



# Media Guidelines

## For National Judo Federations

Document last updated on: January 2026

Dear National Federations,

Media is a fast-moving medium and in sports coverage, timing is everything. A result posted within an hour generates excitement, engagement and shares; the same result posted two days later is simply a record.

Audiences have countless sources for information and they will go wherever gets them answers fastest. If your federation isn't providing timely updates, fans will find them elsewhere and may not return.

In a digital world where athletes often announce their own results on social media within minutes, federations must match this responsiveness to remain the authoritative voice for their sport. Timeliness, combined with accuracy and quality, establishes credibility and builds the loyal audience every federation needs.

In this document you will find guidelines to support your media operations in the following areas:

- Competition Coverage
- Photography
- Videography
- Social Media
- Stadium Announcer
- Commentators

We hope you find this resource helpful. For any questions or additional support, please contact [media@eju.net](mailto:media@eju.net).

# Competition Coverage

## 01

## Three Phases of Coverage

Effective competition coverage serves multiple purposes: it engages fans, attracts sponsors, celebrates athletes, and grows judo's visibility. This guide provides practical frameworks for creating compelling content before, during, and after competitions.

Three Phases of Coverage:

1. **Pre-Competition** – Build anticipation and context
2. **On-Site Coverage** – Deliver real-time engagement
3. **Post-Competition** – Analyse, celebrate, and preserve moments

## 02

## Pre-Competition Articles

### Purpose

Pre-competition articles build anticipation, provide context and give fans reasons to follow the event. They should inform, excite and set the stage for what's to come.

### Timing

- **Major Championships:** 7-10 days before
- **European/World level events:** 5-7 days before
- **National events:** 3-5 days before
- **Quick preview update:** 24-48 hours before

### Key Elements to Include

#### 1. Event Information

- Competition name, location and dates
- Weight categories being contested
- Number of participating nations/athletes
- Any special significance (Olympic qualification, championship debuts, historic venue)

## 2. Storylines and Narratives

- Who are your medal contenders?
- Athletes returning from injury
- Rising stars making debuts
- Head-to-head rivalries
- Redemption stories (athletes seeking to improve on previous results)
- Milestone achievements (100th international competition, retirement tournament)

## 3. Form Guide

- Recent performances and results
- World ranking positions
- Previous performances at this event/venue
- Training camp updates (if available)

## 4. Quotes

- Brief quotes from coaches about preparation
- Athlete statements about goals and mindset
- Technical director perspective on team readiness

## Article Structure Templates

### TEMPLATE A: Team Preview

1. **Opening paragraph:** Event significance and team size
2. **Medal contenders section:** 2-3 athletes with best chances, including recent form
3. **Rising stars section:** Young athletes to watch
4. **Challenges and opportunities:** What the team faces
5. **Coach quote:** Perspective on preparation and goals
6. **Practical information:** Schedule, viewing details

### TEMPLATE B: Athlete Spotlight

1. **Lead:** Compelling opening about the athlete's journey to this event
2. **Recent form:** Last 3-4 competitions and results
3. **Event history:** Performance record at this championship
4. **What's at stake:** Ranking points, qualification status, personal goals
5. **Direct quotes:** From athlete and/or coach
6. **Competition details:** When they compete, who they might face

### TEMPLATE C: What to Watch

1. **Opening:** Event overview and significance
2. **Top storylines** (3-5 bullet points with brief explanations):
  - Rivalry renewals
  - Comeback stories
  - Championship debuts
  - Medal races

3. **Key contests/weight categories:** Highlight 2-3 divisions with particular depth or interest
4. **Schedule highlights:** When to tune in for peak action
5. **How to follow:** Viewing information, social media handles

## Writing Tips

### DO:

- Use present tense for immediacy ("arrives", "faces", "seeks")
- Include specific statistics (world ranking, head-to-head records)
- Provide context for casual fans (explain qualification systems, tournament significance)
- Use active voice
- Keep paragraphs short (2-4 sentences)
- Include athlete ages and club affiliations where relevant
- Use the terms 'bout', 'fight' or 'contest' when referring to individual competitions. The term 'match' in judo is used when teams are facing one another

### DON'T:

- Make promises you can't keep ("will win", "guaranteed medal")
- Use clichés excessively ("hungry for success", "leaving it all on the mat")
- Assume all readers know judo terminology → explain briefly when needed
- Ignore women's competitions or give them less prominence
- Forget to proofread

## 02

## On-Site / During Event Articles

### Purpose

On-site articles provide real-time updates, capture the atmosphere and keep fans engaged throughout the competition. They should be timely, accurate and visually supported.

