



HANDBOOK OF REGULATIONS
FOR THE ORGANISATION OF PRESS OPERATIONS
AT FIE SENIOR WORLD CHAMPIONSHIPS

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Preamble

In order to ensure the optimal promotion of all FIE events, notably the Senior World Championships, through media, the International Fencing Federation (FIE) established this handbook regulating the provision of facilities and services to written press and photographers, as well as those services and facilities common to all media categories, including broadcast media. The following specifications must be respected by the event organisers.

By providing high standard facilities and services to the media, Organising Committees (OC) will contribute to the best possible media coverage ensuring the promotion of their event and of the fencing in general.

The 2007 edition of the handbook has been fully revised and adapted to changes in technology and events, and the general structure has been streamlined.

Rapidly evolving technology, especially in the field of telecommunications, makes it difficult to foresee requirements in this area even a few years ahead. However, organisers should always aim at providing state of the art facilities.

The present handbook aims at providing guidelines for FIE Senior World Championships. For other FIE events, notably FIE Cadet and Junior World Championships, the following provisions may be adapted to the size of the event. The OC and the FIE will cooperate closely to define the apt standards.

1. Chapter One – General Principles

The contribution of the media to the popularisation and promotion of fencing is fundamental, an on-going process of which the coverage of major events is but the apex. The provision of efficient media services and facilities should therefore be a priority in the over-all organisation of competitions.

When working with the media always bear in mind that they are both the recipients of your communication and a tool to forward information to the general public.

The major requirements of the media can be summarised as follows:

- impartial access to newsworthy events
- clear and precise information, containing all relevant elements
- state of the art communication and technology facilities and equipment for the collection and dissemination of news items
- fast and reliable information systems
- access to competitors

The Organising Committees should recognise the importance of media operations and set up their media operation from the earliest planning stage.

1.1 Site visits

There will be at least one site visit in the preparation for the event. The timing of the site visit will be coordinated also with the FIE Event Manager and Technical Director.

During the visit, the FIE Communication Manager will inspect all sites related to the written press and photographers as well as common media facilities and services, and will meet with the OC Media Director.

It is recommended that other members of the Organising Committee also be present to ensure that requirements and decisions affecting other areas of the organisation are fully understood and agreed. At least the OC General Coordinator or his/her representative should be present.

Site Visit Reports, prepared by the FIE or LOC as agreed, will be compiled to summarise discussions and decisions taken.

1.2 Role of OC Media Director

1.2.1 General tasks

The appointment of an OC Media Director is key for a successful media operation and should be made at the start of the preparatory work of the Organising Committee.

Preferably, he/she should be multilingual, speaking at least English or French fluently.

He/she should also:

- enjoy the confidence of the national and international media
- have worked previously as a member of the accredited media at major events or be an experienced media chief in this area of work
- have experience with fencing
- have sufficient competent deputies and/or specialist staff to cover the needs of the different media categories (details Chapter 6)
- collaborate with the FIE Communication Manager and all other relevant functions within the FIE, as well as the Communication Manager of the hosting national federation where appropriate, to plan and operate media facilities and services according to this FIE handbook.

The OC Media Director should nominate assistants to cover fundamental areas which require a specific responsible person. At FIE World Championships these areas are:

- media accreditation
- information production and distribution
- mixed zone operations
- photographer operations

Good co-operation between the OC Media Director and other parts of the Organising Committee (technical/competition, administration, financial etc.) is fundamental to the global success of an event. Media arrangements should be planned and co-ordinated with all the other departments concerned, especially with

- Competition
- Accommodation
- Transportation
- Marketing

- TV
- Protocol
- Security

1.2.2 Pre-event

In addition to the above mentioned general duties, it is among the responsibilities of the OC Media Director to

- establish contact with the FIE Communication Manager right after his/her designation and liaise closely henceforward
- create a communication plan and editorial calendar (details Chapter Two, 2.1.) for the period leading up to the event and for the event itself and coordinate this closely with the FIE Communication Manager
- take part in all preparatory meetings of other functions within the OC, notably those dealing with the arrangement of media facilities (details Chapter Four, 4.1.-4.6.), media accreditation (details Chapter Three), and media accommodation and transportation (details Chapter 5)
- coordinate all preparatory steps and planning closely with the FIE Communication Manager, notably those related to the media facilities, media accreditation, media accommodation and media transportation
- report to the FIE on the activities of the organising committee with regard to media operations:
 - up to 6 months before the start of the competition: monthly reports
 - 6 - 3 months before the start of the competition: bi-monthly reports
 - 3 – 1 month before the start of the competition: weekly reports
 - 1 month – start of the competition: reports twice a week

While broadcast media has its own handbook, general facilities and services provided to all media categories are regulated by this handbook. In overlapping areas, the OC Media Director has to liaise also with the FIE TV Manager.

