



Media Service Guidelines

for

FIS World Ski Championships

FIS World Cup

Edition 2009

Introduction

The vast majority of people who experience a FIS event do so through the media (TV, radio, newspapers, and internet). The contributions of the media to the promotion of our sport are fundamental. It is an on-going process of which the major events, such as the FIS World Championships and the annual FIS World Cup tours, represent the apex, supported by hundreds of smaller FIS events. The provision of excellent media services and working facilities that encourage active reporting from our competitions should thus be a priority for all local organizing committees (LOCs).

The athletes are the stars of a competition; they are also the main reason why the media attend an event on-site. Today, the top athletes are professionals who appreciate the value of the media for promoting them and their sports. Facilitating this cooperation between the athletes and attending media is one of the key challenges a LOC is faced with

The target groups for a LOC's Media Service are:

- Print journalists working for news agencies, newspapers, websites and other print media
- Photographers working for photo agencies, newspapers, websites and other print media
- Reporters/commentators working for rights holding radio/TV
- Reporters/commentators working for non-rights holding radio/TV
- Cameramen/technical staff working for any radio/TV

These guidelines:

- » Are a tool for organizers of FIS events when it comes to media management
- » Provide the minimum standards to ensure top quality and consistency
- » Can be used as a guide for every phase of event organization
- » Propose actions in each area of preparation and operations

Who are they for?

They have been written for the Chief of Media (Press) of FIS World Ski Championships and FIS World Cup events across the FIS disciplines.

Smaller events with fewer than 10-15 media representatives attending are not required to implement all details in these guidelines. In the case of medium-sized events (15-30 media attending), several roles can also be carried out by one person and the scope of the operations adjusted to the needs

For questions and suggestions

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How to use these guidelines

This toolkit consists of a set of objectives organized into seven chapters and an insert of a checklist. The main guidelines are meant to be used in the set-up phase and the checklist in the operational phase. Each chapter consists of a description, overall objectives, practical information and standards to be followed.

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Symbol for best practice



Symbol for useful documents



Symbol for suggestions



Symbol for environment friendly

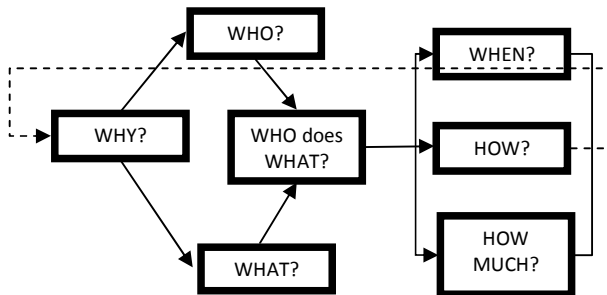


There are separate FIS Guidelines for TV production, however, general facilities and services provided to all media categories are regulated within these guidelines.

The basic approach adopted in these guidelines follows the traditional project management model:

1. **Why** is media service needed?
2. **What** needs to be done and **who** has the responsibility to do it?
3. **When** should it be done?
4. **How** should it be done?
5. **How much** will it cost?

This guide will focus on answering the questions of WHY, WHAT and, to some extent, WHEN and HOW (checklists). All costs for Media Service are carried by the LOC unless otherwise indicated.



List of abbreviations	
LOC/OC	Local Organizing Committee
WSC	World Ski Championships
WC	World Cup
MMC	Main Media Center
TD	FIS Technical Delegate
NSA	National Ski Association
Right holder	Company owning TV rights to an event (e.g. agency)
HB	Host Broadcaster producing live TV signal (international feed)
CIS	Computer Information System,
ENG	Electronic News Gathering- pro camera used outside studio, carried or on a light tripod. Hand camera.

1. Media Organization

1.1. Description

Setting up of the overall media organization and the appointment of key persons should take place at the start of preparations by the LOC. The interests of all media categories must be taken into account. In a smaller event, all roles within this functional area could be held by one person.



