




BROADCAST PLAN

Pre-production/Setup

- Survey your production site ahead of time to ensure you have the following:
 - Adequate space for crew and equipment
 - Power source
 - Internet connection
- Coordinate with a site contact (if applicable) to make sure they know you are coming
- Arrive at your site early to allow ample time to set up equipment
- Run a TEST STREAM before your actual production

Production

A complete broadcast should include video, audio commentary, and graphics. The chart below outlines the “flow” of a sports broadcast and what each crew member(s) should be doing in their respective roles:

THE FLOW	 CAMERA	 TALENT	 GRAPHICS
START OF BROADCAST	Wide “Pan” of Venue	Welcome Audience and Tease Matchup	Title Card
DURING GAME ACTION	Follow Game Action	Play-By-Play and Analysis	Scorebug
BETWEEN PERIODS	Wide Shot of Venue	Recap Period and Score	Scoreboard
END OF BROADCAST	Wide Shot of Venue	Final Score	Scoreboard

- Some general guidelines for the **camera** operator include:
 - White balance before the start of your broadcast
 - Keep your subject(s) in focus
 - Move steadily – no jerking the camera
 - Zoom when applicable (and do not zoom too fast)
- Some general guidelines for the **audio** commentators (talent) include:
 - Do research on *both* teams ahead of time – rosters, records, interesting facts
 - Provide informed and unbiased (as much as possible) commentary