

International Handball Federation



Media Guide

MEDIA GUIDE

1. Arena Facilities & Equipment

In order to guarantee a functional and efficient working environment, the Organiser is requested to provide the best possible venue facilities and equipment for the media.

2. Media Entrance

The media shall have a separate entrance to the venue in order to ease access for professional media representatives. This will also enable the Organiser to easily control the access and will avoid the situation where several different types of accredited persons are all mixed at one entrance and in one zone.

Appropriate signage of cooperate identity shall be used for all relevant zones (media entrance, media centre, mixed zone, press stands, FOP, etc) accompanied by access zones for a better orientation.

3. Media Entrance

The media entrance should be in close proximity to the other media areas such as the press stands, the media centre, the communications centre and the press conference room. Ideally, it should be very close to the LOC

The media entrance should be wide enough to facilitate the entrance of journalists with heavy equipment.

4. Media Welcome Desk

The media welcome desk is the central point for all media wishing to attend the event. It should be in close proximity to the media entrance and shall also serve as the media accreditation centre. It shall have enough space to store press material, accreditation cards, forms for television and photographers and other material the Organiser will distribute to the media. The media welcome desk should consist of a registration counter with sufficient space for a minimum of two members of the Organiser's press office, and should have the IHF, the event logo and all the sponsors' logos visibly displayed. Chairs for security personnel should be provided next to the media welcome desk. If required a media welcome desk could also be located near or as part of the accreditation centre, where all categories of accreditations are processed. The location and opening hours must be convenient for the media. Aside from the national language of the host country the volunteers at the media welcome desk shall be fluent in English, French or German.

5. Press Seats

According to the IHF Regulations, the Organiser has to reserve a minimum of 5% of all the seats in the venues(s) for media use, depending on the size of the arena. A smaller arena may require a higher percentage.

All of the press seats and the seats of the honours seats must have an unobstructed view of the playing court and be located in the main tribune or courtside close to the centre line of the court. They can either be on the opposite side to the team benches, or on the same side. However, the television commentary positions must be on the team bench side, together with the main television cameras and therefore it is recommended to have all of the media on this side. The press seats should be in close proximity to the other media areas (press conference room, communications

centre, mixed zone, media workroom) and the set-up should allow for an easy flow of traffic and for security within the relevant areas. All press seats should be located on court level.

The number of press seats (in case of a Men's World Championship) shall be at least:

- 50 + 20 for commentators during the preliminary round
- 70 +30 for commentators during the main round
- 100 + 40 for commentators during the final phase

Depending on the number of accreditation requests submitted the Organiser shall prove flexible in increasing the number of seats. During the final phase the OC head of media shall allocate a certain number of seats as follows:

1st category: international and national agencies as well as media representatives coming from countries of teams involved.

2nd category: other media representatives.

6. Last-Minute Allocation

A minimum of five media seats shall be reserved on IHF appointment for the final matches for top media with late accreditation.

7. Seating Chart

The Organiser has to provide the IHF with a seating chart with all media seats available and commentator positions for every venue in good time prior to the event which need to be approved by the IHF.

8. Equipment

In general, the press seats shall give sufficient working space and be easily accessible even during the game when other seats are occupied. They are equipped with a desk pad to be able to accommodate notebooks, telephones and television or statistics monitors (where applicable).

Each press seat should be equipped with power points indicating the voltage.

The Organiser shall provide Internet access at the workplaces, preferable via WLAN. ISDN connection shall also be possible for a fee.

Each press seat should be marked with the name of the organisation and the name of the journalist to whom the seat is assigned (where applicable).

The Organiser must ensure that technicians from the national telecommunications company are available at all times and in all venues during the championship. IT administrators should also be on hand to help media representatives with any computer problems.

9. Media Workroom

The media centre opens two days prior to the event (matchdays). Opening hours are

11 am – 2 hours after end of last match (on matchdays)

11 am – 6 pm (on rest days)

The media centre shall dispose of as many seats as available in the press stands (number of representatives accredited).

At the entrance to the media workroom, there should be the press office information desk with a multilingual member of the Organiser press office located at the desk. This information desk should

also be able to provide some basic technical assistance by having available such articles as adapters for power plugs, adapters for computer cables and network cables. Such a service is not costly but is very helpful for the foreign journalists.