1.2. Overall Objectives


Media is one of the most important target groups at an event. The objective is to deliver first class media service with professional staff.

1.3. Must haves

- » Appoint a person with relevant experience to be responsible for all Media Service.
- » The Chief of Media should be part of LOC leadership

1.4. Key tasks

What	Action/How	Resources / Support
Designate a "Chief of Media"	Appoint a person to be responsible for all media service matters	"Role description for Chief of Media" 
Establish a team covering main media categories	Assign a Chief of Photo, A TV/Radio Coordinator and Mixed Zone Coordinator.	"Role description for a Chief of Photo" 
Define a "way of working" = project plan	Determine budget, timeline, milestones, goals, service levels etc.	
Fill key roles in the media team	Key roles include coordinators for Main Media Center, Accreditation, Information, Transport & Accommodation, Press Conferences & Flash Quotes	

	<i>For smaller events several roles can be carried out by one person or combined with other departments (e.g. accreditation)</i>	
Cooperate with NSA, Rights Holder & FIS	Identify key persons and press attaches from NSA. Set up meetings before the event (also virtual!)	
Define an environmental policy	Set up environmental guidelines in the project plan. Define clear goals.	See  FIS Guidelines for Sustainability
Inform stakeholders	Send out and publish contact information about the media team	

1.5. Role description for Chief of Media

Responsible for:

- » Set-up and management of media team
- » Planning, set-up and evaluation of media facilities
- » Establishment and management of active Media Room on event website
- » Accreditation for media
- » Oversight of mixed zone
- » Oversight of media logistics (transportation, accommodation, catering)
- » Media communications & inquiries

In some cases:

- » Event Official Program and its approval by FIS
- » Strategic communication for event
- » Other internal and external information about the event
- » Public relations

Tasks:

- » Establish Main Media Center and sub-center if needed
- » Establish (or liaise to set up) broadcast center and TV facilities
- » Recruit and train staff (professionals and volunteers)
- » Procure technical solutions and support
- » Cooperate with marketing department regarding promotion and website
- » Cooperate with EBU, FIS and National Ski Association
- » Communicate with media – invitations, press releases, newsletters etc.
- » Set up a distribution system to local and international media and other important stakeholders
- » Provide media service through website, mail and press conferences
- » Be always present in Mixed Zone before and during the race

- » Build relations with attending and off-site media
- » Should be present at FIS Forum in October the year before the event to meet media and inform about the event.

Requirements:

- » Excellent English skills, other languages preferable. German is an asset.
- » Experience with sports and event media service, ideally with specific experience in FIS sports
- » Strong media contacts and understanding of needs of the international media

1.6. Other role descriptions in short

Chief of Photo	Responsible for Photo Accreditation, Photo Positions and Photo Service
TV/Radio Coordinator	Responsible for coordination between LOC, right holders and HB regarding TV/Radio matters – mostly infrastructure
Mixed Zone Coordinator	Responsible for order and appropriate priorities for access to athletes in the mixed zone
Media Center Manager	Responsible for Media Center, Sub Media Center and services in these facilities.

1.7. Suggestions

- » Do site visits to bigger events in different sports to learn more about Media Service
- » Set up a reference group consisting of media representatives from the different categories to double-check solutions, staff etc.

1.8. Role of FIS representatives

FIS Communication Manager – Responsible for FIS Communications (external and internal), FIS Media Service guidelines and FIS official website(s). Manages FIS Media Coordinators. Supports LOC Chiefs of Media.

FIS Media Coordinators (Cross-Country, Ski Jumping, Nordic Combined and Snowboard: status season 2009/2010) – Control of mixed zone layout, POC for all media, support for LOC and direct proactive communications with the international media

FIS Alpine Promoter – Responsible for finish area layout and flow from the finish line to live broadcasters as well as winner presentation

and equipment control. No direct responsibility for print media and photographers.

2. Media Facilities

2.1. Media Center/Sub-Media Center

a. Description



MMC - The Main Media Center (MMC) is the nerve of entire media operations and a second office for the media representatives. It should be located as near as possible to the race arena and media accommodation. Ideally, it is located near the finish area.