### Types of On-Site Content

**1. Live Updates - 100-150 words** (During competition, ideally during break before the final block if there is sufficient break)

- Results as they happen
- Brief reports per weight categories with progression updates (2-3 sentences)
- Notable upsets or surprises

**2. Daily Wrap-Ups - 400-600 words** (End of each competition day)

- Day's results summary
- Medal winners with brief descriptions of finals
- Stand-out performances
- Interviews with some of the winners/medallists as well as coaches

- Looking ahead to tomorrow

### 3. Feature Pieces - 500-600 words (Ensure an interview is conducted)

- Major medal wins
- Unexpected outcomes
- Record-breaking performances
- Emotional moments
- Unexpected setbacks
- Special Guests, VIPs
- Feature dedicated to the host nation

### 4. Photo Requirements:

- Every article should have at least one relevant, high-quality image
- Caption every photo with: athlete name, action description, photographer credit
- Action shots preferred over posed portraits for competition coverage
- Ensure photos show current competition (correct judogi, venue)



## Post-Event Articles

### Purpose

Post-competition articles provide analysis, context and lasting documentation of the event. They should celebrate achievements, explain outcomes and look forward.

### Timing

- **Immediate reaction piece:** Within 2-4 hours of final medal
- **Full event review:** Within 24 hours of competition end
- **In-depth analysis:** 2-3 days after (for major championships)
- **Additional Feature stories:** Up to one week after

### Types of Post-Competition Content

#### 1. Event Summary (500-800 words)

- Overall medal tally
- Tournament highlights
- Significant results
- Team performance analysis
- Looking ahead

#### 2. Medal Winner Profiles (400-600 words each)

- Journey to the podium

- Round-by-round breakdown
- Quotes and reactions
- What the medal means
- Future goals

### **3. Performance Analysis** (600-1000 words)

- What worked well
- Areas for improvement
- Tactical observations
- Comparison to goals/expectations
- Implications for upcoming events

### **4. Photo Essays**

- Best images from competition
- Captions telling the story
- Emotional moments captured
- Technical excellence displayed

### **5. Human Interest Features** (800-1200 words)

- Comeback stories
- Breakthrough performances
- Retirement send-offs
- Behind-the-scenes moments
- Family/coach perspectives
- Sponsor's coverage

Remember: every article represents your federation, your athletes and the sport of judo. Quality, accuracy and professionalism should never be compromised for speed.



## **Additional Resources**

**EJU Media Contacts:** For questions, support or to share your coverage: [media@eju.net](mailto:media@eju.net)

#### **Useful Links:**

- EJU/IJF World Ranking: [Rankings - European Judo Union](#)
- Competition Calendar: [Calendar - European Judo Union](#)

# Photography Guidelines

High-quality photography is essential for documenting competitions, celebrating athletes, engaging fans, and providing value to sponsors. These guidelines ensure consistency, professionalism, and comprehensive coverage across all EJU events.

**Primary Focus:** Competition action on the tatami, supplemented by medal ceremonies, venue atmosphere and sponsor visibility.

## 01

## Access and Upload System

---

### Gallery Access:

Log in at: <https://www.eju.net/wp-admin>

### Upload Process:

- Navigate to the "Photos" section
- Locate your dedicated event gallery
- Upload via drag-and-drop or traditional file browsing
- All uploads should be completed promptly to maximise engagement

### Reference Example:

Malaga Senior European Cup 2024: [Malaga 2024 Gallery](#)

European Judo Championships Seniors 2025: [Podgorica 2025 Gallery](#)

## 02

## Photography Requirements

---

### Minimum Photo Quantities

#### Preliminaries:

- Minimum 30 photos per day
- Focus on action, technique execution, emotional moments

