

# Match Report Template

## Champions League Final

### Headline

**Function:** stimulate interest, convey key point    **Common features:** brevity, alliteration, wordplay

Juventus [insert score] Real Madrid

The National Stadium of Wales, 3rd June 2017

**Hook** – the opening paragraphs of match reports tend to diverge from the 5Ws (who, what, when, where, why) of most journalistic articles because that information is provided in by-lines above and because, in the modern world of mass media, most fans will know the result before they come to read the match report. The purpose of a match report, therefore, is as much narrative as it is informative – a good writer will tell the story of the match. Consider:

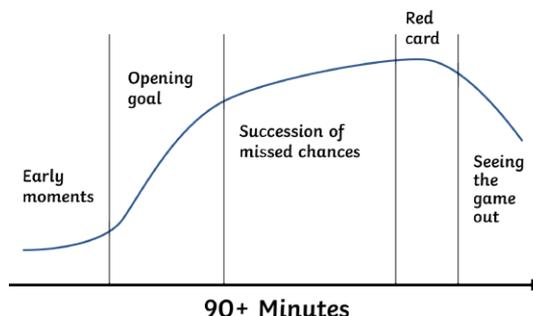
- what information is of most interest;
- what the event will be remembered for (it could be on/off the pitch matters, or a combination of both).

For example:

Europe's premier teams laid on a feast of fiercely fought football for the 74,500 lucky ticket holders and the global TV audience of 80 million last night. In the end, it was the Galacticos of Madrid who prevailed to add a record-stretching twelfth European Cup to their bulging trophy cabinet thanks to a masterclass from mercurial ringleader Cristiano Ronaldo.

**Chronology** – include descriptive paragraphs of key events in time sequence order. These could include:

- goals;
- missed chances/saves;
- red cards;
- dubious refereeing decisions;
- managerial interventions.



A match has a story arc that might be far more up and down than the traditional story mountain.

You will need to be selective; even in a lengthy match report, you can't possibly cover every kick!

**Post-match perspectives** – include quotes and opinions on key matters. Typically, these come from managers, but they can also be from players or other leading figures. Ensure balance by providing quotes from both sides.

**Conclusion** – reiterate headline points and consider:

- what the immediate impact of the event will be;
- whether there will be a lasting legacy from what's happened.

Adjective bank for describing action	
accurate	forceful
aggressive	inventive
agile	lively
alert	nimble
bold	powerful
decisive	rapid
determined	sharp
dynamic	skillful
energetic	spirited
fearless	
Use a thesaurus to find your own.	

Possible sentence starters
The tone was set by...
The opening goal arrived...
Tension soared as...
The turning point came when...
Half time brought...
A pivotal moment occurred...
The effort from the players...
At the final whistle...
The fans rose to their feet as...
Man of the match...
Holding aloft the trophy...