

**Clubs need to embrace use of their media
platforms as valuable sources of information**

--- Presented by Charles Nyende

“Choose a job you love and you will never have to work a day in your life”



At Lusail Stadium, situated some 15km north of Doha in Qatar for the 2022 FIFA World Cup final between Argentina and France on December 18, 2022. A record 88,966 spectators attended the match while 1.5 billion viewed it on television and online. Cumulatively, there was a 262 billion reach and 5.95 billion engagements across all platforms during the tournament.

Sports reporting

Sports news is one of the most read sections of the newspapers. Live matches on television draws millions of viewers

The 2022 Fifa World Cup final between Argentina and France achieved a global reach of 1.5 billion viewers. China recorded the highest TV audience for a single game at this year's Fifa Women's World Cup with 53.9 million tuning in for their loss to England. Audience of 100s of millions regularly watch the World Rugby Sevens Series (over 400m in the 2015/2016 season)

It is easy to report on sports once you understand the game, but it requires inspiration and great attention to details.

You can consider it the best job in the world but the reality is different. One works long and odd hours, meeting tight deadlines, hazards and dangers.

One needs skills to write accurately and entertainingly; and earning the trust of your contacts

Typically, the sports reporter handles:

Game stories – coverage requires the score, key plays, players, effect of the game on the standings, turning point of the game and post-game review.

Profiles – On new players, athletes having outstanding seasons or otherwise, game stars etc.

Illegal and improper conduct – Corruption, doping, match-fixing, discrimination, criminal activities under the penal code – sexual assault, battery, theft, human trafficking.

In writing a match report, you should have two main aims:

1. To capture any vivid and memorable moments in the play.
2. To establish, in a blend of comment and fact, whether and why you thought the match was good to watch, or an important result, and why the winners won etc.

There are certain ingredients that make a sports story come alive, whether in football, rugby, hockey, netball, volleyball, athletics, cricket, tennis, horse racing, kabaddi, name it.

Drama: Never forget that sports is a drama. It has its moments of inspired life; at cricket, the sudden capture of wickets; at football/rugby, the last-gasp winning goal/try; at athletics, the breaking of a world record time.

Note how statistics – beloved of the sports fans – play their part in the sports story.

Colour and Variety: A sports report can be given colour and variety by a discerning writer. An eye or ear for the unusual will bring the writing alive.

A lot of these statistics and information can and are given by international federations, national sports bodies and clubs (and here is where you come in).



FIFA Beach Soccer World Cup™ Draw Statistical Kit

The 12th edition of the FIFA Beach Soccer World Cup™ will unfold in the UAE in February 2024. Sixteen teams will be split into four groups of four. The top two finishers in each group will go through to the knockout phase. Thereafter, quarter-finals, semi-finals, a third-place play-off and final will unfold. Team and player statistics, head-to-heads, goals, awards, facts and much, much more can be found in the Draw Statistical Kit.

[Click Here](#)

PHOTO GALLERY



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ARGENTINA (CONMEBOL)



Best FIFA Beach Soccer World Cup™ achievement:	Quarter-finals (2005, 2006, 2008, 2013)
FIFA Beach Soccer World Cup™ appearances (inc 2024):	9
First FIFA Beach Soccer World Cup™:	2005 (quarter-finals)
Most recent FIFA Beach Soccer World Cup™:	2015 (group stage)
Current sequence of successive qualifications (inc 2024):	1
FIFA Beach Soccer World Cup™ hosts:	N/A

Previous FIFA Beach Soccer World Cup™ final competitions

Year - Host	Achievement
2021 - RUS	Did not qualify
2019 - PAR	Did not qualify
2017 - BAH	Did not qualify
2015 - POR	Group stage
2013 - TAH	Quarter-finals
2011 - ITA	Group stage
2009 - UAE	Group stage
2008 - FRA	Quarter-finals
2007 - BRA	Group stage
2006 - BRA	Quarter-finals
2005 - BRA	Quarter-finals

Qualifying route for the FIFA Beach Soccer World Cup UAE 2024™

2023 Copa América de Beach Soccer runners-up

FIFA Beach Soccer World Cup™ record

Pld	W	W+	W++	L	GF	GA
27	13	0	1	13	85	89

FIFA Beach Soccer World Cup UAE 2024™ qualifying

Pld	W	W+	W++	L	GF	GA
6	3	1	0	2	21	30

W+ Wins after extra-time

W++ Wins after PSO

All-Time FIFA Beach Soccer World Cup™

Most FIFA Beach Soccer World Cup™ appearances

24: FRANCESCHINI Luciano, HILAIRE Santiago

Most FIFA Beach Soccer World Cup™ goals scored

19: HILAIRE Federico

FIFA Beach Soccer World Cup™ biggest victory

6-0 v. Costa Rica (2009 GS)

FIFA Beach Soccer World Cup™ heaviest defeat

9-3 v. Brazil (2005 QF); 8-2 v. France (2005 GS)

Above is information provided in the Fifa Media Hub on the upcoming Beach Soccer World Cup.

What club media managers need to know

Sports is the world's best advertising agency.

Sports stories feed off the information given by the teams through their media platforms.

Large and organized federations, particularly world bodies like FIFA, IOC, WA have official websites and dedicated media channels specifically for use by journalists that provide a treasure trove of information that enhances the sports stories written.

They also give bits and pieces of these information on their social media platforms – X, Facebook, Instagram etc

This is one way they try to maximize on positive coverage, which is one of the objectives of using their media platforms.

Many professional clubs in top leagues in the world do the same, share timely statistics of the team, players, fixtures and any unique information.

Posts

Replies

Media

Likes



Kabras Sugar RFC @RfcKabras · 4h

Thank you for everything Captain @SikutaD and Good luck in your future endeavours Skubez. 🙏💪🔥

#Captain

#Leader

#Legend



↻ Kabras Sugar RFC reposted



Kabras Sugar @KabrasOffi... · 25 Sep

The Date is 25th of September not the 1st of April 😬

#KabrasSugar

#KenyasSweetest



(Which is the official Kabras Sugar RFC X account? @RfcKabras or @KabrasOfficial?)

Clubs should ideally have a communications department that has competent people to drive this symbiotic relationship with the media.

Those handling club media platforms should invariably possess a working knowledge of:

- Effective media engagement techniques
- Crisis management
- Interview skills
- Social media strategies
- Maximizing positive coverage

CONCLUSION: Good sports stories sell. Telling these stories benefits the clubs, the media, the sport and the sports industry as a whole.