- Variety of weight categories and athletes

#### **Final Block:**

- Minimum 5 photos per weight category
- Capture key moments from semi-finals and finals
- Include winning techniques and celebrations

#### **Medal Ceremonies:**

- Minimum 6 photos per ceremony:
  - 1 full podium with VIPs present
  - 1 podium with athletes only
  - 1 individual portrait of gold medallist
  - 1 individual portrait of silver medallist
  - 2 individual portraits of bronze medallists

#### **Official Draw:**

- Maximum 6 photos
- Focus on key moments and officials

#### **Venue and Atmosphere:**

- General venue shots showing set-up and branding - Maximum 6 photos overall
- Crowd engagement (where significant) - Maximum 10 photos per day
- Behind-the-scenes moments (warm-up area, coaches, volunteers) - Maximum 20-25 photos per day



## **Technical Standards**

### **Image Quality**

#### **Resolution:**

- Minimum 1920 x 1080 pixels
- High resolution preferred for print and promotional use

#### **Focus and Composition:**

- Sharp focus on subjects
- Proper exposure and white balance
- Clean backgrounds where possible
- Action captured at peak moments

#### **File Format:**



- JPEG format
- Appropriate compression (balance quality and file size)

## **Prohibited Elements**

### **Watermarks:**

- All photos must be free of watermarks
- Photographer credit handled through gallery attribution

### **Inappropriate Content:**

- No photos compromising athlete dignity
- Sensitive handling of injuries or emotional distress
- Professional judgement in all situations



## **Content Guidelines**

### **Primary Focus: Competition Action**

#### **Preferred Subjects:**

- Technique execution (throws, holds, transitions)
- Athletes' expressions during competition
- Decisive moments (ippon, waza-ari)
- Referee decisions and reactions
- Coach engagement from sidelines

#### **Avoid:**

- Generic wide shots with no clear subject
- Repetitive angles or compositions
- Poor timing (between exchanges)
- Blurred or out-of-focus images

### **Supporting Content**

#### **Medal Ceremonies:**

- Clean podium shots with proper framing
- Individual medallist portraits (head and shoulders with medal visible)
- VIP presentations
- Emotional moments (national anthems, celebrations)

#### **Venue and Organisation:**

- Professional set-up showcasing event quality

- Sponsor branding visibility
- Volunteer teams in action
- Technical equipment and systems



## Tagging and Organisation

Proper tagging ensures photos are discoverable and galleries are professionally organised.

### Mandatory Tags

#### Daily Organisation:

- DAY 1, DAY 2, DAY 3 (as applicable)
- PRELIMINARIES
- FINAL BLOCK

#### Category Tags (Final Block only):

- Weight categories: -60kg, -66kg, -73kg, -81kg, -90kg, -100kg, +100kg (men)
- Weight categories: -48kg, -52kg, -57kg, -63kg, -70kg, -78kg, +78kg (women)

For Cadet events, please use alternative weight categories.

For Hope Tournaments, this requirements is not obligatory.

#### Additional Tags:

- VENUE (general venue/atmosphere shots)
- TEAM (team photos, coaches, delegations)
- DRAW (draw ceremony)
- MEDAL CEREMONY

### Athlete Tags

#### When to Tag Athletes:

- Only for athletes featured in Final Block photos
- Use full name format: First name Surname
- Include nation code where system allows
- Accurate spelling essential

#### Do Not Tag:

- Athletes only visible in background
- Preliminary round photos (unless exceptional)
- Unclear or partially obscured athletes

EJU sponsors receive guaranteed visibility through photography. Photographers must ensure minimum coverage for each sponsor.

### Sponsor Photo Requirements

Photos must feature sponsor logos clearly visible in background (LED boards, mats, signage, or branded equipment).

### Sponsor Tagging

- Tag each EJU sponsor name
- Only tag if logo is clearly visible and identifiable
- Ensure photos meet minimum quantity requirements before end of event

### Volunteer Coverage

- Minimum 5 close-up photos of volunteers
- Team uniforms must be visible with clear logos
- Capture volunteers in action (setting up, assisting, officiating)
- Professional portrayal highlighting their contribution

Timely uploads maximise social media engagement and provide real-time content for news coverage.

