

CPU Live Stream and Commentator Guidelines

The CPU livestreaming of Regional and National championships is being viewed by an audience of tens of thousands including our sponsors, media outlets, lifter's family and friends, other powerlifting federations, and important organizations such as the IPF, IOC and IWGA etc. The uploaded videos of sessions on YouTube are being shared and viewed by an even larger audience, some attracting millions of views.

Being ever mindful of the audience who will hear your commentary both now and, in the future,, will help you deliver a professional and entertaining session. Thank you for your commentary!

General Guidelines for live-streaming commentary:

- At the start of any session, introduce yourself: name, nationality, your role, and involvement in powerlifting (coach, team manager, lifter etc.) Make sure your co-commentator does the same.
- Introduce the session: Age/weight class, number of lifters, flights, the referees as listed on the session information, the platform announcer, local time, interesting venue information, expected duration of session, expected breaks between events.
- At the start and any time throughout the session: highlight the stars of the session: the lifters who hold records, who are the current champions, lifters who are expected to be in the medal hunt, interesting match-ups etc. You will need to do some homework about the lifters before the session and make sure you have your laptop set up with the scoring system in use (including the lifters profiles if available) in front of you as you call the session.
- At the start and any time during the session, acknowledge and thank the event and CPU Sponsors.
- If you or your co-commentator are/were noteworthy athletes, coaches or have a significant role in the CPU - do bring this up and discuss this together on-air at times when a lifter is not on the platform. Exercise judgment of how much time to spend on this, keep it appropriate – less is best.
- Give as much information as you can about each lifter as they come for their lift. On their second and third attempts, make mention of how their previous lifts have been going to create a sense of continuity of their lifting day.
- Avoid speaking during the actual lift unless it is to call the progress of the lift in a way that truly adds value to the vision.
- Acknowledge a lifter's coach, their nation and anyone you think is connected to them who may be viewing.
- Point out lifters who are jostling for medals/placings. You should assume that not all your viewers have the Goodlift scoreboard in front of them, so you must constantly advise viewers who is in what position and any changes to placings as lifting progresses. Especially make clear the final attempt selections and strategy unfolding for placings.
- At appropriate times, describe the live crowd: numbers and behaviour etc., describe the venue and the host city.
- Do explain basic or technical aspects/rules of powerlifting. Many of the viewers will have little/no understanding of our sport so do explain what is going on.
- Be positive. Use positive comments and descriptions of lifters and their lifting. Remember the lifters will view these sessions later and their fans are viewing it live, so we should always look for the positive and be respectful and encouraging of every single lifter.

- If you want to discuss general aspects of lifting, training, coaching, competition etc. keep it relatively brief and during time when there is no lifting on the platform.
- Be very careful never to have two commentators talking at once, don't talk over the top of your co-commentator. Have eye contact with your co-commentator so you can time your responses and cue each other to speak next. Before your session you can make an agreement with each other as to who will talk on which aspects of the commentary. Commentary can be in the form of a conversation between you two provided it stays within the structure of these guidelines.
- Do express your emotions, your excitement and describe the drama of the session as it unfolds. Be entertaining and bring your personality to the mic!
- Do not talk about yourself or personal things, or things unrelated to the event in front of you or powerlifting in general.
- Do not criticize the referees or anyone for that matter. Be diplomatic when you think an error has occurred. Be prepared for what you can say about doubtful decisions without insulting or demeaning the person responsible. Examples you can use: "Possibly a controversial decision there", "Strict interpretation", "This is why we have 3 referees and a jury", "Referee has a different angle/view than our camera", "coaching team may review that" "learning experience" etc. Silence about a decision can be enough, let the audience form their own opinion, you are not responsible to be the absolute authority on the lifting.
- Do not eat, drink, or chew gum while commentating. Try not to cough into the mic. Be familiar with how to quickly switch off the mic if you must. Maintain eye contact with Eric and the Streaming Producer/Mixer i.e. all others on the commentary desk to get important instructions or feedback.
- If there is an accident or other incident on the platform, the spotters will stand in front of the camera to shield the view. You should stay calm in voice, be reassuring that all is being done to manage the situation and promise information as it comes to hand. You can be silent if you are not sure what is going on.
- Acknowledge the spotter/loaders at appropriate times.
- Thank the organizers of the event, officials, volunteers etc.
- Direct the viewers to the CPU channel on YouTube where the sessions will be uploaded for viewing at a later date. Encourage viewers to subscribe to the IPF YouTube channel and Instagram page, to "like" our Facebook page. Encourage viewers to go to the CPU website.