SUB – When the distance from the finish area is more than 15 min in walking, the LOC must consider a sub-center with the same services as the MMC but on a smaller scale. A sub media center can also be arranged close to the media accommodation or at a media hotel.

IBC – At major Championships, a separate operation will be set up for broadcast media in an International Broadcast Center (IBC).

b. Objectives

Excellent and safe working conditions for all media.

c. Must haves

- » 75 % of accredited media (TV technical staff excluded) should have a working position in the MMC.
- » LOC must offer a reliable WiFi solution in the Main Media Center/Sub free of charge

d. Key tasks for Media Center

What	Action/How	Resources / Support
Ensure good location	Hire room or tent with easy	FIS

	access	
Prepare good working spaces	Hire/buy furniture, lighting, power. Make a layout plan and a seating plan with tables (minimum 1,2*1m per position) and chairs. At least two sockets per working spot.	★ <i>Best practice case Sölden</i>
Set up reliable telecom solution	Assign Telecom partner. See Chapter 6 for more details	
Prepare private offices in the MMC (title events only)	Some media want their own offices; give them the possibility to book at own expense.	
Train staff	Recruit and prepare a structured plan for training volunteers	
Ensure professional access control	To all media areas – requires careful control of accreditation approval and proper zones with security check	
Set up a reception area	For information and service	
Set up a CIS desk	Arrange a CIS monitor(s) from timing and data provider and set it up in the MMC	
Offer printing and public Internet access point	Offer a limited number of computer terminals with Internet and printing access	
Plan for a copy corner	Reserve a copy machine, paper, printers for printing result lists, overall standings etc.	
Include a relax area(s)	Plan for a meeting point(s) with cozy environment	★ <i>Best practice Val d'Isère</i>
Ensure availability of drinks and some food	Offer free coffee, tea and water. Discuss with sponsors regarding other beverages and (healthy) snacks. Meals at a reasonable cost should be available nearby.	Sponsors
Distribute key information & stats	See Media Service Chapter. Prepare a pigeon hole system: Important!	
Set opening hours – according to needs and race program	Open a couple of days before the event. Three days before WSC. Normal opening hours. Remain open until the last journalist has completed his work.	
Provide access to television	Located for easy viewing in the main media room. Ask HB for direct signal.	

e. Suggestions

- » Arrange a separate Photo Area - Photographers like to sit together and have a 'louder' working style
- » Involve the sponsors – maybe they want to take care of the relaxing area?
- » Surf zone – Terminals for internet, free of charge, with a printer
- » Let the tourism board handle tourism requests in the Media Center
- » International Newspapers – cooperate with local library

f. Environmental tips

- » Use recyclable eco cups instead of disposable plastic cups for coffee and water. Take a deposit or sell cups for reuse!
- » Provide for recycling containers in the media facilities, including the MMC and Mixed Zone, for bottles (glass, PET) and paper etc.
- » Reduce the use of paper as much as possible
- » Put information on the website or deliver USB memory sticks
- » Prioritize environment-friendly suppliers
- » Use local products and suppliers as much as possible

2.2. Mixed Zone

a. Description

The Mixed Zone is the area in the finish area where the media and athletes can meet immediately after the competition for interviews. This is the single most important working area – if the media cannot work here they can as well stay home in their home office.





b. Objectives

Ensure media with good visibility of live action, smooth flow and easy access to athletes.