### Timeline Requirements

#### Warm-Up:

- Maximum 30 minutes after the start of the event

#### Preliminaries:

- First upload: Within 2-3 hours of competition start
- Regular uploads: Throughout the day
- End of day: All preliminary photos uploaded

#### Final Block:

- Upload as soon as possible after each category concludes
- Aim for photos available within 30-60 minutes of finals

### **Medal Ceremonies:**

- Upload immediately after ceremony
- Priority for social media and news coverage

### **Daily Goal:**

- All photos from each competition day uploaded and tagged before midnight



## **Workflow - Best Practices**

---

### **During Competition**

#### **Shooting Strategy:**

- Position yourself for optimal angles
- Anticipate action and technique execution
- Capture full range: wide, medium, close-up
- Shoot continuously during exchanges
- Don't miss medal ceremony moments

#### **Organisation:**

- Sort photos by session (preliminaries/finals)
- Separate medal ceremonies
- Identify key moments for priority upload
- Note exceptional photos for featured content

### **Post-Shooting Process**

#### **Selection:**

- Choose best photos from each sequence
- Eliminate duplicates and poor quality
- Ensure variety of athletes, angles, moments
- Meet minimum quantity requirements

#### **Editing:**

- Correct exposure and white balance if needed
- Crop for composition (maintain resolution)
- Remove any watermarks
- Ensure file names are clear and organised

#### **Uploading:**

- Upload in batches (preliminaries, then finals)

- Tag immediately upon upload
- Double-check sponsor photo counts
- Verify athlete name spellings



## Additional Support

---

**For technical questions, upload issues, or guidance:**

**Gabriel Juan**

EJU Head Photographer

Email: [gabi.juan@eju.net](mailto:gabi.juan@eju.net)

# Videography Guidelines

Whilst a videographer is not a prerequisite for EJU events, federations with active social media presence are encouraged to collaborate with the EJU's video content strategy. This collaboration can enhance your federation's visibility whilst supporting EJU's broader promotional efforts.

## 01

## Collaboration Requirements

### Eligibility:

- Federations with established social media channels
- Demonstrated capability to produce video content
- Commitment to EJU quality standards

### Approval Process:

- All video collaboration proposals are reviewed individually
- Content must meet EJU production standards
- Final approval/denial determined by EJU Head Videographer
- Quality and consistency are non-negotiable

## 02

## Content Standards

Video content submitted for EJU collaboration must mirror EJU's production quality:

### Technical Requirements:

- High-definition video (minimum 1080p)
- Stable footage
- Clear audio quality
- Proper lighting and exposure
- Professional editing standards

### Content Focus:

- Competition highlights and key moments
- Athlete interviews and reactions

- Behind-the-scenes footage
- Medal ceremony coverage
- Storytelling that engages audiences

#### **Brand Consistency:**

- Alignment with EJU visual identity
- Professional presentation
- Appropriate music and graphics
- Sponsor visibility where applicable



## **Submission Process**

---

1. **Pre-Event Contact:** Notify the EJU Head Video Producer of your intention to produce content
2. **Sample Review:** Provide examples of previous work for quality assessment
3. **Event Coverage:** Produce content according to agreed specifications
4. **Review and Approval:** Submit content for EJU approval before publication
5. **Collaborative Distribution:** Approved content shared across EJU and federation channels



## **Support and Assistance**

---

For questions about video collaboration, technical specifications or content approval:

**Victor Garcia Osado**

EJU Head Video Producer

**Email:** [victor.garcia@eju.net](mailto:victor.garcia@eju.net)

# Social Media Guidelines

Social media is an essential tool for National Judo Federations to enhance visibility, engage with their community and promote their sport. This guide will help you set up and manage your social media accounts effectively to showcase your athletes, events and achievements while building a strong online presence.