1.2.3 Event-time

During the whole duration of the event, the OC Media Director will be responsible for the running of the press gallery, the press room, the mixed zone area and the collection and distribution of information. He/she will also make sure that the distribution of the results is

done properly. He/she will work closely together with the FIE Communication Manager and consult the FIE Communication Manager whenever there is a major issue that endangers the smooth running of press operations. Decisions need to be approved by the FIE Communication Manager. Further responsibilities of the OC Media Director are described in detail in the following chapters.

1.3 Role of FIE Communication Manager

The FIE Communication Manager shall liaise closely with the OC Media Director. He/She will make sure that the FIE press operation guidelines are followed and needs to be consulted for major decisions concerning media operations before and during the event. The FIE Communication Manager is the first person of contact for the OC Media Director within the FIE and the two functions will coordinate their efforts closely in order to achieve the best possible coverage of the event. Special focus has to be on defining the date and place of the opening press conference, the definition of photographer positions and media access areas, information management, and media accommodation and transportation.

The approval of media accreditation requests is up to the FIE Communication Manager.

The FIE Communication Manager will, with the support of the OC Media and Photo Managers, conduct the photographer briefing.

2. Chapter Two – Publications

Providing up-to-date and relevant information at all times is key to successful media operations and thus to the promotion of fencing.

The OC shall produce information material specifically dedicated to the media. All information material directly dedicated to media shall at least be provided in English and the language of the host country. At FIE Senior World Championships, French is also desirable. All language versions shall adhere to the same quality standards which are specified in the following. Special attention has to be paid to the quality of translations.

2.1 Communication plan

After his/her designation it is among the first duties of the OC Media Director to create a communication plan and editorial calendar and coordinate this plan closely with the FIE Communication Manager. The objective of establishing a communication plan is to ensure the best communication around the event possible and to coordinate OC and FIE communication efforts.

2.2 Event website

The OC event website serves as a primary source of information for media and fans around the world.

It is therefore desirable that the OC undertakes every effort to build its event website according to the latest international quality standards, among them:

- The event website should be launched in at least two languages (English and the language of the host nation, while both language versions adhere to the same quality standards).
- The event website should be launched at least 6 months before the start of the event and constantly be updated.
- The event website should be compatible with most popular browsers including but not limited to IE, Firefox and Chrome.
- Content should include but is not limited to the following:
 - a news section presenting pre-event news, daily news during the event, discipline per discipline news, interviews, etc.
 - a media section with link to accreditation, media guide, press kit, press releases
 - a (preliminary) event schedule
 - a results section, medal table
 - a list of participating athletes (regularly updated)
 - a photo / video section
 - information about accommodation
 - a sponsor section
 - logo presence of FIE event sponsors with a link to their websites
 - logo presence of the FIE with link to the FIE websites
 - a link to ticketing
 - information on venue and access

2.3 Media guide

The media guide serves to inform media about the host country, the event and media specific conditions during the event. It needs to be produced in advance and be distributed after the registration of media representatives for the event. It should also be made available on the event website and the FIE website. The media guide usually compiles the following:

- I. General information on host country and host city
- II. Organizational structure of the FIE, the OC and the hosting national federation
- III. Information on arrivals and departures, including visa requirements
- IV. Information on accommodation and transportation
- V. Information on accreditation
- VI. Information on the venue and media areas in the venue
- VII. Information on photographer operations
- VIII. Information on Media services
- IX. The (preliminary) competition schedule
- X. Information on ceremonies
- XI. Contact details of FIE, OC and hosting national federation

2.4 Press releases

In order to align and enhance the joint communication efforts of the FIE and OC, press releases need to be coordinated before being sent out, especially when sensitive information is covered.

Both the OC and the FIE will bear in mind, that press releases often require translation into the other event languages and have hence to be coordinated and produced well in advance.

2.5 Media welcome package

Upon accreditation on site, a media welcome package shall be distributed to media. The media welcome package should be available at least in English and in the language of the host country. At FIE Senior World Championships, French is also highly desirable. The package shall include the following information:

- competition information
 - final competition schedule
 - information on competition modus
 - list of participating countries
 - list of provisional entries
 - biographical information on participating top athletes
 - prize money details
 - event previews
 - expected daily highlights

- statistical information
 - current world ranking lists
 - full results of last edition of the competition
 - previous medallists

- information on media services at the event
 - information on the venue, including a map, media access rights and contact details
 - announcement and details of any pre-event press conferences or daily briefings planned
 - media transport arrangements/timetables
 - information on accommodation, including contact addresses
 - details, if agreed by FIE and OC, of any other press conferences taking place during the period of the event (sponsors, future host cities, etc.)

- general information
 - quotes from top athletes
 - previous press releases related to the event
 - quotes from officials
 - transcripts or selected quotes from official speeches

- information on opening/closing ceremonies

- local data of relevance

- team-handbooks
Some national teams produce their own handbooks in order to assist the media at international events. These booklets are extremely useful, and all national federations are strongly encouraged to produce one for their team. Where national team handbooks are available, they should be distributed with the welcome package.

