



# International Handball Federation

## XVI. Media Regulations

Edition : September 2007

## Table of contents

	Page
1. Principles	3
2. Preparation	4
3. Implementation	10
4. Follow-up and evaluation	12
Appendices:	
1 Request for accreditation	13
2 Mixed zone	15

## **1. Principles**

Working with the media is one of the key tasks for the Organising Committee staging a major IHF event. The aim of liaising with the media is to:

- publicise the event
- provide the public with information about the event
- ensure the smooth flow of information
- make handball a more popular sport
- follow up and support the IHF's strategy and objectives
- present the aims of the event's host, in coordination with the IHF
- provide a platform for patrons and sponsors of the event.

### **1.1. Media**

The term "media" includes all individuals and organisations working professionally to provide coverage of the event for a mass medium. Such mass media include:

- the printed press
- news agencies
- electronic media (radio and television)
- "new" media, especially Internet providers
- photographers.

Regarding radio and television broadcasters, a further distinction needs to be made between those owning rights and those not owning rights. In this connection, cooperation with the IHF's rights marketer is required.

### **1.2. Organisational framework for dealing with the media at major events**

For major events, a unit should be set up within the Organising Committee to deal with the needs of the media. This unit will work closely together with the IHF representatives and an IHF representative who has been specifically assigned to liaise with the media.

## 2. Preparation

Immediately after being awarded a contract for a major IHF event, the organiser must appoint a member of the Organising Committee to act as a media liaison officer and deal with any media-related issues. This individual's responsibilities also include coverage from the host country about preparations for the event beginning from around 12 months prior to its start. This will include sending out regular press releases and setting up a website. The IHF, after agreement, makes its website available for news items and the result is an interactive link between the organiser's World Championship website and the IHF Web Site.

### 2.1. Invitation and accreditation

Accreditation for media representatives should be offered by the Organising Committee, in cooperation with the IHF, from around 12 months prior to the start of the event. This information should be made available via the website set up by the organiser, the IHF, and national handball federations and by post. The accreditation must include the following information:

Personal details:

- Surname, first name
- Date and place of birth, gender
- Personal address, telephone number, fax number, e-mail address
- Smoker, non-smoker, clothes size
- Signature, passport photo

Professional details:

- Name and type of medium
- Address, telephone number, fax number, e-mail address
- International or national press cards, signed and stamped confirmation from the employer
- Preferred event location (where there are several)
- Date and place of arrival
- Closing date for accreditation

Equipment available:

- Telephone, fax machine, typewriter, computer, Internet connection, ISDN connection, personal workplace (for a fee), laboratory (for a fee), parking permit (for a fee)

Extras:

- Hotel, travel and car rental offers.

All details have to be typed or written in block capitals. The form should also include the name of a contact person who reports to the media liaison officer. All accreditations (national and international) must be returned to the IHF, which will examine and approve them before forwarding them to the Organising Committee. The address must be cited on the form. Arrangements should also be made for returning forms by e-mail, fax, letter, or via the Internet. The IHF reserves the right to verify the information provided, including the right to contact the applicant's employer. The IHF also reserves the right to reject accreditations. The recommended closing date for accreditation is four months before the start of the event, and the final closing date is three months prior to the start of the event. Applications for accreditation submitted after the closing date will only be processed in exceptional circumstances, and will incur a processing charge of CHF 130.– payable upon issuance of the accreditation. The media representatives must be explicitly advised of this fact. A sample accreditation form is provided below (see annex). The marketing partner awarding television, radio, and Internet rights will be notified about accreditation.

## **2.2. Media support**

A regular press release about preparations for the event should start to be issued at the latest 10 months before the start of the event. It should be circulated via the channels listed under 2.1. Each accredited media representative should receive the information via at least one of the channels listed. The information sent out must include the accreditation form. Contact persons should be appointed to deal with media questions. These contact persons should be able to speak and write at least two of the IHF's working languages (English, French, German). The host may also use the press releases to draw particular attention to its own country.

## 2.3. Provision of work space and equipment

When selecting the playing halls, the relevant IHF representatives must ensure that the requirements of the media representatives are taken sufficiently into account, particularly with regard to:

- the location and number of workplaces
- lighting conditions, location, and number of work areas for photographers
- access to and size of the mixed zone (see example in appendix)
- a press conference room
- suitable size of media work areas
- access to workplaces for media representatives and work areas
- parking close to the hall.

To ensure that the specific requirements of the electronic media - and television in particular - are met, it is essential that a representative from the leading television channel broadcasting the event in the host country should also attend the visits paid to playing halls.

A media representative appointed by the IHF will carry out an initial inspection of the halls no later than five months before the start of the event and, if necessary, make changes after consultation with senior representatives. The equipment required in press centres and media work areas must be finished off no later than two days prior to the start of the event. This does not apply to services such as ISDN lines offered by external providers. The media centre should open at least two days before the start of the event.

### 2.3.1. Equipment

Media areas shall be separated from the area open to spectators. Provisions must be made to ensure that spectators cannot enter media areas. Players, coaches, officials, and other accredited individuals should, however, have access to media areas. There should be quick and easy access from all media work stations to the press conference room and the mixed area.