**01**

## Setting up Media Accounts

For a National Judo Federation, having the right social media platforms is key. We recommend starting with the following accounts:

Social Media	
Instagram	Visual storytelling through photos, videos and reels
Facebook	Event promotions, news, community engagement and longer posts
Twitter/X	Quick updates, live event coverage and news
YouTube	Highlights, interviews, tutorials and long-form videos
TikTok	Fun, engaging, trendy and creative short videos for a younger audience

**TIP: Make all of your social media handles easy to find and the same across all channels** Example: FranceJudo

**02**

## Posting Frequency

Consistency is critical. Here is a suggested posting schedule:



Media Type	Quantity
Instagram/Facebook	4-5 times per week
Twitter/X	Daily Updates
YouTube	1-2 Videos per month
TikTok	2-3 posts per week

**Consistency Over Quantity:**

**Stay Active:** Post **at least once every 24 hours** to stay in your followers' feeds consistently. This keeps your Story at the front of the Story reel.

**TIP:** Schedule Posts during your audience’s most active hours. Use Instagram Insights to identify these times.



# What To Post

A diverse content strategy will keep your audience engaged. Focus on the following:

Event Results & Competition Highlights	<i>Share timely updates on competitions , behind the scenes content, interviews</i>
Community Engagement	<i>showcase grassroots judo, dojo/club activities, and outreach events.</i>
Coaches and Referees	<i>Celebrate their contributions</i>
News and Events	<i>Announce upcoming competitions, camps, team selections and special events</i>
Social Media Trends	<i>Participate in trending challenges or viral content to connect with a broader audience</i>
Collaboration with Athletes	<i>Work with athletes to share their journey</i>

*Important to Note*

Prioritise Collaboration with:

1. **National Olympic Committee (NOC):** Work closely with your NOC to align with national sports strategies, access resources and leverage their networks for broader visibility.
2. **Engage Local Sports Channels:** Build relationships with local TV and digital sports platforms to ensure events, athlete stories and initiatives receive media coverage as well as reach a wider audience outside of the judo scope.

## 04

## Importance of Consistent Branding

Maintaining a consistent visual identity is essential for building brand recognition. To achieve this:

- Use a **brand logo** prominently in posts and videos.
- Create a **brand template** for graphics to ensure a cohesive look across all platforms.
- Use **consistent colors and fonts** that align with your federation's identity.
- **CANVA** is an excellent application for designing graphics, offering customisable templates and easy-to-use tools.
- Useful applications for creating social media content include:
  - **CapCut:** For video editing and adding professional effects.
  - **InShot:** For simple and quick video editing.
  - **Adobe Express:** For advanced graphic and video creation.
- Always include **subtitles** on videos to improve accessibility and engagement.



## 05

## Content Formats That Work

To maximise engagement focus on:

**Reels:** Short, dynamic videos ( training clips, competition highlights)

**Photos:** high-quality images from events, athlete portraits, action shots, graphics

**Carousels:** Multiple images or graphics to tell a story

**Stories:** (temporary content) creates urgency and encourages interaction with polls, Q&A's, share links, live updates

A strong social media presence provides:

- **Increased Visibility:** Reach a global audience and grow interest in judo.
- **Sponsorship Opportunities:** Attract sponsors by showcasing your reach and engagement.
- **Community Building:** Foster connections with athletes, fans and supporters.
- **Event Promotion:** Boost attendance and visibility for tournaments and activities.
- **Brand Growth:** Strengthen the identity and credibility of your federation.

For personalised social media consulting or further questions, feel free to contact:

**Hannah Martin**

EJU Social Media Manager

**Email:** [Hannah.martin@eju.net](mailto:Hannah.martin@eju.net)

# Stadium Announcer

**Study this guideline very carefully at least one week before the event.** If you have any questions, don't hesitate to contact one of the official EJU announcers. They will be happy to help or advise you.

Christian Freese      Mail: [chfreese77@gmail.com](mailto:chfreese77@gmail.com)

Aldin Ribo              Mail: [aldin.ribo@gmail.com](mailto:aldin.ribo@gmail.com)

Ewa Kempka           Mail: [ewakempka@icloud.com](mailto:ewakempka@icloud.com)

Check before the start of the competition, from which side athletes will enter the competition area (based on the announcers position)

## 01 Morning / Warm-up

**30 minutes** before start of first contests (watch the countdown visible on big screen or scoreboard)

“Dear judo friends, a very good morning and welcome to all of you! This is the [first/second] day of [Name of European Cup/Open]. Today we will see the decisions in the categories [boys/girls, men/women, [weight categories for the day].

