

BE THE VOICE OF HADO

YOUR ROLE

Media Producer / Content Creator

Know the game. Call the action. Bring the energy.

Every sport needs a voice. It needs someone who understands the HADO game well enough to explain it and make it impossible to look away from. Study the footage like a sports broadcast analyst, build your Scout Card, then step up to the mic and bring a sport that didn't exist ten years ago to life.


2-3 MIN

COMMENTARY VIDEO

5-8 SENTENCES

SCOUT CARD

15 SEC MAX

HADO INTRO

01 / BEFORE YOU RECORD

PREP YOUR SCOUT CARD

One paragraph, five to eight sentences. Sports Analyst notes, not an essay.

1 Both teams

A quick read on each squad's style and approach.

2 Two highlights

At least two things you plan to point out on the shoutcast.

3 A turning point

One moment you spot in advance that could swing the match.

4 Your opening line

The first sentence you say when the clip starts.

Tip: Use the Pre-Game Scout Card handout. It's your proof of preparation. Keep it next to you while you record.

02 / AT THE MIC

CALL THE MATCH

A 2-3 minute shoutcast over the match clip. Five things it has to do:

1 Introduce HADO fast

A first-time viewer should get HADO gameplay in 15 seconds or less.

2 Play-by-play

Narrate the action as it happens. Keep up with the clip.

3 Two strategy reads

What a team is doing and why it's working, or why it isn't.

4 A momentum shift

Name the moment the match changed, and explain why.

5 Energy and presence

A broadcast performance, not a report. Let your personality through.

PRACTICE. THEN PRESS RECORD.

Warm up your voice. Sharpen your timing. Then go live.

LET'S MOVE / CHOOSE A WARM-UP



OPTION A / SQUAD

PLAY-BY-PLAY RELAY

Line up single file. Your facilitator plays a 30-second sports clip with the sound off.

Narrate 10 seconds, then tag the next person. They pick up exactly where you stopped. No pauses, no gaps, everyone takes a turn.

Run it twice: sound off, then sound on.

OPTION B / WORK IN PAIRS

CALL IT LIKE YOU SEE IT

Face your partner. Call something happening in the room right now like it's a sports moment.

Your partner counts every filler word like "um," "like," "you know." Switch roles every 60 seconds.

Lowest filler count wins.

BEFORE YOU SUBMIT

READY FOR YOUR AUDIENCE?

- ☐ My Scout Card is one paragraph, five to eight sentences, finished before I hit record.
- ☐ It covers both teams, two highlights, a turning point, and my opening line.
- ☐ My video is 2–3 minutes with play-by-play, two strategy reads, and a momentum shift.
- ☐ My opening introduces HADO to a first-time viewer in 15 seconds or less.

YOUR ARTIFACTS & NEXT STEPS

Pre-Game Scout Card + Shoutcast Commentary Video

Scan the QR code to visit the HADO USA Contest Tracks website for additional resources and to learn more about next steps for submitting your artifacts.

HADO USA will provide next steps for bringing the full HADO USA Technology Sports Launch Challenge to your organization.



SCAN TO VISIT