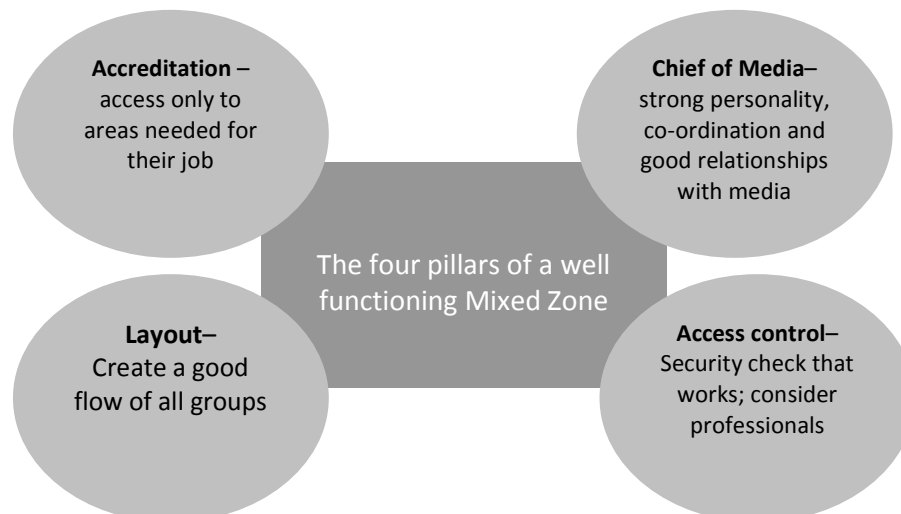
c. Must haves

- » Mixed Zone Coordinator and/or Chief of Media must be present in the mixed zone 45 minutes before the race starts.
- » Mixed Zone Coordinator should be experienced and well known by athletes, team staff and TV companies.
- » Proper Access Control is a must in the Mixed Zone
- » The Mixed Zone must be organized in such a manner that the athletes must pass through the entire zone as they exit.

d. Key Tasks

What	Action/How	Support
Determine who is responsible for the mixed zone	Assign Mixed Zone Coordinator with TV/Media and event experience.	Role description Mixed Zone coordinator 
Set the layout	Design a finish area layout plan. Decide size of TV/Radio boxes according to requests from rights holders and finish area size Athlete flow is important! Review accreditation categories. Coordinate with FIS representatives.	 <i>Best practice case from Val di Fiemme, Whistler, Levi</i>
Install WiFi access	Ensure a hotspot in/very near the Mixed Zone	
Attend production meeting ahead of the event	To talk about the procedure in the finish area	In Snowboard/ Cross Country – FIS Media Coordinators

For more details have a look in the enclosed checklist!



g. Suggestions

- » Arrange TV screens and/or CIS screen for results and flash quotes in the mixed zone
- » Try to arrange warm drinks especially in cold weather
- » Use zigzag fence solutions so that you can put the athlete in the middle
- » Consider different weather conditions. On snow, plan for rubber mats for example or saw dust. It can be slippery; or need isolation to keep feet warm.
- » Inform the Team Media attaches about who you are (or the Mixed Zone coordinator) and contact information. Attach a photo.

3. Media Service

3.1. Description

Media Operations is the department that runs the MMC and the Media Service before, during and after the event. The main requirement from the media are clear and precise information containing all relevant aspects regarding the event, organization, program, athletes etc.


3.2. Objectives


Fast and reliable information

3.3. Must have

- » Post-event press conference with top 3 racers

3.4. Key tasks Media Service

What	Action/How	Support
Designate a Media Operations Manager	Designate a person responsible for all media service matters	 <i>Role description for Media Operations Manager</i>