We are now 30 minutes away from start of the first contests. We hope you will enjoy great judo experience today.

**\*If the main tatami is in use for warm up\*:**

Here the advice for all athletes and coaches:

“You have ten more minutes for your warmup on the main tatami. After this time please leave the tatami in order to prepare it for the start of the competition. The coaches are responsible for their athletes to execute this order in their own responsibility.”

**ADVISE:** IF MAIN TATAMI IS NOT USED FOR WARM UP, YOU CAN DIRECTLY SKIP TO “10 MINS TO GO” ANNOUNCEMENT

**20 minutes** until the start of competition:

**\*If the main tatami is in use for warm up\***

“We kindly ask all athletes to leave tatami now in order to prepare tatami for competition. Please make sure to take all your belongings with you”

**If you see, athletes/coaches don't leave the tatami:**

“Team of [name of the nation], please leave tatami now!”

When athletes left:

“Thank you for your cooperation, best of luck for the competition. Dear judo friends, the competition will start in about 20mins.”

**Music can go back once the tatami is cleared out.**

**10 mins** to go announcement [music down]:

“Dear judo friends, on behalf of the European Judo Union, national federation of... [ name of the NF], all sponsors and partners, we warmly welcome you to the [first/second] day of the [name of the event]. We are now about 10 mins away from the start of the competition, we wish you a wonderful judo experience.” [music up]

**5 mins** to go [music down]: “Dear judo friends, five minutes to go until the start of the competition, get ready to welcome the athletes for the first contests.” [music up]



## Start of Competition

**Countdown on 00:00:** [Upbeat, instrumental music]

“Dear Judo friends, now lets welcome the athletes for the first contests”

**VERSION 1:** ATHLETS ENTER FROM ANNOUNCERS POSITIONS **LEFT** SIDE: START WITH **LAST** TATAMI AND **BLUE** ATHLET FIRST.

Following example calculates with 3 tatami:

MAT 3: BLUE, WHITE → MAT 2: BLUE, WHITE → MAT 1: BLUE, WHITE

Announcements:

“On Mat 3, category [boys/girls, men/women] [weight category] in BLUE from **COUNTRY + NAME OF THE ATHLETE**; in WHITE from **COUNTRY + NAME OF THE ATHLETE**  
On Mat 2, category [boys/girls, men/women] [weight category] in BLUE from **COUNTRY + NAME OF THE ATHLETE**; in WHITE from **COUNTRY + NAME OF THE ATHLETE**,  
On Mat 1, category [boys/girls, men/women] [weight category] in BLUE from **COUNTRY + NAME OF THE ATHLETE**; in WHITE from **COUNTRY + NAME OF THE ATHLETE**.

Now lets welcome our distinguished referees!”

**VERSION 2:** ATHLETS ENTER FROM ANNOUNCERS POSITIONS **RIGHT** SIDE: START WITH **FIRST** TATAMI AND **WHITE** ATHLET FIRST.

Following example calculates with 3 tatamis:

MAT 1: WHITE, BLUE → MAT 2: WHITE, BLUE → MAT 3: WHITE, BLUE

Announcements:

“On Mat 1, category [boys/girls, men/women] [weight category] in WHITE from **COUNTRY + NAME OF THE ATHLETE**; in BLUE from **COUNTRY + NAME OF THE ATHLETE**  
On Mat 2, category [boys/girls, men/women] [weight category] in WHITE from **COUNTRY + NAME OF THE ATHLETE**; in BLUE from **COUNTRY + NAME OF THE ATHLETE**,  
On Mat 3, category [boys/girls, men/women] [weight category] in WHITE from **COUNTRY + NAME OF THE ATHLETE**; in BLUE from **COUNTRY + NAME OF THE ATHLETE**.

Now lets welcome our distinguished referees!”



## Opening Ceremony

“Dear judo friends, ladies and gentlemen,

The **[NAME OF THE COUNTRY]** Judo Federation and the European Judo Union welcome you to the Opening Ceremony of the **[NAME OF THE EVENT]**.”