2.6 Statistical information

Towards the end of the event, the OC should make interesting and relevant statistical data available which will be send to media in the final press release, such as the number of volunteers supporting the event, the number of spectators attending the event, etc. The collection of these data needs to be organized well in advance.

2.7 Post-event report

It is advisable for the OC to produce a post-event communication report giving the main figures of its media operations.

3. Chapter Three – Media Accreditation

Accreditation often provides the first contact between the Media and the OC, hence planning and enforcing clear and efficient procedures is especially important. Upon the journalists' arrival, their first impression of the organisation will again be formed at the point of accreditation. If the accreditation process has been carefully thought out and implemented, media accreditation upon arrival will be speedy and ensure a real welcome for those coming to cover the event.

For all FIE events, the FIE is the sole organisation responsible for media accreditation, and reserves the right to cancel or refuse an accreditation.

3.1 Pre-event

3.1.1 Start and end of media accreditation

Media accreditation starts 3 months before the beginning of the event. Media accreditation closes on the same day as the deadline of fencer entries.

At the beginning of the media accreditation period, both the OC and the FIE will send a coordinated press release to their media contacts and national federations in order to inform about the opening of media accreditation.

One week before media accreditation ends, both the OC and the FIE will send a reminder to media outlets.

3.1.2 Online accreditation

The preferred way for media registration is through online accreditation. Both the FIE and the event website will link to the registration platform.

The OC Media Director must inform the FIE Communication Manager as early as possible in case online media accreditation is not available. In this case, the FIE will set up a specific media accreditation form that will be published on the internet website of the FIE and the organiser.

Media registering for the event will receive upon registration a media guide (details Chapter 2.3.) containing information on the host country, hotels, transportation etc. If the full media guide is not ready at this point in time, at least information on the following has to be provided:

- a hotel list
- information on transportation policies
- date of photographer briefing

3.1.3 Media access areas

Early in the general planning of the event, the OC Media Director and the FIE Communication Manager coordinate on the media access areas. Other function areas within in the OC and the FIE should be consulted before making a decision.

3.1.4 Managing accreditation requests

For all FIE events, the FIE is the sole organisation responsible for media accreditation, and reserves the right to cancel or refuse an accreditation.

Accreditation should be issued only to bona fide representatives of the media, who will be required to provide evidence of their bona fides (AIPS card, national professional card or other paper of authorisation) before receiving their credentials. The OC Media Director and the FIE Communication Manager will coordinate closely and advise each other on the acceptance of accreditation requests. However, finally it is up to the FIE Communication Manager to verify accreditation requests and to accept or refuse them.

During the accreditation process, the OC and the FIE will exchange on a regular base information about approved media requests.

During the course of an event, only the FIE Communication Manager has the right to grant additional media accreditations, day passes or to withdraw temporarily or permanently the accreditation card of a press/photo representative who has infringed the rules of media coverage laid out in these handbook.

It has often been the case that non-professional journalists demand media accreditation. As professional working space is often limited in venues, media working for big agencies and important national media outlets will always have priority.

The OC Media Team will assist foreign media representatives in obtaining a visa by issuing visa letters upon request.

3.1.5 Media accreditation forms

Media accreditation forms (online and print) must ask at least for the following information:

- name and first name of the journalist
- nationality
- passport or identity card number
- national or international press card number (AIPS)
- name, address and stamp of the media
- e-mail address of the journalist
- category of the journalist (press, photographer, webmaster, radio, television, non-rights)
- specific requirements (personal telephone line, high speed cabled internet, etc.)
- space for an ID photo

3.1.6 Accreditation badges

It is within the responsibility of the OC to produce the necessary media accreditation badges. The layout has to be in line with all the accreditations of all other members of the fencing family.

The individual press cards, remitted to each accredited journalist at the beginning of the competition, must be of a different colour or have a special mark in order to differentiate them from the other families of the competition.

Marks/abbreviations:

- PR: written press
- PH: photographer
- NR: television and radio non-rights holders, and webmasters
- TV/R: television and radio rights holders
- PR/PH: journalists who also photograph (issued only under certain circumstances and after specific and approved request by a media representative)

The OC must also foresee to prepare the production of a pre-determined and limited number of day passes to be distributed during the event to local press, representatives of top media organisations or other special cases. The distribution of any day pass, especially with regard to TV/R and PH is subject to prior approval of the FIE.

3.1.7 Location of media accreditation on site

It is strongly advised to separate the point media accreditation from the point of accreditation of the fencing family or at least have a separate counter for media accreditation in the accreditation area. As a general rule, media accreditation should be located near the media entrance.