Provide written features, previews and race reports	Write and distribute through event website. Extended start lists- by bib and alphabetical. In English – other languages a plus but not obligatory.	
Prepare a Media Handbook	Includes maps, contact information, program etc. Electronic!	
Set up meeting point with athletes	Arrange meeting points with athletes – that is why the media come!	
Deliver flash quotes	ABSOLUTE KEY: As a service to the journalists on location as well as off-site media, flash quotes taken in the finish area and at the press conferences. Distribute in the MMC and through website ASAP after event. Use professional staff.	
Offer additional activities for media if a competition gets postponed.	Cooperate with the tourism board, lift owners etc to get a win-win situation for all parties. By providing interesting content opportunities you ensure positive coverage despite inclement weather or logistical!	 <i>Best practice case xxx</i>
Educate your media staff.	Prepare a volunteers guide for media staff early. Use volunteers who are experienced at World Cup competitions. The better educated your staff, the better service you can provide!	
Prepare various press conferences (a must at title events!)	A post-event press conference for top three racers is mandatory. For backdrops etc. talk to marketing dep. Use a nearby room for team press conferences. Use a experienced moderator with good knowledge of sport and good language skills. Prepare a comprehensive list of all PCs by day!	National Ski Association (NSA) Media coordinators
Arrange free coffee and snacks	Talk to sponsors for contribution(s)!	
Offer translation service	All materials should be available in English first and then local language. German and French if possible. A translator for the local press is necessary	
Set up SMS service	Send out program changes and important information to media to a list of mobile numbers that the media provided as part of their request for accreditation – include SMS sign-up in your form!	

3.5. Suggestions

- » Provide staff training both in writing and as a role play to practice upcoming situations.
- » Try & arrange the press conference before the doping control – then they can drink some water (bottled containers!).... Think about the logistics for the racers. Try to have the doping control in the same building as for the press conference.
- » Small media gift is always appreciated
- » Consider media evening/reception. Talk to sponsors and tourism office



3.6. Environmental tips

- » Minimize paper copies
- » Email quotes and put them on the event web site instead of printing them
- » Publish the media handbook well accessible on the event website and in the MMC on the info board and use print just for a limited number that you have at the info desk in the Media Center – do not give all media automatically a personal copy. Most of the Media do not use it.

4. Photo Service

4.1. Description

Photographers are a vital stakeholder group for the promotion of the sports. Their specific requirements need to be considered by professionals that understands their needs and are able to plan the best facilities and working conditions.

4.2. Objectives

Provide optimal photo positions and safe working conditions for photographers


4.3. Must have

- » All LOCs must appoint an experienced Chief of Photo separate from a Chief of Media
- » Additional accreditation for field of play access must be arranged through well visible credentials such as bibs or armbands

In Alpine events all photographers entering the field of play must accept the on-course access rules and sign the waiver, which is also part of the FIS Season Accreditation. Those with priority access receive a special FIS Special Access card for which FIS Season Accreditation is mandatory.

Nordic Riikka!!!

4.4. Key tasks Photo

Objective/What	Action/How	Support
Assign Chief of Photographers	Use an experienced photographer with title event credentials. Discuss with FIS in case of doubt.	Role description Chief of Photo 
Ensure best possible working conditions in the race area and at the ceremonies	Cooperate with competition management regarding security & access control and with the TV coordinator regarding TV pictures/camera positions.	.
Arrange photo briefing(s)	Arrange meeting with all photographers before the event	
Plan for effective photo positions	Establish map with good photo positions (consider TV cameras!). Consider process for podium in finish area, leader box and at the winner presentation/prize-giving ceremony. Review on site with professionals Consider access and flows!	<i>Best practice case from xxx</i>
Distribute field of play accreditation credentials	Cooperate with FIS and use FIS priority list (Alpine). Define clear rules for limited access positions.	FIS Media Coordinator and FIS Communication Manager
Technical requirements	Technical solution, for example WiFi, in the race arena. See more under technical requirements. Use reference group of photographers for quality check	

4.5. Suggestions

- » Let photo runners serve warm drink and snacks on the field of play for photographers waiting in position
- » Distribute information about side events
- » Provide lockers in the Media Center (boot warmers nice but optional!)

5. TV/Radio Service and Infrastructure

5.1. Description

Visiting TV companies and the host broadcaster shall be offered good working conditions, in the terms of technology, ergonomics and service. The services are stipulated in the agreement between host broadcaster and OC/NSA. Service provision sometimes falls under infrastructure/event department and sometimes under the media department. Remember that TV and radio commentators and reporters also need services such as information. Consider the new FIS Guidelines for TV production (discipline-specific). The rights holders are responsible for the on-site service of their clients. Responsibility for the infrastructure part of the TV/Radio Operation varies by LOC.