Catering for media representatives shall be offered close to the media centre. Mineral water, coffee, non-alcoholic beverages and snacks are served at any time when the media centre is open. Several giant screens shall be installed at the media centre in order for the media representatives to follow matches in other venues. Internet access free of charge (WLAN or LAN) and power shall be available for all seats. Pigeonholes shall be set up and clearly marked to provide a sufficient number of copies of information material (any event-relevant statistics). If feasible separate Internet access shall be offered to photographers (to manage data volume when uploading photos).

If possible, the media workroom should also be equipped with lockers, which can be used preferentially by photographers, camera crews and other media with heavy and valuable equipment. The media workroom should be equipped with a photocopy machine and shall also offer Internet terminals on which by default, "event.com" would be installed, as "event.com" will feature online statistics and results, journalists could follow other championship games. These terminals could also serve for the electronic transmission of stories or photos in the case that journalists' equipment does not work.

10. Newspaper Dispatch and Press Cutting

In principles the LOC is responsible for providing newspapers and relevant cuttings. The media workroom should also have a newspaper dispatch service where selections of international newspapers are complimentary distributed to the accredited media. Accredited journalists are also able to publish their contributions.

11. Room Dressing

The media workroom must have a sufficient size and must be branded according to the IHF Regulations (IHF logo, IHF sponsors logos, logos of Organiser and event).

12. Security

The complete media area in every venue must have a security system. All entrances and ways between working areas (workroom, press conference room, press seats, mixed zone) must be controlled and supervised all the time. Only accredited persons should be given access to these areas.

13. Press Conference Room

The press conference room workroom shall be decorated with the event logo, the IHF logo and all sponsors' logos. At least 50 seats shall be available at the press conference room. During the final phase of the event there shall be 100 seats at least (depending on the number of accredited media representatives). The journalists should sit on chairs in "parliamentary" seating order and, if possible, the chairs should have folding desks attached, on which journalists can place their notepads, etc. The press conference room should be soundproof (i.e. should be separated from the media workroom or other areas in the venue which could create disturbing noise). Behind the table on the podium, a press conference backdrop will be installed that will display both the IHF and event logos as well identification for the IHF sponsors.

The following equipment shall be available:

- Sound System (at least 5 microphones for the announcer, coaches and players, interpreters, at the desk)
- 7 chairs at the press conference table
- non-alcoholic beverages
- mobile microphones for journalists to ask questions

At the back of the room opposite the podium, another podium on a riser shall be installed for the use of the television cameras and photographers. The main position on this podium has to be given to the Host Broadcaster and IHF's broadcast partners.

Press conferences shall in general be held in English or at least translated into English (if need be, translated into the language of the host country).

The LOC press office must provide a tight security system, in order to ensure that only accredited media can gain access to the media workroom.

A member of the LOC press office should accompany each coach and player from the changing room to the press conference. At least the coach and one player of each team (after semi-finals and finals two players) have to attend the press conference including an interpreter who is fluent in English and who translates statements, questions and answers.

14. Photographers

The photographers shall obtain accreditation and shall have access to the area around the playing court as well as the press facilities. They shall wear their accreditation at all times. They must be allowed to do their job without obstructing the match or the advertising boards, to avoid devaluation of the sponsors.

The photographers' areas are located behind the advertisement boards on the goal sides of the field. The number of photographers shall depend on the availability of space. However, for a WCh, there should be space for a minimum of 30 photographers.

For the photographer positions, the Organiser should provide benches with a recommended height of approximately 40cm and a length of seven metres. These benches should be placed behind the baselines behind the advertising boards and should not obstruct any of the host broadcast television cameras or hinder in any way the work of the host broadcaster. Photographers are not allowed to take pictures from the long sides of the field and take pictures on the field. There must be a sign posting for the photographers from the media area to the field and the photographers areas. Photographers must not obstruct the advertisement on the board with their material and must not leave the area behind the catch net. If approved by the IHF, photographers may take pictures from the press stand and the media area of the tribunes.

Photos can be taken during the line-up. An area must be defined prior to the match by the Organiser. The photographer may stand in this position until the official procedure prior to the match is over. After the line-up, the photographers shall take their seats (designated if this is the case) behind the advertising boards at the end of the court. Photographers are allowed to sit in front of the nets after the point where it is fixed to the advertising boards. The photographers are not allowed at any time to access the court. It is not allowed to change ends during the match. This has to be done at half-time. If a photographer wishes to change ends during the half, they must follow the routing system. They are not allowed behind the player seats or on the opposite side of the court.