3.1.8 Appointment of a Media Accreditation Manager and volunteers

It is within the responsibility of the OC Media Director to appoint a Media Accreditation Manager before the start of the event. The Media Accreditation Manager has to familiarize him/herself with the accreditation system before the opening of media accreditation.

During the duration of the whole event, this person will stay at the media accreditation desk and be responsible for the distribution of the media badges, the distribution day-passes of day passes in exchange for press/AIPS cards, and consult with the FIE Communication

Manager in case of day pass requests as well as manage the volunteers supporting media accreditation.

The volunteers supporting media accreditation have to be appointed well in advance as they need to be trained on site in the accreditation procedures.

3.1.9 Equipment for media accreditation

The media accreditation point on site has to be equipped with the following:

- cabled internet connection with a switch (ADSL 8 MB Download, 2 MB Upload or SDSL 2 MB Download, 2 MB Upload)
- 1 web-enabled laptop, connected to a colour laser printer (including additional colour cartridges)
- 1 web enabled laptop for late accreditations and confirmations
- 1 laminator DIN A4
- 1 hole puncher
- 1 pair of scissors
- white paper DIN A4
- pens

3.2 Event-time

At the point of media accreditation, the following items shall be distributed:

- Media accreditation badges for registered media
- Day passes
- Welcome package for media (details Chapter 2.5.)

3.2.1 Opening hours

Media accreditation shall be opened two days before the start of the event. During event-time, media accreditation opens 30 min before the start of competitions and closes with the start of the finals. After that time, collected press cards will be returned at the help desk in the press work room.

3.2.2 Day passes

The policy on the distribution of day-passes is strict: Only professional media will be allowed to obtain a day-pass in exchange for their press card/AIPS card. A personal ID is not enough.

In case of doubt (especially with regard to the distribution of day-passes to TV outlets) the advice of the FIE Communication and/or TV Manager has to be sought as it is very important to protect the rights of rights holders.

4. Chapter Four – Media Facilities and Press Operations

Media facilities are designed to give professionals working conditions in which they can perform to their optimum. It is a must that all media facilities are in an impeccable state with the beginning of media accreditation on site and are maintained in that state throughout the event. A messy and unclean environment is a working constraint and, additionally, gives a bad impression.

4.1 Media tribune

4.1.1 Situation

The media tribune must be situated in the main gallery, in front of the final piste. It has to be easy accessible from press working room and the mixed zone.

No camera and/or projector must disturb the vision of journalists seated in the gallery to work.

4.1.2 General requirements

In order to provide good working conditions, it must provide at least 60 seats equipped with tablets, electronic plugs, cabled internet and sufficient lighting. Little lamps may have to be placed on each journalists table.

Each tabled position should be clearly marked, indicating the country and name of the publication to which it is assigned (details see 4.1.3.). Working desks should have a minimum width of 60 cm and a minimum depth of 55 cm.

Press seating must also include a number of non-tabled seats which can be left without name identification or be allocated by country.

There should be at least 1 metre space between rows of tables to allow space for journalists' chairs and for circulation of journalists and runners.

Shelves under each desk for papers and/or plastic boxes for results at the front of the desk help reduce clutter. Litter boxes should be placed at central points of the media tribune.

The media tribune must have a proper air conditioning/ventilation and/or heating.

4.1.3 Seating

For tabled seats, the names of the media outlets must be posted on the seats/or tables. The three internationally recognized agencies AP, AFP and Reuters shall be given priority and should be allocated preferred seats.

Thereafter, the order of priority should be:

- other national news agencies
- national sports agencies
- national, daily sport newspapers which cover an entire country
- national newspapers which cover an entire country
- other newspapers
- weekly and monthly sport magazines
- weekly and monthly magazines
- other publications

Note:

- (i) This priority list should also be observed in the distribution of information and results.
- (ii) Special consideration should be given to the media of the participating countries.
- (iii) There should be no priority for late accreditations.
- (iv) In assigning seats, attention should be given to the fact that specialised athletics magazines or national federation press officers, who would not normally be given high priority in seating, may in fact be conducting real-time updates on their web sites, and therefore be working on deadline.

It is advised to group journalists from the same country together.

The seating plan has to be approved by the FIE Communication Manager.

4.1.4 Access

Media seating area must be separated from the public area.

Access to all media areas must be strictly controlled, and only the bearers of the relevant access should be admitted.

4.1.5 Lighting

There needs to be sufficient lighting on the media tribune. Lighting should remain on until three hours after the last event or until the last journalist has left the press area, rather than forcing the press to leave by turning off the lights.

4.1.6 Telecommunication

Media can install at their expenses telecommunication services such as personal telephones and high speed internet lines. Prices have to be listed in the rate card.

Private telephones installed at journalists' specific request should have a security system to prevent abuse of the telephone in the user's absence.

4.1.7 TV commentary positions

The commentary positions for TV commentators will be at the back of the media tribune, with an unobstructed view on the field of play. Fully and partially equipped commentary positions must be designed to provide space for up to three people and shall be ordered through the rate card by the media outlets. Their arrangement has to be coordinated also with the FIE TV Manager.

