge.
- C-5(d)ii Two marks, to a maximum of ten, shall be deducted for each time the Crier's voices cracks. The deduction of these marks shall be the responsibility of the Senior Judge.
- C-5(e) The total points of all cries shall be added and the Crier with the highest grand total shall be declared the winner.
- C-6 Placing:
- I For a Three Crier Competition
First Place only shall be awarded.
 - II For a Four Crier Competition
First and Second Places shall be awarded.
 - III For a Five Crier or More Competition
First, Second and Third Places shall be awarded.
- C-7 Appeals shall be directed to the Senior Judge, who, in consultation with the other Judges, and if necessary the Host Crier, shall make a decision.

ONTARIO GOLD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

ARTICLE D: LENGTH OF CRY

- D-1 The length of a cry shall be from one-hundred words to one-hundred and twenty-five words.
- D-2 The number of words shall be counted from the first oral sound to the last oral sound.
- D-3 For the purpose of these Rules and Regulations the year shall be counted as one word.
 c.g. 1993
 Nineteen Ninety Three
 One Thousand Nine Hundred And Ninety Three etc.
- Numbers shall be counted as one word thus \$700,000 is two words as is seven hundred thousand dollars.
- Roman numerals shall count as one word. Thus George III is two words, as is George the Third.
- D-4 Hyphenated words shall count as one word.
- D-5 An individual oral sound shall be considered as one word.

ARTICLE E: SUBMITTED CRY

- E-1 All cries shall be submitted for auditing.
- E-2 An additional Judge is required to audit a submitted cry.
- E-3 The cry shall be submitted to the Audit Judge immediately prior to proceeding to the stage.
- E-4 One mark, to a maximum of ten, shall be deducted for each word that violates the set word limits.
- E-5 One mark to a maximum of ten, shall be deducted for each word that deviates from the submitted script.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

ARTICLE F: SUPPLIED CRY

- F-1 Where a cry is supplied by the Host Crier, all Criers, who have not yet performed, must be sequestered out of hearing range of the performing Crier until after they have competed.
- F-2 The Host Crier shall make it known if openings and closings are to be added to a supplied cry.

ARTICLE G: GENERAL RULES

- G-1 Uniforms shall not be judged, as there can be no standard criteria for judging.
- G-2 Loudest Cry may only be judged by the use of an electronic decibel level device.
- G-3 Two raised surfaces (e.g. table, stool, etc.) shall be placed on the stage for the convenience of both left and right handed Criers who would prefer not to bend to place the attention getting device on the floor. The use of these surfaces are not mandatory.
- G-4 Criers shall not wear badges, awards, medals, pins, etc. that could by mere display influence Judges. This is to apply, at all times during the Competition, until after the last Crier has completed the last cry.
- G-5 Competing Criers must provide proof of current dues payment to The Ontario Guild of Town Criers.
- G-6 During a competition, introductions of Town Criers must include only names and communities represented. Background information may not be introduced until after the Scorers have completed their final totals.
- G-7 Assistants to the Crier (Escort, Page, Apprentice, bird, animal, etc.) are permitted, but shall not be allowed on stage.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

ARTICLE H: JUDGING GUIDELINES
 {ref. C-5(c) and C-5(d)}

H-1 Submitted Cry - refer to Article E.

H-2 Attention Getting Device:

The Attention Getting Device, whether a bell, drum, horn, gong or any other device, is the first notification that a Crier has a message. Marks should be assigned according to the following criteria:

1. Effectiveness to attract - How well has the interest of the gathering been aroused?
2. Suitability to the occasion - For instance a small dinner bell would be inappropriate in most out-door settings.
3. Originality of style or device - A bell handled in an unusual manner, or the use of an unusual device, should be considered carefully.
4. Appropriateness of device to Crier - Marks should be discounted if the device appears to be unwieldy or awkward for the Crier.
5. The ability to use the device - A bell not rung effectively, or a horn not blown well means lack of practice and should be reflected in the marks.

