



General Sports Writing

The **General Sports Writing** category focuses on the writing aspect of a sports story created for broadcast. This involves crafting a well-structured, engaging, and clear script that tells the story of a sports event, athlete, team, or issue. The written script should highlight the drama, excitement, and importance of the sport while providing accurate and insightful commentary. Sports writing for broadcast should be concise, yet descriptive enough to paint a vivid picture for viewers and complement the video footage. The written script will be submitted along with the corresponding video story.

Key Elements of General Sports Writing:

1. Clear Focus and Structure:

- The sports writing should have a **clear and logical structure**. This involves starting with a strong introduction, followed by the key moments or analysis, and concluding with a summary or final thoughts.
- The script should be organized to maintain flow, ensuring that the most important information is conveyed first while building excitement through the narrative.
- Example: For a football game recap, the script might start by introducing the significance of the game, then highlight the key plays or moments, and end by reflecting on the outcome or future implications for the team.

2. Engaging and Concise Language:

- Sports writing for broadcast needs to be **engaging and concise**. Since it's intended for a broadcast setting, the script should be written in a way that's easy to follow when spoken aloud. The language should be energetic, descriptive, and to the point.
- Avoid overly technical jargon unless it's necessary for the context, and instead focus on creating a script that conveys the excitement of the event to a general audience.
- Example: "With just 10 seconds on the clock, John Smith launched the game-winning three-pointer, sending the home crowd into a frenzy."

3. Narrative Flow and Pacing:

- The script should maintain a good **narrative flow**, ensuring that the story moves seamlessly from one point to the next. The pacing of the writing should complement the action being shown in the video.
- Writing should naturally lead from one moment to the next, guiding the viewer through the highlights, analysis, or commentary in a smooth and engaging way.
- Example: After describing a key moment in the game, the script might shift to a player's reaction: "And here's what the team's star forward had to say after the big win."

4. Descriptive and Visual Language:



- Sports writing should use **descriptive language** that complements the video footage, helping the audience visualize the action. Descriptions should highlight the intensity, movement, and atmosphere of the sporting event.
- The writing should match the visuals, ensuring that what the audience hears aligns with what they see on the screen, adding to the overall impact of the story.
- Example: “The crowd roared as the quarterback dodged defenders and sprinted toward the end zone, clinching the game with a dramatic touchdown in the final moments.”

5. **Highlighting Key Moments:**

- A good sports script should focus on **key moments** from the event. These are the pivotal plays, turning points, or emotional highlights that define the game or event. The writing should emphasize these moments, making them stand out in the broadcast.
- The script should balance analysis and description, ensuring that viewers understand why these moments are important.
- Example: “Smith’s interception in the third quarter completely shifted the momentum of the game, setting up a scoring drive that would ultimately decide the outcome.”

6. **Incorporating Quotes and Sound Bites:**

- **Quotes and sound bites** from players, coaches, or fans should be integrated into the script. The writing should set up these sound bites in a way that provides context and enhances their impact.
- These should be seamlessly woven into the script to add depth, personality, or expert insight to the story, and should not feel like they disrupt the flow of the narrative.
- Example: “After the game, the coach shared his thoughts on the team’s performance: ‘It was a hard-fought win, and I couldn’t be prouder of these players.’”

7. **Emotion and Excitement:**

- Sports writing is all about capturing the **emotion** and **excitement** of the event. The script should convey the energy of the game, the tension of close moments, and the emotional highs and lows that sports naturally produce.
- The writing should make the audience feel the intensity of the game or the significance of the event, whether through dramatic descriptions or enthusiastic commentary.
- Example: “The final buzzer sounded, but the celebration had only just begun. Fans stormed the court, celebrating a victory that will be remembered for years.”

8. **Context and Analysis:**

- While the writing should focus on the event itself, it should also provide **context** and **analysis** where appropriate. This could involve explaining the significance of the game in the broader season, breaking down a key play, or providing insight into a team’s strategy.



- Context helps the audience understand why the story matters, whether it's a championship game, a milestone achievement, or a turning point in a team's season.
- Example: "This win secured the team's place in the playoffs, a goal they've been working toward all season after a disappointing run last year."

9. **Strong Conclusion:**

- The sports script should end with a strong **conclusion** that wraps up the story and provides a final thought or reflection. This could involve looking ahead to future games, summarizing the impact of the event, or highlighting a key takeaway.
- The conclusion should feel natural and provide closure for the viewer.
- Example: "With this win, the team has their sights set on the state championship—where they'll face their biggest rivals next week."

10. **Accurate and Well-Researched:**

- The writing must be **accurate**, with correct names, stats, and facts. Thorough research is essential to ensure that the information provided is up-to-date and correct.
- Mistakes in facts or details can undermine the credibility of the story, so accuracy is critical in sports writing.
- Example: Double-checking statistics like "John Smith's 25 points and 10 rebounds led the team to victory" ensures the story remains credible and trustworthy.

Criteria for Judging:

- **Clarity and Structure:** The story should have a clear and logical structure, guiding viewers smoothly through the event or topic with a well-organized script.
- **Engagement and Excitement:** The writing should effectively capture the excitement and emotion of the sporting event, using descriptive language and energetic narration.
- **Narrative Flow and Pacing:** The script should maintain a smooth flow, with good pacing that matches the energy of the broadcast and keeps the audience engaged.
- **Use of Quotes and Sound Bites:** The inclusion of relevant and impactful quotes or sound bites should add depth to the story without disrupting the flow of the narration.
- **Accuracy and Research:** The writing should be accurate, with well-researched details and correct facts, stats, and names throughout.

In summary, **General Sports Writing** for broadcast requires a well-crafted, engaging script that captures the excitement and significance of the sporting event or topic. It involves descriptive language, strong narrative flow, and a focus on key moments, all while ensuring accuracy and professionalism. The script should complement the visuals and audio in the broadcast, creating a cohesive and dynamic sports story for the viewer.