Before and during the event, the OC Media Director and the FIE Communication Manager will work closely together in order to make sure that working conditions for journalists on the media tribune are impeccable. Access to the press tribune must be limited by security. Results have to be regularly distributed by volunteers.

4.2 Press work room

The press work room must be located in the hall of sports, within easy reach of the media tribune and the mixed zone. Access has to be limited to media only.

At FIE Senior World Championships, the press room must provide work stations for at least 60 journalists and at least 20 photographers.

4.2.1 Specifications press work room

The press room must be equipped as follows:

- working tables with electric plugs at each work station
- cabled broad band internet at each work station
- at least 20 lockers for photographers, provided on a first come first serve basis
- pigeon holes (details see 4.8.)
- a high-speed photocopying machine
- a scan
- plasma screens to display the results (and, if possible, the live feed of the host broadcaster)
- two computer to print results on demand (in coordination with TD and results management)
- a rest area with a small bar providing coffee, tea, water and, if possible, snacks
- a help desk
- In addition, it is desirable that the press work room is equipped with a few computers providing internet access.
- The room must be big enough to provide enough space for one office for the LOC Media Director and one office for the FIE Communication Manager.
- The press work room must have a proper lighting, air conditioning/ventilation and/or heating.

Media can install, at their own expenses telecommunication services.

4.2.2 Opening hours

The day of the official opening of the press work room has to be coordinated with the FIE Communication Manager and must be communicated in the official pre-event media guide.

- Opening: one hour before the beginning of the competitions
- Closing: Three hours after the end of competitions

4.2.3 Help desk

The help desk is located in the press room and serves as a central point of information and support for media. The keys for lockers, the photographers' bibs, pool vests, and internet passwords are distributed here. In addition, the press cards that have been collected in exchange for day passes are redistributed at the help desk.

4.3 Mixed zone

The mixed zone shall be constructed and situated in a way that ensures that all fencers leaving the field of play in the final arena are obliged to pass through the entire mixed zone.

Beginning from the direct elimination table of 64 on, all fencers competing in the final arena leaving the field of play have to be led through the mixed zone. They are, however, not obliged to stop and speak to the media if they do not wish to do so.

4.3.1 Situation of the mixed zone

The above mentioned implies for the layout and situation of the mixed zone in the venue:

- In the final arena, there must be only one exit for the athletes from the field of play.
- The mixed zone must be situated directly at this exit or right behind the exit door.
- The mixed zone needs to be close to the call room, as athletes will be led back to the call room from the mixed zone area.
- There must be a direct, easy to secure path from the mixed zone to the call room.
- As media is working always under time pressure, the mixed zone must be easily accessible from the press tribune and the press work room.
- However, the way athletes and media are led to and from the mixed zone should not be identical or even cross, as the athletes should not be unnecessarily disturbed.
- For the same reason, the way of the athletes from the field of play to the mixed zone and then back to the call room shall not be accessible for spectators.
- The mixed zone itself must be well limited (only media has access) but at the same time provide enough space to allow the present ENG crews and media to access the athletes and gather their quotes.
- The media has to be separated from the athletes through waist-high barriers.
- The branding of the mixed zone shall be in the look and feel of the event and shall include the FIE logo and sponsor logos.

The situation and layout of the mixed zone, including all paths (from the field of play to the mixed zone, from the mixed zone to the call room and from the press tribune and press work zone to the mixed zone) is subject of prior approval by the FIE Communication Manager. Other function departments such as Competition, Protocol and Security within in the OC and the FIE may need to be consulted before taking a final decision.

4.3.2 Appointment of a Mixed Zone Manager

Before the start of competitions, the OC Media Director will appoint a Mixed Zone Manager who is responsible for mixed zone operations during the whole event.

4.3.3 Mixed zone operations

The mixed zone should be divided into different areas for the various media categories, with priority of access to the athletes to be given to broadcast media. The order is distinct: First host broadcaster, then other TV rights holders ENG crews, then radio, then written press.

Athletes crossing the mixed zone are encouraged to answer to questions of the media but they do not have to, especially in case they are still in competition and prefer to concentrate.

It is within the responsibility of the Mixed Zone Manager to have the athletes guided from the field of play through the mixed zone and back to the call room.

It is also within the responsibility of the Mixed Zone Manager to guarantee that media present is arranged in the proper order.

It is advised to coordinate the mixed zone operations also with the function of Protocol within the OC as the course of competitions and medal ceremonies must not be disturbed by mixed zone operations. In case of medal ceremonies taking place right after the final, mixed zone operations for the gold and silver medallist may have to be postponed. In this case, the gold and silver medallists may have to be guided directly from the field of play to the call room and visit the mixed zone after the medal ceremony.

