



MEDIA GUIDE

NorthSideline Media Society

Bilingual Coverage • NCAA • WNBA • CFL • On-Site Reporting Across the U.S. & Canada

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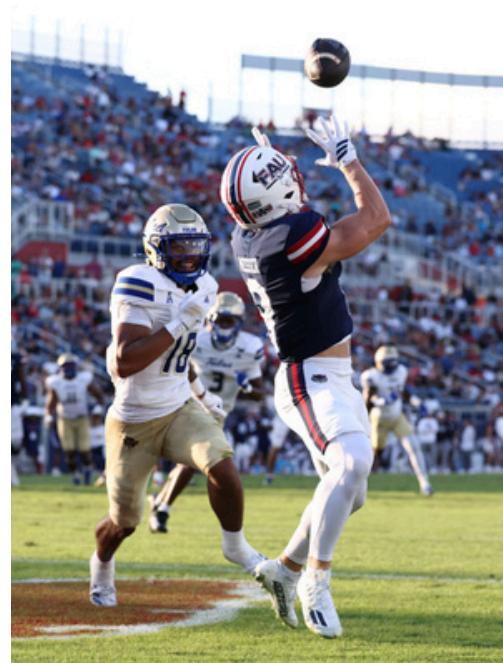
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Base: Vancouver, BC – U.S. Media Visa Holder (I visa)

➤ SUMMARY

3

NorthSideline Media



4

Mission and Vision



6

Collaborations



8

Content examples

9

Contact and Information

NorthSideline Media is a **registered Canadian bilingual sports outlet** covering the NCAA, WNBA, and CFL for French-speaking audiences in Canada, France, and beyond. Our editorial team focuses on delivering authentic game-day coverage and player stories to international fans seeking a deeper connection with North American sports culture.

Verified 75+ in-person games across NCAA, WNBA, CFL, and NFL since 2024.

VERIFIED 2024- 2025 MEDIA CREDENTIALS

In 2024, **NorthSideline's reporting team** was credentialed for **33 major events** across the **NFL, NCAA, and WNBA**; including the **Cotton Bowl, CFP National Championship, Senior Bowl**, 15 college football games (**Washington Huskies** home schedule plus marquee matchups at **Michigan, Notre Dame, Oregon, UCLA, and USC**), and 15 WNBA games (**Seattle Storm, Las Vegas Aces, Los Angeles Sparks**). NFL access included three **Seattle Seahawks** games.

In 2025, NorthSideline secured **full-season credentials** with the **BC Lions (CFL)**, **Seattle Storm (WNBA)**, and **Washington Huskies (NCAA)**, resulting in **43 in-person events covered** across three leagues. The year included full-season WNBA coverage with the Storm and an extensive NCAA schedule, featuring Washington home games as well as road matchups at **Vanderbilt, LSU, Arizona State, USF, UCF, FAU, Oregon State**, and a **College Football Playoff first-round game at Texas A&M**. This slate reflects NorthSideline's commitment to consistent, bilingual, on-site reporting at both the regular-season and postseason levels.

WHY APPROVE NORTHSIDELINE?

NorthSideline Media stands out as one of the very few French-English bilingual outlets providing consistent, in-person coverage. By reporting in both languages, we help teams extend their reach and engage thousands of French-speaking fans worldwide.

With a proven track record of **covering the highest levels of NCAA, NFL, CFL, and WNBA competition**, our editorial team brings **professional journalism, respectful collaboration with communications staff**, and **impactful storytelling** that amplifies your team's visibility well **beyond North America**.

Thank you for reviewing this media guide. I would be honored to represent your program this season.

Led by Editor-in-Chief Rafael Claveau

NorthSideline Media delivers bilingual coverage that connects fans across borders

➤ OUR MISSION



WHAT MAKES NORTHSIDELINE UNIQUE

- **Bilingual Coverage:** Content in French and English, filling a major gap in US sports media.
- **European Perspective:** A fresh, cultural lens on American sports that inspires fans across continents.
- **Live from the Sideline:** Real-time insights, reactions, and visuals from the field and press box.
- **Tactical & Cultural Analysis:** More than stats, we cover the story behind the game.
- **Exclusive Interviews:** Athlete-focused storytelling with depth and authenticity.
- **Where Sports Meet Travel:** Exploring stadiums, cities, and the fans who bring them to life.