“Please welcome to the podium area our honorary officials: Mr/Mrs **[[Name],[function]]**; Mr/Mrs **[[Name],[function]]**; ...”

We now invite **Mr/Mrs NAME**, Function to give a few welcome words...(SPEECH)

Thank you, Mr/Mrs NAME. Now please welcome the **FUNCTION**, **Mr/Mrs NAME** ...(SPEECH)

Thank you, Mr/**Mrs NAME**.

Ladies and gentlemen, please all rise, if you are able, for the National Anthem of **COUNTRY NF**.

Thank you! The final block will begin in [TIME] minutes.”



## Final Block

Dear judo friends, ladies and gentlemen,

The European Judo Union & the National Judo Federation of NAME OF THE NF welcome you to the final block at the NAME OF THE EVENT, starting with the medal contests in [boys/girls, men/women] [weight category].

ADVISE: FOR THE RIGHT ORDER OF MATS AND ATHLETES FOLLOW THE SAME PROCEDURE (SIDE OF ATHLETES ENTRY) AS IN THE MORNING ANNOUNCEMENTS AND ADAPT, IF NEEDED

**IMPORTANT: REFEREES WILL BE ONLY ANNOUNCED BY NAME; IF LIVESTREM IS PROVIDED:**

For the bronze medal contest on mat [Number] please welcome the referee from COUNTRY + Mr/Mrs NAME,

And for the bronze medal contest on mat [Number] please welcome the referee from COUNTRY + Mr/Mrs NAME,

Lets welcome the athletes; on mat [Number] in WHITE/BLUE judogi, representing COUNTRY + NAME OF THE ATHLETE; in WHITE/BLUE judogi, representing COUNTRY + NAME OF THE ATHLETE

And lets welcome the athletes on mat [Number]; in WHITE/BLUE judogi, representing COUNTRY + NAME OF THE ATHLETE; in WHITE/BLUE judogi, representing COUNTRY + NAME OF THE ATHLETE

**ONLY, IF LIVE STREAM IS PROVIDED:**

For the gold medal contest on mat [Number] please welcome the referee from COUNTRY + Mr/Mrs NAME,

Now lets welcome the athletes; in WHITE/BLUE judogi, representing COUNTRY + NAME OF THE ATHLETE; in WHITE/BLUE judogi, representing COUNTRY + NAME OF THE ATHLETE

The winner and bronze/gold medallist in the XX kilogram weight category is from COUNTRY + NAME OF THE ATHLETE.

Medal contests of the next weight category:

“Dear Judo friends, welcome to the medal contests in [boys/girls, men/women] [weight category]”  
[Follow the script for medal contests]

## Awarding ceremony [use celebrating instrumental music only!]

“Ladies and gentlemen, welcome to the awarding ceremony for [boys/girls, men/women] [weight category]”

“The medals will be presented by Mr/Mrs NAME, POSITION”

“Winners of the bronze medal representing COUNTRY, NAME and representing COUNTRY, NAME”

“Winner of the silver medal representing COUNTRY, NAME”

“Winner of the gold medal and NAME OF THE COMPETITION champion, representing COUNTRY, NAME.”

### \*If gifts/flowers will be given:

“The gifts/flowers will be presented by Mr/Mrs NAME, POSITION”

“Ladies and gentlemen, please stand, if you are able, for the national anthem of COUNTRY”

“Congratulations to all medallists! We now invite our VIP’s to come together for the family picture with the medallists.”

**\*Names: always first/given name followed by surname/family name, except Hungary (HUN) and Eastern Asian Countries: Japan (JPN), Mongolia (MGL), China (CHN), Korea (KOR)**



# Commentators

Commentary plays a crucial role in engaging audiences, explaining technical aspects and enhancing the viewing experience. These guidelines ensure professional, informative and impartial commentary across all EJU events.