4.4 Press conference room

The choice of location for a press conference should be made with care; the room must be comfortable but not too large because, psychologically, it is preferable to have a few people on their feet than half the seats empty.

As a certain flow of people in and out of the room is inevitable, doors should be placed at the back to limit disturbance. A separate entrance may be recommended for the speakers.

It is desirable that the press conference room should be near to all other press facilities in the venue.

As the press conference room will be often filmed and photographed, particular attention should be paid to its layout and presentation. Factors to be considered include lighting (lux and quality), acoustics, backdrop and ventilation/air conditioning as well as good working conditions for all media categories.

The top table, preferably set up on a raised platform, should be large enough to accommodate all expected speakers. Sufficient microphones should be provided at the head table, as well as cordless microphones along the aisles to be handed by OC Staff to media representatives to ask their questions. Individual microphones may be placed on the table by radio or TV staff, but it is preferable to provide plug-in connections allowing to record directly from the general audio system.

Lighting and audio system should be tested before the start of the conference.

OC staff should be a duty throughout the press conferences to deal with any problems.

4.4.1 Specifications press conference room

The specific requirements for the press conference room are as follows:

- large table at the front end of the room, allowing at least 8 persons being seated next to each other with reasonable space
- enough room for interpreters
- at least 30 seats for journalists
- public address system with sufficient microphones at the head table
- wireless microphones to be distributed to the media
- Interpreters must be arranged either by the OC or the teams themselves
- A moderator for the press conferences must be appointed in advance
- The press conference room must be branded with the event logo, the FIE logo and the sponsors logos.
- Water for athletes, officials and media

4.5 Internet

In order to guarantee smooth media operations, work places on the media tribune and in the media tribune must be equipped with cabled broad band internet connections. In addition,

the OC must ensure the possibility for high speed transmission at the work places designated to photographers.

The provision of ADSL lines with routers and free modem connections is required. Major agencies will probably order private ISDN or ADSL lines especially through the rate card.

Wireless LAN in addition to cabled connections is welcome but has to be secured by personalized passwords in order to prevent abuse.

4.6 Press Conferences

4.6.1 National press conferences

One or more national press conference should be staged before the event to inform national and local media and promote the event on a national level.

4.6.2 Opening press conference

Preferably, this press conference is staged on the day before the start of competitions around midday to give media representatives tangible facts about the competition. Care should be taken to avoid a clash of timing with other press conferences and events. The OC Media Director is obliged to inform the FIE Communication manager well in advance if the OC or the hosting national federation plan any additional press conferences. It is suggested that all conferences should be 'booked' in advance with the OC Media Director after approval by FIE, (before the details are announced) to ensure no overlap occurs.

The exact date of the opening press conference has to be closely coordinated with and approved by the FIE Communication Manager.

The venue for the opening press conference should be in close proximity to the media hotel(s) or the media working room if it takes place in the venue. If the press conference room in the venue is according to highest standards and provides enough space, the opening press conference can be held there.

In any case, the setting of the press conference (room, lighting, ambiance, etc.) has to be adequate to the importance of this event. The location has to provide seats for at least 50 journalists and a TV team. For other specifications see Chapter 4.4.1.

The first language of the press conference is English, unless agreed upon otherwise. Translations into the language of the host nation shall be provided and interpreters must be arranged. The press conference should be moderated by an expert in the field.

Usually, the opening press conference is led by the FIE President, the president of the OC and the hosting national federation. The participation of athletes is highly desirable.

Media kits should be provided. It may be preferable to distribute these at the end to keep attendees attention focused during the conference.

Information can include:

- the text of any prepared speeches, such as the presidents' speeches
- a press release summarising the highlights of the speech
- a fact sheet or biographical information on all featured events or persons

It is desirable to host a small media reception after the opening press conference.

4.6.3 Daily press conferences

There are no automatic official press conferences planned after each final, as the focus should be on extended mixed zone operations in order to give media the opportunity for one-on-one talks.

However, in the event of a noteworthy performance and/or a request from the media, a press conference will be held and the press conference room has always to be ready to be used.

It is desirable that the press conference room is allocated to delegations upon request. In this case, the arrangement of interpreters etc. is up to the respective delegation.

4.7 Photographers

Photographers are a vital category in the promotion of fencing. It is important to understand their needs and specific requirements in order to plan the best facilities and working conditions.

The photographer has his/her own special set of pressures that are often misunderstood as they have only ONE very BRIEF and UNREPEATABLE moment to capture the pictures that will record the event for posterity around the world. And because of the nature of their profession, and the type of people who succeed in their profession, they will always be looking for that different picture, a different position or unusual angle.

The aim in catering for the photographer must thus be to ensure that they have a clear opportunity to capture each "brief and unrepeatable moment", and to maximise the number of different positions and angles available to each photographer, while minimising the distractions.

