

Competition Coverage

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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

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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)

03

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

Useful Links:

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