

APPENDIX F: MEDIA SERVICES AT COMPETITIONS

The media requires a designated work area that is close to media seating and the skater's interview area; but, also quiet enough for them to work with minimum distraction. It is not a good idea to combine a media work area with a VIP area or a committee work area, as these activities may interfere with the media's ability to work effectively.

F.1 Media Room

For SSC Canadian Championships/Selection meets and international sanctioned competitions, the Organizing Committee must provide facilities for media representatives to properly conduct their work. Ideally, these facilities should overlook the competition site and include the following:

- Work tables (6' tables plus chairs)
- Power outlets
- Bulletin board for posting results
- Distribution bins for each media representative
- Bulletin board for press clippings on the Championships from the local, regional and national press
- Miscellaneous items, such as coat rack, pencils, sharpener, waste basket
- Coffee and refreshments if available
- Interview room. This room should adjoin the Media Operations Room and provide facility for media interviews with skaters, coaches and officials
- Internet connections

F.2 Media Room Official

The Organizing Committee should appoint a media room official to welcome journalists, answer questions and arrange interviews with skaters, officials, sponsors and organizer. This person could be the Media Officer or his/her assistant. The person should be sufficiently familiar with speed skating to inform journalists on all topics of interest and current competition results.

F.3 Media Room Hours

The media room must be accessible at all times during the competition, and at least one hour before the start and one hour at the end of competition. If the Organizing Committee plans on setting up a secretariat away from the competition site, the results of each competition must be accessible to journalists at the secretariat.

F.4 Media Information

For all SSC Canadian Championships/Selection meets and international sanctioned competitions, the Organizing Committee must prepare a media kit for journalists attending the competitions, containing the following items:

- Media release or information on short track speed skating (if applicable)
- Media release or information on Olympic style long track speed skating (if applicable)
- Information on calculation of scores
- Media release or information on the pairing draw

- A detailed schedule of competitions
- List of competitors by province (including their helmet cover number for short track events)
- List of competitors' performances in previous Championships
- List of world, international, North American, national and/or provincial records
- Event program
- Start lists by heat should be made available to media as soon as possible

F.5 Media and Public Relations Timeline

TIME FRAME	RESPONSIBILITY
Before the Event	
Minimum 8 weeks	Media officer should develop a media list with local and provincial contacts – print, radio and television
Up to 8 weeks	A news conference may be held to make a major announcement and present key athletes, sponsors, etc.
4 weeks	Media officer should communicate with their media contacts to remind them about the event, when it is taking place and to invite them to attend
2 weeks	Media officer should confirm the press individuals who will be attending the event, when/what times, and their specific needs (i.e. photo opportunities, quotes from athletes, organizers, etc.)
Days prior	A second news conference may be held focusing on the athletes in attendance
	For the media that cannot be on site, the media officer should discuss with them their requirements for information (i.e. evening deadlines), photography and results and how and when this information can be made available. A list can be made up noting the media outlet, contact information and deadlines to remind the media officer as well as other individuals on the committee when this information needs to be distributed.
During the Event	The media officer is responsible for facilitating and fulfilling all on-site and external media requests
	The media officer should contact local/provincial/national media contacts immediately following each day's racing to provide them with the story of the day and the results.
	The media officer should be prepared to write daily stories and distribute them by e-mail (or fax) to members of the media if representatives are not on site. All media releases and stories should be sent to SSC's marketing and communications staff so that SSC can feature them on its website.
	It is the responsibility of the host committee to have information available to the media and SSC's members on a daily basis. Once SSC has the information, it will help with the distribution and publication of it.
After the Event	For all SSC Canadian Championships/Selection meets and international sanctioned competitions, the media officer should send all print and electronic media coverage and information to SSC National Office.
	Before, during and after the event, the media officer is responsible for recording and collecting all promotional reports on the event, which includes detailing radio announcements; collecting clippings from newspapers, club or provincial newsletters; videotaping television reports; collecting information on station, date, time and lengths of television news coverage; etc. This information is crucial for SSC's final report on the event. As well, press clipping should be monitored during the event and SSC's marketing and communications staff should be informed of any situations that may need further attention.
	Although this is not required for local/club or regional/provincial competitions, it is a good exercise to conduct, as this information will provide valuable information that will assist the host committee in evaluating the impact and exposure the event had with the media. It will also assist in evaluating the exposure received by the sponsors.