Photographic equipment is very heavy and one of the major problems faced by all photographers is transport to and from the competition venue and the movement within the arena. Hence, movement in the venue and between positions should be by the most direct

route possible. Having to carry heavy equipment on a complete circuit of the venue simply to avoid a ten metre “restricted zone” can cause a great deal of frustration and conflict.

A person assigned by the OC Media Director shall make sure during competitions that the rules and procedures are respected by the photographers, particularly those concerning no access areas.

4.7.1 Lockers

Lockers reasonably sized for photographers’ equipment for photographers should be provided on a first come first serve base in sufficient quantity with 24h security. The keys shall be distributed at the help desk in the media work room.

4.7.2 Photographer vests

Accredited photographers have to be equipped by the OC with chasubles/photographers vests. The colour of the vests has to be different from the colour of the chasuble worn by cameramen of rights holders. Pool photographers will also wear a different colour.

The vests will allow access to photo positions and other photographer working areas.

4.7.3 Photographer positions

All photo positions have to be defined well ahead of the event, taking into consideration television requirements so as to minimise movement across camera lines. Photographer positions have to be selected carefully in close cooperation with the FIE Communication Manager. Every effort has to be made, to secure and reserve the best possible photo positions in the venue without disturbing the competition or obstructing TV cameras or the view of spectators. The host broadcaster, OC Security and the FIE Technical Director should be consulted before finalizing photo positions and circulation routes. The final right of approval for photo positions lies with the FIE.

In general, during eliminations, photographers shall be allowed to circulate around the pistes. For the finals, photographer positions have to be on both sides of the field of play and behind the pistes, between the main gallery and the piste, in such a way to not disturb the television cameras.

4.7.4 Pool photographers

The purpose of the pool photographers is to achieve maximum coverage with the minimum number of people in access restricted areas. This is normally achieved by granting access to selected reserved positions in the venue to major international and national agencies.

Pool photographers must be carefully briefed on sensitive areas and no access areas and areas where they must not obstruct athletes, officials, TV cameras, non-pool photographers and the public.

At medal ceremonies, pool photographers have priority, especially when the space is limited. Photographers from the nations of the athletes receiving medals need also to be considered.

The pool is comprised of a maximum of 7 photographers, among them the official photographers of the FIE (max 2) and the official photographer of the host federation/the event. The rest of the positions is attributed to internationally recognized agencies, e.g. Associated Press, Agence France Press and Reuters (one representative from each agency). Applications for pool positions from other agencies and photographers are handled flexible on a day to day base. The order of priority for pool photographers:

- FIE photographers (max 2)
- hosting national federation photographer / event photographer
- international agencies (AP, Reuters, AFP, Getty Images)
- approved national agencies
- major daily newspapers specialising in sport
- national newspapers
- specialist sport agencies
- specialist sports magazines
- specialist sport freelancers
- other newspapers
- weekly, monthly and other non-sport publications

Pool photographers shall be permitted to photograph from empty spectators seating, however, photographers must not be allowed to disturb any spectators when working in these areas and must be asked to vacate these seats immediately when ticket holders arrive.

4.7.5 Photographer briefing

The photographer briefing is usually held on the day before the start of competitions and serves to explain photo positions, pool photographer regulations, dress code, use of flash, etc. and make sure that all regulations are clearly understood. Attendance should be compulsory for all accredited photographers; hence they should be informed of the timing and venue of the briefing in the accreditation confirmation letter or at least 4 weeks before the start of the event.

4.8 Pigeon holes management

It is fundamental for the effective distribution of information during an event that the pigeon holes system be correctly planned and implemented. This area in fact becomes rapidly congested at certain peak moments during the day, such as in the hour preceding start of competition. It is therefore important to plan sufficient space and limit distances from the copy centre where material is produced. Following a few basic rules will greatly assist media trying to find what they need in the mass of information produced each day.

- Separate areas identified by clear headings should be set aside for different types of information produced, namely: Results, Start Lists, and Information.
- There should be at least enough holes for every different start list and result occurring on a single day as well as background information.
- Each pigeon hole should be clearly labelled.
- Pigeon holes for results and start lists should be organised in event order.
- Start lists for the next day's events should be posted the night before - the holes should be filled by first thing in the morning at the latest.
- Results from the previous evening's session should be easily available the next morning.
- Whenever corrections and revisions of start lists/results are issued, the obsolete information must be withdrawn from the pigeon holes.
- Previous day's results and start lists, once removed from the pigeon holes, should be carefully filed and available upon request. It should be possible to obtain any start list or results throughout the duration of the competition.
- Collated sets of start lists, in timetable order, should be available where possible.
- Results, start lists and all information taking up more than one sheet should be stapled.
- Regular checks should be made to ensure that supplies have not run out and that obsolete information has been removed.

4.9 Results distribution

Results sheets should be distributed to the media tribune (written press and broadcasters) as soon as possible, with priority being given to TV networks, radio and the major international news agencies.