H-3 Deportment:

The judging of deportment begins when the Crier is introduced and ends when the Crier has left the stage. (Historically a Town Crier was the Official Representative of the Local Authorities and this should be reflected in the individual's deportment). The following criteria should be considered when marking:

1. Confidence - A Crier whose presence is positive and self-assured deserves more marks than one who appears shy or unsure.
2. Appearance - An ill-fitting uniform or ill-suited appearance should be reflected in the score.

ONTARIO GOLD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

3. Appropriate movement. A Crier dressed as a soldier should move in a Military Manner; a Crier dressed as a gentleman should move as a Gentleman. Whatever image is to be projected should be reflected in the Crier's movements.
4. Overall image. Even when using the above criteria, deportment is largely subjective and judgmental. The feeling that the Judge senses from the beginning to the end of the cry should weigh heavily.

I-3(a) Articles Left in Performing Area:

A bell, or any other article left on stage by a Crier, shall be removed immediately upon completion of the cry. The erring Crier shall be penalised two marks for that cry. The deduction of these marks shall be the responsibility of the Senior Judge.

I-4 Sustained Volume:

Although the three "Oyez's" may be louder than the body of the cry, it is important for a Crier to be heard throughout the cry. Consistency of volume must be maintained, except where fluctuations have been purposely used for emphasis or style.

I-5 Call Content:

The message is the most important part of the cry. The following criteria should be helpful:

1. Adherence to required subject. The Crier should not digress from the assigned theme of the cry.
2. Effective use of appropriate language. Unless otherwise justified by the content, the language should remain consistent and appropriate to the historical period depicted.
3. Continuity and flow. The cry should flow smoothly and logically.
4. Overall literary effectiveness. The Crier may be given marks for effectively using literary and oratorical devices to arouse the listener's interest in the message.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

5. Comprehension - The meaning of a cry that is disjointed or is grammatically incorrect, may be lost. The point of the message must be understood and should be marked accordingly.

H-6

Clarity:

To be understood, the content must be heard clearly. The following criteria should be taken into account:

1. Enunciation .The slurring of words, or excessive voice affectations, may adversely distort the Crier's message, and thereby make it difficult to understand.
2. Diction and Phrasing .Well placed pauses or breaths help the flow of the cry and, thus help to clarify its meaning.
3. Loss of Voice or Hoarseness .A Crier must sustain clarity through a complete cry. Signs of strain or over extension of the voice should be reflected in the marking.

H-6(a)

Two marks, to a maximum of ten, shall be deducted for each time the Crier's voice cracks. The deduction of these marks shall be the responsibility of the Senior Judge.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

ARTICLE I: SUGGESTIONS AND RECOMMENDATIONS

The following points are not rules, but rather suggestions which, if followed, should facilitate the smooth running of a competition.

- 1-1 Escorts should be recognised, especially in major competitions for their contributions. Dress, deportment, participation and public relations could be criteria for judging. Another option is to present a gift to all participating escorts.
- 1-2 Organisers should attempt to eliminate stairs, or if stairs are necessary, to provide handrails. Ramps, low stages, graduated risers and curtained waiting areas are other possible solutions to the stair problem.
- 1-3 Organisers should attempt to eliminate obstacles above Criers' heads.
- 1-4 Water and cups should be available to Criers prior to each cry.
- 1-5 The Ontario Guild of Town Criers should compile a roster of Judges to be utilised by Organising Committees when preparing for Competitions. The qualifications of these Judges would be augmented by experience. A method of ranking by either skill or seniority should be adopted.
- 1-6 Once the order of Criers has been determined [ref. Article B, B-i], the list of names should be posted, or carried by a designated person for access by Criers.
- 1-7 The Host Crier should provide the names and titles of dignitaries who are anticipated to be present.
- 1-8 Patio tables with umbrellas are ideal for Judges and Scorers.
- 1-9 An Assistant is useful to the Host Crier for such items as retrieving articles left on stage, stage set-up, adequate water facilities, posting of lists, etc.
- 1-10 Where possible, sufficient time and distance should be given to the Crier, so that the Judge may better judge deportment.