The LOC Press Office at every venue shall appoint one coordinator to deal with items related to photographers. This person assists the photographers whenever requested and should monitor their

rights and obligations. This person shall organise (in cooperation with the IHF) a photographers' meeting prior to each tournament phase to announce the rules and regulations of the photographers. The LOC Press Office must announce the date, time and place of such briefing in writing and on the notice boards in the media workroom. Rules shall be announced and explained on this occasion, e.g. prohibition of flashlight, definition of photographers' positions, place to return bibs, permission to change end of court during the match. Define seating in case of limited number of photographer seats: 1. international agencies, 2. national agencies, 3. photographers from countries of teams involved, 4. remaining photographers.

Every photographer shall sign a form on collection of his accreditation in which he agrees to accept the regulations and recognises his rights and obligations. If any photographer does not comply with these rules then he should have the bib and accreditation withdrawn.

The IHF photographer shall be issued with the all-area accreditation. Moreover he is part of the IHF representatives and thus has corresponding rights.

15. Photographer Area for Ceremonies

After the final and during the medal and award ceremony photographers are not allowed to enter the playing court. For those ceremonies a special zone will be installed for the photographers about two metres away from the match jury table with unobstructed view to the ceremony.

16. Strobe-lights

The use of strobe and flashing lights during the match is absolutely prohibited.

17. Mixed Zone

The mixed zone is a media area in which players and coaches can meet the media informally for interviews after the game. The ideal location of the mixed zone is between the area where the players will leave the court and the team changing rooms, as this means that all players and coaches will have to pass this way.

The different types of media in the mixed zone shall be separated:

- TV (rights holder)
- radio (rights holder)
- press

The mixed zone must be separated from the spectators' area and exits; the players shall be separated from the journalists by putting up barriers. The IHF and/or the LOC shall supervise the mixed zone.

The mixed zone should be large enough to accommodate up to 50 journalists during the preliminary and the main rounds/ at least 100 during the final phase. It should be wide enough so that the TV host broadcasters, IHF broadcast partners and non rights-holders can conduct interviews without being disturbed by the print media or radio reporters.

18. Media Park

The LOC shall provide parking passes for the accredited media. If parking places are limited then preference shall be given to those media that have heavy equipment such as television camera crews and photographers. It is recommended that the media car park be as close as possible to the media entrance, and there should be a maximum of 50 such parking passes.

19. Press Offices

LOC Press Office

In order to ensure that a top level service is provided to all of the media covering the event, it is essential that there is full co-operation, communication and co-ordination between the IHF press office and the LOC press office.

The Organiser is required to have a media manager responsible for media matters on staff at least two years before the event and to have additional staff starting six months before the event through to the end. The Organiser's head of media should be a full-time professional hired by the Organiser and should be knowledgeable of the needs of the sports media and experienced in the running of a press office for a major sports event. It is absolutely essential that the head of media is capable of communicating in fluent English and the language(s) of the host country.

The press office shall designate at least one person to be a "co-ordinator" for each of the following areas in every venue: photographers, broadcasters, mixed zone, press conference, media workroom, publications, game reports and quotes, statistics and "runners" and Internet.

The Organiser must ensure that there is sufficient office space available in each of the venues for their press department members. This room should be located in close proximity to the media entrance and to the other media areas.

IHF Press Office

The respective staff at the IHF Head Office will handle the duties of the IHF Press Office. Specific responsibilities will be allocated within the IHF Press Office as the event draws closer. The IHF Press Office shall be located close to the Organiser's press office and the media facilities.

20. Event Media and Broadcast Guide

The guide drawn up by the Organiser shall be produced in cooperation with the TV rights holder as regards TV broadcasting.

The Organiser's press office will be required to produce a media & broadcast guide. An English language version is obligatory and a version in the host country language is optional. The guide should be ready for distribution at the start of the event and should be complementarily distributed to media, team officials, national federations and the IHF /Organiser staff.

The guide has to include the IHF, the event and all sponsors' logos as well as advertising pages. The final layout has to be approved by the IHF.

Content guidelines for the Guide are as follows:

1. Accreditation regulations, access zones, categories
2. Venue media areas and facilities with detailed maps
3. Opening hours for media areas
4. Information on the media hotels
5. Match schedule
6. Location and facilities of IHF Broadcasting Centre including provision of services and opening hours
7. Social events offered to the media
8. Information about host city(ies)
9. Information about venue(s)
10. Regulations for photographers

11. Regulations for television and radio broadcasters
12. Pre- and post-game procedures including schedule for press conferences
13. Information on IHF representatives and referees

21. Monthly Newsletter & Other Print Material

The Organiser press office is required to produce a monthly newsletter which will serve to update the general public and the media, the IHF and its national federations on the preparations and other news related to the event.