Media workplaces in the hall should be equipped as follows:

- Seat with a desk pad for representatives of the printed media

- An Internet and ISDN connection possibility for representatives of the printed media (for a fee)
- Seat with a desk pad (but no technical equipment) for representatives of electronic media who do not own rights to cover the event
- Seat with a desk pad, fold-down monitor and equipment provided by the organiser for representatives of electronic media (who own rights), with an option on an Internet and ISDN connection (for a fee)
- Observers' seats for media representatives who are currently not working
- A working area for TV presenters.

Team representatives filming their squad for internal and non commercial purposes are not covered by these regulations. If possible, a separate area outside the designated media area should be allocated to these representatives in order for them to do their job.

Media work areas shall be set up as follows:

- They should be in the hall.
- They should be equipped with an adequate number of work stations, each with their own individual power connection.
- They should contain at least 10 computers with Internet connections.
- They should have telephones and Internet and ISDN connections (for a fee).
- They should contain at least two fax machines.
- They should contain at least two photocopiers.
- They should contain trays for information.
- They should have an accreditation desk doubling up as a service point and a photo service.
- There should be separate work areas for representatives of electronic media and photographers.
- They should contain lockers (for a fee).
- They should contain several television monitors, showing coverage from all playing areas.
- There should be a digital camera.
- There should be editing rooms (for a fee) and video work stations for television channels.

The press conference room shall be fitted out with:

- A raised seating area with a table for press conference participants

- A wall displaying the sponsors' logo(s) behind the table
- Microphones for each press conference participant and a loudspeaker system
- A sufficient number of places for media representatives
- Suitable lighting for photographers and television cameras
- Equipment enabling live transmissions for electronic media (distributors)
- A raised area for cameras at the back of the room
- A portable microphone for questions from media representatives.

The mixed area shall be equipped with:

- A security system to monitor access to the mixed area
- TV and radio areas separated off areas used by the printed media
- Separate facilities for players and media representatives (optional)
- A portable wall displaying the sponsors' logo(s) to serve as a backdrop in TV interview
- An area offering access to the court for those owning the respective rights.

The following facilities are also desirable:

- A designated smoking area, so that other media areas can be classified as non-smoking areas
- A lounge, with a catering option during the media centre's opening hours
- An outlet where media representatives can buy mobile phone SIM cards for national networks.

## **2.4. Staff**

The Organising Committee must ensure that there are enough staff to meet the needs of the media, i.e. media liaison officers in the individual halls and media sub-centres, interpreters for press conferences, volunteers to provide the media representatives with information, security staff, and a catering service. Staff attending the media should be easily recognisable as such and should be able to both speak and write at least one of the IHF's working languages; media liaison officers should be able to communicate in at least two IHF languages. The interpreter should also be familiar with the sport and have an active command of the terms used.

Staff in all media areas shall be briefed about their duties during the event before it starts by the media liaison officer and an IHF representative. This briefing should take place before the press centre is opened.

## **2.5. Service**

Media representatives shall be given information material with their accreditation before the event begins. Ideally, this should be presented in the form of a bound guide containing:

- Useful telephone numbers and the details of key contacts
- Match venues and schedules
- Team line-ups
- Referee biographies
- Information about the playing halls
- The opening times of the media centres
- Contact persons for each team
- Addresses of the hotels where the teams are staying
- Information about the shuttle service
- City maps showing the location of the match venues
- Addresses of hotels where media representatives are staying, and the names of contact persons at these hotels.

This information should ideally be issued in a promotion pack.

When obtaining accreditation, media representatives sign a declaration accepting the conditions imposed by the IHF governing their activities during the event. In particular this means undertaking to obey instructions issued by officials, complying with the regulations outlined in the accreditation (e.g. governing authorised access), refraining from the use of flash and strobe photography (unless explicitly permitted by the IHF), respecting advertising guidelines, refraining from giving live reports (all electronic media not owning the respective rights must consult with the IHF) and respecting nationally imposed conditions. Sanctions may be imposed on accreditation holders in the case of violation of these conditions. However, these conditions should not infringe on the general rules governing freedom of the press, as laid down in particular by the International Sports Press Association (AIPS).

## **2.6. Cooperation and supervision**

The media liaison officer is responsible for monitoring compliance with regulations together with the officials in each hall and the head of the Organising Committee. He/she is also supported by IHF representatives and the IHF's media representative, who will start working with the media liaison officer at the very latest from the moment at which accreditations are sent out. Such cooperation covers all media-related matters, ranging from accreditation to the selection and equipment of media areas, and also the training and briefing of media colleagues. The media representative shall be given all necessary support.

## **2.7. Accommodation and transport**

Media representatives shall be offered hotel accommodation on the accreditation application form. This can be done in cooperation with the official IHF partner or, after consultation, with a partner selected by the event organiser. At least two price categories of accommodation should be offered. The upper limit should be no more than CHF 200.– per night in the more expensive category and no more than CHF 100.– per night in the less expensive category. Moreover a rental car should be offered in cooperation with the official IHF partner or, after consultation, with a partner selected by the event organiser. A regular shuttle service shall also be arranged between the hotels where the media representatives are staying and the playing halls. The timetable for this shuttle service should be prominently displayed and also made available via other means (see also 2.5).