ONTARIO GUILD OF TOWN CRIERS
COMPETITION RULES AND REGULATIONS

APPENDIX A:

1. Judges' Score Sheet- To be used by Judge to record scores given to each competitor, transported to Scorers for recording.
2. Judges' Reminder Sheet - For use by Judge to keep track of marks given to each competitor.
3. Scorer's Tally Sheet - Scorer to keep track of competitors' marks and totals for each Cry.
4. Competition Standings Sheet - A list of marks assigned to each competitor according to rank, determining winner. It displays marks

**Town Crier
Hospitality and
Convention
Services**



November 6, 2002

Ms. Liz Baer
City of Vaughan
2141 Major Mackenzie Drive
City of Vaughan ON L6A 1T1

**Our Commitment
to You**

*Our Town Criers are
not just hired actors!*

*You can feel confident in
their abilities and behavior*

*Each one is officially
appointed by the
mayor of their community,
and they perform their duties
with appropriate decorum.*

*Each of our Town Criers
have been hand picked,
to provide you with the
professionalism that
you expect, and with
the friendly and official
personality that
your guests deserve.*

*- John Webster
The Official Town Crier of Markham
President of Town Crier Hospitality
& Convention Services*

Dear Ms. Baer:

I am perhaps in a bit of a conflict of interest, but I'd like to draw your attention to an alternative to the cost and concern of appointing an Official Town Crier.

The City of Toronto decided not to have a Town Crier appointed, and instead 'out source' the services by using Town Crier Hospitality and Convention Services.

As you know, I have been personally providing the services of a Town Crier on a voluntary basis for the past 15 years and am quite willing to continue to do so, or if you prefer something more formal, I'd be happy to discuss the services of Town Crier Hospitality and Convention Services.

I look forward to your reply,

Sincerely

Town Crier Hospitality & Convention Services.
John D. Webster, CLU

Town Crier Hospitality & Convention Services

28 Parkway Avenue, Markham, Ontario, Canada, L3P 2G1

Toronto: (905) 472-3122 • Toll free: 1-888-478-3122 • Fax: (905) 472-4580 • info@Town-Crier-Services.com • www.Town-Crier-Services.com



Town Crier
Hospitality and
Convention
Services

Town Criers of the Greater Toronto Area

Five Official Town Criers of the Greater Toronto Area have banded together to provide a service to the Charities, Communities, and Companies of the Greater Toronto Area. We have created standards and procedures to allow you to feel confident that your event will be handled in a professional and friendly manner.

Our Commitment to You

*Our Town Criers are
not just hired actors!*

*You can feel confident in
their abilities and behavior.*

*Each one is officially
appointed by the
mayor of their community,
and they perform their duties
with appropriate decorum.*

*Each of our Town Criers
have been hand picked,
to provide you with the
professionalism that
you expect, and with
the friendly and official
personality that
your guests deserve.*

*- John Webster,
The Official Town Crier of Markham
President of Town Crier Hospitality
& Convention Services*

Our services provide you with the following features;

- **Simplicity** – One phone number to call, we will look after the scheduling.
- **Quality** – Each crier is hand picked to provide you with the professionalism and experience that you expect. (We are working toward ISO 2002 certification.)
- **Availability** – We will make sure a crier is at your event, with a back up in place for emergencies.
- **Written Contract** – You will know exactly how your Crier will perform.
- **Professionally written cries** – You will know exactly what your Crier will say.
- **Standardized fee schedule** – You will know exactly how to control your cost.
- **Simple Accounting** – We send an invoice to fit your accounting cycle.

Please call, write, fax or e-mail us to find out how we can help you by providing an Official Town Crier for your event.

Town Crier Hospitality & Convention Services

— 28 Parkway Avenue, Markham, Ontario, Canada, L3P 2G1 —

Toronto: (905) 472-3122 • Toll free: 1-888-478-3122 • Fax: (905) 472-4580 • info@TownCrierServices.com • www.TownCrierServices.com