Service personnel should be reminded to leave copies on all desks, even those apparently unoccupied (except during morning sessions), since the journalist may be arriving later, or only temporarily absent.

A system whereby journalists specify whether they wish to receive printed copies of results and information at their desks in the tribune at any given time will avoid wastages of paper. For the implementation, the OC needs to provide two black/white printer, and under circumstances, two computer that need to be linked to the competition intranet system.

Accredited media shall also receive the results via e-mail directly from the competition management and hence the media e-mail addresses need to be included in this mailing list.

4.10 Production of daily news

A daily summary of results and highlights should be produced and be distributed with the programme of the following day.

4.11 Athletes' biographies

Athletes' biographies shall be made available to media. It is of utmost importance to distribute fact sheets with biographic details of the four finalists to the host broadcaster and all other live broadcasters.

5. Chapter Five – Accommodation and Transportation

5.1 Accommodation

Media accommodation should be concentrated in a limited number of official hotels. The OC must choose well in advance a number of hotels (two, three and four stars) which will be considered as media hotels. These hotels should be conveniently located in proximity to the competition venues. Travel time must not exceed 30 minutes. The chosen hotels need to be approved by the FIE Communication Manager.

As many media representatives will need to work on their room, it is strongly advisable to choose hotels that offer free internet access or where the internet connection is included in the room rate.

The Organising Committee should negotiate special rates for all categories of people accredited for competition. Rates for media hotels offered by the OC during the event should

in no case exceed the normal average rates for the corresponding type of hotel room at that period of the year. Rooms should be for single occupancy unless expressly requested in writing by the applicant.

Media applying for a media accreditation will receive upon registration the list of designated media hotels. Media can either ask the organiser to make the reservation at the offered rate or book directly at the hotel.

The number of preliminary bookings to be made for the media will depend on several factors, including the hotel situation in the host city and expected availability of rooms at the time of the event. It is advisable however to book rooms for approximately 50% of expected media representatives.

Where a particular hotel is the media base for a large number of journalists, there should be an information desk at the hotel with copies of the result and start lists.

The daily transportation plan must be posted in the reception area/lobby of all official media hotels.

5.2 Transportation

The OC has to inform the media in the accreditation confirmation letter on transportation policies.

5.2.1 Airport – media hotel – airport

A specific media welcome desk at the airport might not be necessary, but the OC should bear in mind that the airport is the first point of contact with the media and that here the first impression is shaped. Representatives of the OC operating the general welcome desk should be at hand to welcome media representatives and direct them to media transportation, if available, or alternatively inform them if there is space availability on athletes' transportation or how they can make their own way to their destination.

Transportation from the airport to the media hotel and back to the airport for departure shall be provided for all media having booked their accommodation in media hotels through the OC. In order to organise the transport, the OC has to demand the arrival/departure date and the airline from media.

However, all media should be allowed to use team transportation to the hotels if there are free seats. Media should be advised, in the accreditation confirmation letter, of the quickest and easiest methods of available transport, together with an estimate of costs. Even where free use of public transport has been arranged for the media, the journalists will not at this point have collected their accreditation cards.

5.2.2 Media hotel – venue – media hotel

The OC shall provide free transportation for media having booked through the OC between all official venues (venue, media hotels, venue of pre-event press conference, opening ceremony, etc) unless these venues are in walking distance. In defining walking distances, organisers should bear in mind that media representatives, especially photographers, often carry heavy equipment.

It is highly desirable, however, that all media can use the media transport system if there are free seats. Where the opportunity exists, and providing it causes no unacceptable overcrowding and is not objected to by security or team managements, the use of athletes' transport by accredited media may be utilised.

The OC has to elaborate a media transportation plan with regularly operating buses which needs to be approved by the FIE Communication Manager.

In the morning, the first shuttle shall arrive 30 minutes before the start of competitions, in the evening the last shuttle shall leave at least 120 minutes after the last event. Frequency may be reduced outside peak hours, but should always consider the media's work constraints.

The timetable of the shuttle shall be distributed in the media welcome package and shall be posted in the lobby of the media hotels.

5.2.3 Transportation in the city

It is desirable that transportation in the host city shall be free for media upon presentation of the accreditation badge.

6. Chapter Six – Human Resources in OC Media Operations

The OC should plan for at least the following functions:

- OC Media Director
- Mixed Zone Manager
- Media Accreditation Manager
- Photographer Manager
- Information
- Moderator press conferences

- Interpreters opening press conference
- volunteers
 - o to distribute the results and all other information relevant to media on the media tribune and to the pigeon holes in the press work area
 - o supporting permanently media accreditation
 - o collecting statistics
 - o at the help desk

Depending on the event, several functions can be cumulated by the same person or combined with other departments of the OC. Fundamental areas requiring a specific responsible person are accreditation, the mixed zone, photographer operations and information production.