



General Sports Story (1-3 Minutes)

The **General Sports Story** contest focuses on creating a well-organized and compelling sports-related broadcast segment in under 4 minutes. The story should cover a sporting event, athlete, team, or sports-related topic, providing viewers with insights into the subject while maintaining a fast-paced and engaging narrative. The emphasis is on reporting, storytelling, and visual presentation, all of which should keep the audience informed and entertained.

Key Elements of General Sports Story (less than 4 minutes):

1. Clear Focus on a Sports Topic:

- The **focus** of the story should be clear from the beginning. Whether the segment covers a game, a player profile, a season recap, or a sports-related issue, the story should quickly establish its main subject.
- Example: Covering a local high school football game, the story should immediately set the stage by introducing the teams and the stakes of the game.

2. Narrative Structure and Storytelling:

- The sports story should follow a **narrative structure** that guides the viewer through the event or topic. This includes a strong introduction, the development of the story's main points, and a conclusion.
- Example: The introduction might briefly explain the significance of a recent game, followed by highlights of key moments during the game, ending with post-game reactions from players or coaches.

3. Game Highlights and Key Moments:

- For stories covering live sporting events, it's important to include **game highlights** and **key moments** that give the viewer a sense of the action. These moments should be carefully selected to illustrate the most exciting, dramatic, or pivotal parts of the game.
- Example: If covering a football game, the segment might include highlights of touchdowns, key defensive plays, or game-winning moments, with narration or commentary to provide context.

4. Interviews and Sound Bites:

- Including **interviews** with athletes, coaches, or fans can add depth to the story by offering personal insights and reactions. **Sound bites** from these interviews should be concise and relevant, highlighting the emotional or strategic aspects of the game or topic.
- Example: After a big win, a sound bite from the team's coach might reflect on the team's hard work, while a player could share their excitement about the victory.

5. B-Roll and Visual Storytelling:

- **B-roll footage** is essential for visually engaging sports stories. This can include shots of the game in action, reactions from the crowd, athletes warming up, or



post-game celebrations. The b-roll should be well-edited and match the pacing of the story.

- Example: A profile of a basketball player might include b-roll of them practicing on the court, interacting with teammates, and in action during a game.

6. Pacing and Time Management:

- The story should be **well-paced**, moving through the content efficiently within the 4-minute time limit. Each segment—whether game highlights, interviews, or commentary—should have enough time to develop but should not drag or feel rushed.
- Example: A story might start with a brief introduction, move quickly into key game highlights, then wrap up with interviews and analysis within the 4-minute window.

7. Engagement and Excitement:

- Sports stories should have an element of **excitement** to engage viewers. This could come from the action on the field, the stakes of the game, or the emotional reactions from athletes and fans. The story should convey the energy and intensity of the sporting event.
- Example: A dramatic game that came down to the final seconds might be narrated with excitement, building tension as the game-winning play is shown in the highlights.

8. Use of Graphics and Statistics:

- **Graphics** can be used to provide key information, such as the score, team names, player stats, or other relevant data. These should be clearly displayed and integrated smoothly into the broadcast, helping to inform the viewer without disrupting the flow of the story.
- Example: As the narrator describes the game, a graphic displaying the final score could appear on-screen, along with player stats or notable achievements.

9. Voiceover and Commentary:

- The **voiceover** or **commentary** should be clear, concise, and engaging. The narrator should guide the viewer through the highlights, offering insights into key plays, explaining the significance of certain moments, and providing context for interviews or b-roll.
- Example: During a highlight of a touchdown, the narrator might explain, “This was a critical play in the second quarter, giving the home team a lead they would hold onto for the rest of the game.”

10. Emotional and Human Interest Elements:

- While sports are about action and competition, they are also filled with **emotional and human interest** elements. Highlighting personal stories, triumphs, or challenges faced by athletes or teams can add a compelling layer to the sports story.
- Example: A profile on a high school athlete who overcame an injury to lead their team to victory can create an emotional connection with the audience.



11. Strong Conclusion:

- The story should have a **clear conclusion** that wraps up the segment and leaves the viewer with a final thought or reflection. This could be a look at what's next for the team, a summary of the game's significance, or a reflection on the athlete's performance.
- Example: "With this victory, the Bellville Brahmas move on to the regional finals, where they'll face their biggest rivals next week."

12. Technical Quality:

- The technical quality of the video and audio should be high, with **clear visuals**, **sharp sound**, and **smooth transitions**. The editing should be tight, ensuring that the story flows well and that the video is easy to watch.
- Avoid shaky camera work, poor lighting, or distorted sound, which can detract from the professional presentation of the story.
- Example: Make sure that game highlights are captured with steady shots and clear audio commentary to match the visuals.

Criteria for Judging:

- **Storytelling and Structure:** How well the story is organized, including the introduction, development of key points, and conclusion.
- **Engagement and Excitement:** The ability of the story to keep the audience engaged and convey the excitement of the sporting event or topic.
- **Use of Interviews and Sound Bites:** The quality and relevance of interviews or sound bites, and how well they add depth to the story.
- **Pacing and Time Management:** How effectively the story fits within the 4-minute limit, ensuring that all key elements are covered without feeling rushed or drawn out.
- **Visual and Audio Quality:** The technical quality of the video and audio, including the use of b-roll, interviews, and clear sound.
- **Use of Graphics and Stats:** The appropriate use of graphics to provide relevant data or information without overwhelming the viewer.
- **Voiceover and Commentary:** The clarity and engagement of the voiceover, and how well it complements the visuals and adds insight to the story.

In summary, the **General Sports Story (less than 1-3 minutes)** contest challenges students to create a professional, engaging broadcast segment that captures the excitement, emotion, and key moments of a sporting event or sports-related topic. It requires strong storytelling, clear reporting, and high-quality visuals, all presented within a concise, well-paced format.