

Sports Broadcasting

Sports broadcasting can take many forms. From a simple sports news report to a full sports programme with live commentary. Here at Radio Broadgreen we are fortunate with having two top class Premiership football teams and the Merseyside Hospital's Football Network that provide commentary for our home fixtures.

But sports broadcasting is also a myriad of complex copyright and brand rights. All forms of sport reporting have some sort of restrictions were press accreditation is required. Many football teams will have their own brand reporting rights as well as the affiliated league having their copyright. Indeed, since the formation of the Premier League, any Premiership game is covered by the English Premier Leagues' own copyright, and this seems to cover anything to do with the EPL and the clubs. It is the same when clubs enter European competitions – UEFA having the rights to those fixtures, not just the clubs involved (although the clubs often have authority for accreditation). The Merseyside Hospital's Radio network have an agreement with the our local clubs in place, but that doesn't give us the right to use the commentary for any other purpose than to re-broadcast it to the patients within the hospital/s we serve. You can now see how complex the issue of sports broadcasting can be.

In it's simplest terms, we can take full 90 minute commentary from Anfield or Goodison Park for any fixture for the purpose of broadcasting the said game to patients in hospital. We cannot stream the audio over the web, or "re-sell" the commentary to another outside organisation without the prior knowledge of the club (i.e. Distributing the commentary to another source other than another hospital radio service; and/or make money from providing the audio to another company).

So that covers commentary, what about reports?

The journalistic side of sports broadcasting is usually in the form of attending a press conference or to provide updates from live events (but not full live commentary). Accreditation from the club must be sought, usually by contacting the Press Office of the club or organisation involved. Only then can a reporter be sent to the event to report or collect "actual" (audio). This can then be sent back to the radio station for editing. **The most important part of any full sports programme is pre-production.**

Here at Radio Broadgreen we do not have a number of reporters available to send out to press conferences nor are we high up in the interests of the club to provide a valuable seat which could go to a national newspaper reporter etc. So we get our audio by hook or by crook. Some methods may in fact be frowned upon, but as we don't have great resources, we do what we can. This may be recording interviews or other actual from other news organisations. As long as we credit the provider, there shouldn't be a problem.

We do use SKY News via the IRN Network, and we also use the IRN Network during the sports programmes. Any audio via the network we can use, this includes any from the Sky News Radio service, BUT as Sky Sports is a separate entity within the BSKyB organisation, we have to credit Sky Sports with any audio used (nuts?)

So what can we use? Sky News Radio/IRN Network is all OK. Any other audio/press reporting must be credited.

A couple of sources that could help us with information and/or audio:

Liverpool Echo

EFC website

LFC website

ESPN (Soccer/Rugby/Cricket websites)

Sky Sports website

BBC Sport website