OUR VISION

NorthSideline is powered by a growing network of bilingual contributors, ensuring diverse perspectives across NCAA, WNBA, CFL, and NFL coverage.

OUR EXPANSION INCLUDES:

We're broadening coverage across the WNBA, NCAA, and NFL, deepening our WNBA storytelling, expanding into the CFL and international competitions, and building collaborations with leading sports brands and organizations.

>> OUR VISION



OUR CONTENT & COLLABORATIONS

What We Create:

- **Written Analysis & Reports**

Game recaps, tactical breakdowns, and scouting insights crafted with a journalist's eye and a coach's mindset. Delivered in both French and English to reach a diverse audience.

- **Video Coverage & Exclusive Interviews**

On-the-ground visuals, sideline access, and interviews that reveal the athlete's voice—raw, human, and real.

- **Social Media Storytelling**

Game-day updates and standout moments. We bring the sideline atmosphere to the screen.

WHY PARTNER WITH NORTHSIDELINE?

- **Expand to Francophone Markets**

Reach sports fans in Canada, France, Europe, and Africa with authentic bilingual content.

- **Branded & Sponsored Content**

Tailored opportunities across video, podcasts, social media, and live coverage.

- **Trusted Press Access**

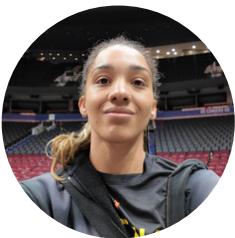
We're on-site, in press boxes, and behind the scenes, delivering credible, immersive content.

- **Creative Media Partnerships**

From co-branded stories to cross-platform promotion, we build meaningful collaborations.



NOTABLE GUESTS WE'VE INTERVIEWED



Gabby Williams

WNBA Player
Seattle Storm



Lou Lopez - Senechal

WNBA Player
Dallas Wings (2024)



Tariq Abdul-Wahad

Former NBA Player
San Jose



Nick Cenacle

CFB Football Athlete
Honolulu, Hawaii



Lemar Durant

Former CFL Player/Coach
Vancouver, Canada



Te Hina Paopao

WNBA Player
Atlanta Dream



Samuta Avea

Pro Basketball Player
Cholet, France



Rob Williams

Quarterback Mechanics Coach
North Vancouver, Canada



Benjamin Plu

Former CFL player / Coach
Geneva, Switzerland



Marine Johannes

WNBA Player
New-York Liberty



Leila Lacan

WNBA Player
Connecticut Sun



Marc Angelo-Soumah

Former NFL Player
Paris, France

NOTABLE GUESTS WE'VE INTERVIEWED



A'ja Wilson

WNBA Player
Las Vegas Aces



Jordan Horston

WNBA Player
Seattle Storm



Li Yueru

WNBA Player
Dallas Wings



Elisa De Santis

Flag Football athlete
Paris, France



Skylar Diggins-Smith

WNBA Player
Seattle Storm



Jewell Loyd

WNBA Player
Las Vegas Aces



Nika Mühl

WNBA Player
Seattle Storm



Dominique Malonga

WNBA Player
Seattle Storm



Dearica Hamby

WNBA Player
Los Angeles Sparks



Ezi Magbegor

WNBA Player
Seattle Storm



Carla Leite

WNBA Player
Golden State Valkyries



Nneka Ogwumike

WNBA athlete
Seattle Storm

➤ EXAMPLES OF CONTENT



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LE STORM RENVERSE LE LYNX : UN COMEBACK MONUMENTAL À...



INDIANA SURCLASSE SEATTLE : ALIYAH BOSTON EN PATRONNE



LE STORM FAIT PLIER WASHINGTON AU BUZZER





CONTACT US



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