The newsletter will be part of a general communications plan which will include other print material such as:

1. Posters,
2. Ticket sales leaflets,
3. Regular press releases,
4. Print advertising in local and regional print media.

The Organiser communication plan shall be developed in co-operation with the IHF Media and Marketing Departments and should be planned to cover at least a two-year period leading up to the event. The format and layout shall follow the event and IHF CI guidelines and pre-approved by IHF. English language versions are obligatory and a version in the host country language is optional.

Official Programme/Media Guide

The Organiser's press office shall make all of the data and photographs available to the IHF in electronic format after the event. The format and layout shall follow the event and IHF CI guidelines and be pre-approved by the IHF.

Should the IHF decide to produce a Media Guide, then the Organiser would not be responsible for producing its own Media Guide. Instead the Organiser would work in collaboration (both financially and logistically) on the Media Guide.

22. Info Brochure

The IHF draws up the IHF INFO brochure which provides details on the IHF representatives, teams, WCh history, venues, matches, etc. Local information will be provided by the OC.

23. Scouting

All relevant material has to be distributed to the pigeonholes and to the media centre/press seats in the stands. All match-relevant data shall also be available on the IHF/event website for download. (see Chapter 13 "Internet & IT", 110)

24. Public Information System

The host broadcaster is responsible for the coverage of the match via the video wall. During match interruptions slow motion must not be displayed on the video wall. Instead the director must provide pictures of spectators or something similar until live coverage continues.

25. Announcer

The announcer shall be fluent in English and proceed with the official announcements prior, during and after the match in English and the national language of the host country.

26. Video Wall

The host broadcaster is responsible for the coverage of the match via the video wall. During match interruptions, slow motion must not be displayed on the video wall. Instead the director must provide pictures of spectators or something similar until live coverage continues.

27. TV Services

The UFA company acquired the TV rights. UFA shall be the direct contact for all broadcasting stations.

28. Training Sessions

The Technical Meetings held prior to each tournament phase with the participating team representatives shall decide whether or not the media will be allowed to attend training matches/sessions. The approval of all teams is needed. A comprise saying that the media is allowed to be present during the first 15 min or something similar could also be agreed. As a general principle the training schedule shall be made available to the media via IHF INFO for example. A note about the possibility of attending training slots shall be published at the media centre.

29. Media Hotel

The Organiser will offer a certain number of press hotels of different categories in every venue. Those press hotels should be announced on the official event website and in the Media Guide. Those press hotels require WLAN and LAN access in the rooms and the hotel lobby and should be equipped with a press information point including pigeonholes with all relevant information about the event, the venue and the matches (see Chapter 9 "Accommodation")

30. Media Welcome

There are many possibilities for the Organiser to welcome local and foreign media and to give them a special feeling about the event, for example staging a handball match between the local and foreign media, offering a sightseeing tour, distributing small event or host souvenirs upon collection of the accreditation.

31. Media Accreditation

The accreditation procedure shall start at least four months prior to the event and be announced on the IHF website and the Organiser's event website. Forms for accreditation requests shall be available for download. The closing date shall also be announced.

32. Interviews

It is forbidden to make interviews in the dressing rooms unless the teams agreed specific media representatives or the media to do so. Interviews with coaches or players prior to the match shall be made in front of the sponsors' backdrops. The IHF and the Organiser shall nominate a person in charge of interviews prior to the match and after the match. Interviews during the half-time break must be authorised by the head of delegation or the team's media officer concerned. Interviews with players/coaches during the match can only be conducted provided the IHF and the team concerned have given their approval. Interviews shall be taken in the mixed zone, the specific TV studios in the venue and during/after the press conference.

33. Press Conferences

The press conference shall be held 15 min after the end of the match. The coach and one player at least shall attend the press conference. An interpreter should be present. The Organiser's press chief shall head the press conference. The match report shall be available.

34. Closing IHF press conference

The IHF and the Organiser shall hold a closing press conference on the final day of the World Championship, before the bronze medal match. The Organiser in cooperation with the IHF shall assure the necessary preparations, i.e. official announcement, invitations to media, location, agenda, etc. The closing IHF press conference shall be headed by OC member of the IHF. The IHF President will take the floor to summarise on the WCh tournament. The OC President and further representatives if need be shall attend the press conference on behalf of the Organiser.