## 01

### Core Principles

---

Professionalism:

- Clear, articulate delivery
- Appropriate tone and energy level
- Respectful language at all times
- No profanity or inappropriate remarks

Impartiality:

- Fair coverage of all competitors
- Balanced enthusiasm regardless of nationality
- Objective analysis of performances
- Avoid favouritism or bias

Technical Accuracy:

- Correct judo terminology
- Accurate technique identification
- Proper explanation of rules and scoring
- Clear distinction between waza-ari, ippon, penalties

## 02

### Essential Requirements

---

Knowledge and Preparation

Before the Event:

- Study athlete profiles and recent performances

- Review draw and potential match-ups
- Familiarise yourself with pronunciation of athlete names
- Understand current IJF rules and recent changes
- Research any qualification scenarios or rankings implications

Technical Expertise:

- Comprehensive knowledge of judo techniques
- Understanding of tactical approaches
- Ability to explain technical elements to casual viewers
- Awareness of ne-waza transitions and groundwork strategies



## During Commentary

### During Commentary

Essential Information to Provide:

- Athlete names, nations and world rankings
- Current score and time elapsed
- Technique names when executed
- Penalties and their implications
- Context (championship significance, qualification impact)

Commentary Style:

- Clear pronunciation of all athlete names
- Engage both knowledgeable fans and newcomers
- Build excitement without excessive hyperbole
- Allow natural pauses, silence can be powerful
- React authentically to dramatic moments



## Working with Co-Commentators

Roles:

- Play-by-Play Commentator: Describes action as it happens, maintains narrative flow
- Colour/Expert Commentator: Provides analysis, technical insight, historical context

Collaboration:

- Respect speaking turns and avoid talking over each other
- Complement each other's strengths
- Communicate non-verbally during live commentary

- Prepare transitions and handoffs in advance

## 05 Language and Terminology

---

### Correct Usage

#### Individual Competitions:

- Use "bout" or "contest" (not "match")
- "The athletes" or "the judoka" (not "the players")

#### Team Competitions:

- Use "match" when teams face each other
- Individual contests within team matches are still "bouts"

#### Technique Names:

- Use correct Japanese terminology
- Provide brief English translations for accessibility, if possible
- Pronunciation accuracy is essential

#### Avoid:

- Referring to judo as "fighting" (use "competing" or "contest")
- Using terms from other martial arts incorrectly
- Slang or casual language inappropriate for professional broadcast

## 05 Sponsor Integration

---

### Appropriate Mentions:

- Acknowledge major sponsors during natural breaks
- Reference sponsor-related elements (e.g., "competing on Fuji mats")
- Follow any specific sponsor mention requirements provided by EJU

### Guidelines:

- Keep sponsor mentions brief and organic
- Don't interrupt action for sponsor mentions
- Coordinate with production team on timing

### Respectful Coverage:

- Handle injuries with appropriate concern and discretion
- Avoid excessive focus on emotional distress
- Be mindful when discussing controversial decisions
- Respect athletes' dignity in victory and defeat

### Privacy:

- Don't speculate about personal matters
- Avoid commentary on physical appearance
- Focus on performance and achievement

### ✗ Mispronouncing Names

- Prepare pronunciation guide beforehand
- Ask for help if uncertain
- Apologise and correct immediately if you make an error

### ✗ Bias or Favouritism

- Equal enthusiasm for all competitors
- Balanced analysis regardless of nationality
- Professional objectivity maintained throughout

### ✗ Over-Talking

- Allow moments to breathe
- Let crowd reactions be heard
- Silence during national anthems (unless specifically required to provide information)

### ✗ Technical Errors

- Incorrect technique identification damages credibility
- Misunderstanding rules confuses viewers
- Ensure accuracy before making definitive statements

### ✗ Inappropriate Content

- No political commentary. Professional conduct at all times.
- Avoid controversial topics unrelated to sport

**Before Going Live:**

- ☒ Athlete pronunciation guide reviewed
- ☒ Draw and seeding information available
- ☒ Recent results and world rankings checked
- ☒ Rules clarifications understood
- ☒ Sponsor mention requirements confirmed
- ☒ Communication with co-commentator established
- ☒ Technical equipment tested (microphones, monitors)
- ☒ Emergency contact information available

**Your commentary enhances the viewing experience and helps grow judo's global audience.  
Thank you for your professionalism and dedication.**

For questions about commentary requirements, technical specifications, or event-specific guidelines:

**EJU Media Department**

Email: [media@eju.net](mailto:media@eju.net)