



Broadcasting Standards

The Northern Ontario Junior Hockey League provides a positive experience for its players, their families, our fans and our communities. To that end, the NOJHL has certain expectations of the electronic broadcasts of our games, both on the radio and via the web. Some of those standards are taken directly from the Canadian Broadcast Standards Council.

All teams must have a Broadcaster broadcasting every home game. Failure to have a broadcaster for each home game will result in a minimum fine of \$100 dollars.

The League will monitor all games broadcasted on Fast Hockey to ensure the Broadcast Standards are followed.

There is an expectation that our broadcasts do not include ...

- anything that is in contravention of the law;
- any abusive comment that, when taken in context, tends or is likely to expose an individual or a group or class of individuals to hatred or contempt on the basis of race, national or ethnic origin, colour, religion, sex, sexual orientation, age or mental or physical disability;
- any obscene or profane language;
- any false or misleading news
- any “in-camera” information that may have been discussed at a Team or League meeting
- any negative comments on the visiting Team’s Organization, Player(s), Coaches and its home community
- any negative and controversial comments about the League, On and Off Ice Officials, Executive Members
- any negative comments about the Officiating in general and in any particular situation and/or call.

There is an expectation that our broadcasts do include ...

- a reasonably objective and accurate description of the game
- the league realizes that broadcasts are done from a “hometown” perspective but there is an expectation that broadcasts are presented in a reasonably “professional” and impartial manner.
- an appreciation that the players involved are still teenagers or young men
- as much as is reasonable, that the broadcasts be a positive reflection of junior hockey in general and the NOJHL and its teams and communities in particular.

NOJHL GAME DAY BROADCASTS

ETIQUETTE AND GUIDELINES

This is a quick reference to broadcasting etiquette when it comes to play by play production. Aside from the obvious ones, such as no swearing, the following is a list of things to keep in mind when calling NOJHL games on fasthockey.com

HAVE ONE PLAY-BY-PLAY ANNOUNCER

There is nothing worse than having two people talking over one another, both trying to call the game. The play-by-play announcer controls the broadcast, and should be calling what is happening on the ice. The colour commentary provides some analysis on key plays.

The colour commentary should:

- Provide analysis after the play-by-play announcer has stopped talking
- Should complete his thought and NOT try to call what is happening on the ice, even if it happens while he is in the middle of talking
- Allow the play-by-play announcer to talk even if cut-off for the sake of calling a developing play.

The Play-By-Play should:

- Call what is happening on the ice in a clean and concise manner,
- Entertain the viewer keeping them engaged to the game
- Paint the picture to allow the fan to feel like they are there
- Control the broadcast. Open the door for the colour commentary to give analysis

DO THE PREP WORK

There are often stories developing around the game itself, and it's up to you to keep the game interesting, even when it isn't. When the game is an early blow out, you should be prepared with material that can be discussed during the game to keep the fans engaged and entertained.

Before every game the broadcast team should:

- Print out the latest statistics, standings and short term schedule
- Read any articles relating to the teams' play (especially the visiting team) to get a feel of how the team is doing
- Talk to the Coaches, Assistant Coaches, Players or General Managers. This doesn't have to be an interview, but can be brought up during the broadcast which gives some credibility to you and your broadcast.

DO NOT SPECULATE INJURIES

If a player goes down, DO NOT SPECULATE about possible injuries! You are a broadcaster not a doctor. That said, you can review the play that occurred to put the player in this position. Something along the lines “Player A was hit at centre ice after making a pass and I’m not sure he saw it coming.” You can also discuss how this affects the team, or how the event may shift the game if you are the colour commentary, but do not speculate what the injury might be.

DO NOT ARGUE ON AIR

This is not sports radio, you are a team. The analysis should be left to the colour commentary, as the play calling and anchoring should be left to the play-by-play announcer. The announcer responsible for play-by-play should be posing questions to draw insight from the colour commentary, but there should be no challenge that draws anything coming off as confrontation to the viewer.

DON’T BE A HOMER

All of you are broadcasting for your local team, but keep in mind there is no “away broadcast” meaning fans of the visiting team will be tuning in to your broadcast. About 75-80% of your broadcast will focus on the home team, but keep the play calling and analysis neutral. The visiting viewers will appreciate the fair call, and using up 20-25% of your broadcast focusing on the visiting team allows the home viewers to learn more about the opponent, and helps build the rivalry aspect, again, engaging the viewers. It’s ok to be excited for big moments, but keep it within reason.

These are a few things to keep in mind when calling your team’s game. Most of all have fun with this project, and with a little hard work the NOJHL broadcasts will be the best Junior ‘A’ coverage in the country.

Best of luck to all of you and your teams this season.

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