## **3. Implementation**

### **3.1. Accreditation**

Accreditation badges shall be issued to accredited media representatives upon their arrival. These badges should be checked to ensure that they match the details provided by the media representatives. The rules set out in sections 2.1 and 2.5 must be followed. Each media representative must collect and sign for his/her accreditation badge in person. Lost accreditations can be replaced, against payment of a fee, by arrangement with the media liaison officer.

### **3.2. Media centres**

Media centres should open no later than two days before the start of the event. Their opening hours should be based on match schedules and the requirements of the participating teams. It is recommended that the centres open no later than 10 a.m. (local time) every day and close no earlier than two hours after the end of the last match, or at 8 p.m. on days when no games are played. Changes that result in shorter opening hours must be discussed with and approved by the IHF.

### 3.2.1. Duties in the media centres

The media centre is the information hub for media representatives before, during, and after the event, so they need to be supported in their work. Key aspects of media support include:

- Providing general information on teams
- Ensuring information about the line-ups of matches under way is provided on time
- Providing up-to-date information about the run of play shortly after the end of the first half and at the end of the match
- Supplying information about the run of play, results, tables, and rankings for all other match venues (in cooperation with the IHF and its designated companies)
- Providing live TV transmissions from other matches
- Organising and holding press conferences
- Supplying information about key statements made at press conferences
- Organising and supervising the smooth running of interviews in the mixed area
- Providing cumulative statistics
- Providing and disseminating news
- Supporting, organising and supervising photographer's activities
- Helping photographers to transmit data
- Cooperating with webmasters
- Implementing security measures and monitoring access
- Providing catering and general support
- Organising and supervising the shuttle service between playing halls and hotels.

All information must be presented in graphic form and made available to the public. At the end of the match day, a daily summary of all matches must be drawn up and made available, at the latest two hours after the end of the last match. This summary must include the following information:

- Match statistics and reports of all games played that day
- Up-to-date tables
- Statements made by coaches
- The schedule for forthcoming games
- The names of referees for forthcoming games
- Information issued by the IHF.

The staff in charge of media areas are also responsible for ensuring that all official events (opening and closing) run smoothly as well as for positioning photographers during the presentation ceremony and repositioning them during matches.

### 3.2.2. Duties in the official media hotels

All information of relevance to media representatives shall be available in the official media hotels where they are staying. Daily summaries of all games must be provided as soon as possible, i.e. on the day of play. A media sub-centre, equipped with at least five computers with an Internet connection and a printer, should be set up in the hotel if possible.

### 3.3. General

In addition to daily duties, it would also be in the interests of both the IHF and the host for the media representatives to be given the opportunity to use cultural and leisure facilities made available by the host. It would also be a good idea to organise a 'media evening' for media representatives, the event organiser and IHF representatives. An IHF press conference shall be held on the final day, and media representatives should be provided with transport to and from the press conference, if necessary. The list of accredited media representatives should be kept up to date.

A daily meeting shall be held between the media liaison officer and the designated IHF representative, to address - and resolve - any issues arising.

## 4. Follow-up and evaluation

Once the event is over, media representatives are to be sent a newsletter containing all the relevant information about the event. No later than four weeks after the event, the IHF is to receive both a list of all accredited journalists and a report containing all the information that may contribute to make working with the media more effective in the future.

	<p><b>ACCREDITATION</b></p> <p>for the _____ WCh</p>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">             WCh logo           </div>
<b>Personal details</b>		
<p>Surname: First name: Date of birth: Place of birth: Gender: Address: Street, Zip code, City, Country: Phone/Fax: E-mail: Clothes size:</p>	<div style="border: 1px solid black; width: 100%; height: 100%; margin: auto;">             Passport photo           </div>	<p style="text-align: right;">Smoker/Non-smoker</p>
<b>Professional details</b>		
<p>Name of medium:</p> <p>Type of medium: <input type="checkbox"/> Printed <input type="checkbox"/> Agency <input type="checkbox"/> TV <input type="checkbox"/> Radio <input type="checkbox"/> Internet <input type="checkbox"/> Technical staff</p> <p>Address of medium: Street, Zip code, City, Country: Phone/Fax: E-mail: AIPS number: National press association number: Date and place of arrival: Preferred location:</p>		
<b>Service</b>		
<p>Telephone in press centre: <input type="checkbox"/></p> <p>Fax machine in press centre: <input type="checkbox"/></p> <p>Individual work station: <input type="checkbox"/></p> <p>Laboratory/editing room: <input type="checkbox"/></p> <p>VIP parking permit: <input type="checkbox"/></p> <p>Parking permit: <input type="checkbox"/></p> <p>Extras: <input type="checkbox"/> all inclusive offer <input type="checkbox"/> hotel <input type="checkbox"/> travel</p>	<p>(for a fee)</p> <p>(for a fee)</p> <p>(for a fee)</p>	
<p>Comments:</p>	<p>Signature:</p> <p>Company signature:</p> <p>Stamp:</p>	



## Appendix 2