5.2. Overall Objectives TV/Radio Operation

Best possible working conditions with focus on infrastructure and on-site service.

5.3. Must have

- » All LOCs must appoint an experienced TV/Radio Coordinator.
- » Additional accreditation for field-of-play access must be arranged through well visible credentials such as bibs or armbands

5.4. Key tasks TV/Radio

What	Action/How	Support
Assign TV/Radio Coordinator	Use an experienced person. Discuss with FIS and right holder	Role description TV/Radio Coordinator 
Ensure best possible working conditions	Cooperate with competition management regarding security	.
Furnish commentator positions	Depending on contractual situation. Typically, In discussion with right holders at LOC's expense	
Set up camera platforms and cabling	Establish camera platforms according to specifications from host broadcaster. Build and protect the cables.	In cooperation with HB
Build TV compound	Establish an area with sufficient space near the finish area	In cooperation with HB
Build IBC (title events)	Includes offices for HB and TV	In cooperation

only)	companies. Close to TV compound if possible	with HB <i>Best practice case from xxx</i>
Ensure sufficient lighting	For night races a min. of 1000 Lux is required in competition areas	See FIS TV Production guidelines (per discipline)
Conduct sound check	Check sound for TV microphones and speakers together with HB. Find best compromise between TV and audience sound.	In cooperation with HB
Arrange field of play accreditation	Cooperate with FIS and use FIS guidelines per discipline	FIS Media Coordinator and FIS Communication Manager
Technical requirements	Double check technical solutions (For example WiFi, support) with HB	HB, Telecom supplier and power supplier

5.5. Suggestions

- » Sufficient volunteers/runners in the set-up phase are appreciated

5.6. Environmental tips

- » Power solution by battery
- » Choice of fuel can make big environmental difference
- » Don't underestimate heating and power

6. Media Logistics

6.1. Description

Plans and arrangements for media logistics should be coordinated with overall LOC logistical function, yet oversight for all matters pertaining to the media should remain with the Media Service team.

6.2. Media Accreditation

a. Description

The media landscape is changing rapidly. For example photographers are not just photographers they are internet journalists as well and the other way around. This is challenging

when it comes to accreditation and OC:s must today give out to most proper accreditation. The accreditation standards and zones will be review during this season 09/10.


b. Objectives

Right accreditation for all media according to their needs.

c. Must have

- » On-line accreditation form.
- » Use of the standard zones stipulated by FIS and included in event agreement.
- » Access control with professional staff
- » Chief of Media need full access accreditation

d. Key tasks

What	Action/How	Support
Assign responsibility for media accreditation	Use an experienced person and involve FIS in the accreditation process (especially title events). Key responsibility for LOC Chief of Media.	
Confirm accreditation requests	Request press card or proof of experience or reference person. Prompt response is professional. Use automated initial response and notification for any status changes for request. Include request for special services such as private LAN cable in the initial accreditation request form.	
Review list of FIS Season Accreditation holders	Helps provide the right access to these individuals	For questions contact FIS Communication Manager 
Consider professional membership	Make sure you have good grasp of professional organizations in your country. Contact FIS for international advice.	
Consider location for media accreditation	Make sure to communicate clearly where the media	

center	receive their accreditation and any additional credentials. If possible have media accreditation at the MMC	
Prepare for extra/additional accreditation as cards and bibs	For inspection and race area access	FIS race directors or FIS Communication

e. Accreditation process

1. Control of card if the person is not known by you
2. Call/email and ask who they are and what kind of job they plan to do during the event. Build relation with this new media person.
3. Reject or confirm
4. Remember to be loyal to the working media, never interrupt with them by confirming people that should have other access zones

f. Standard Access Zones

Use the following zones as per FIS Season Accreditation matrix.
Media ones in bold:

1. Team Areas
2. Coach Areas
3. Sports Areas
4. Service Areas
5. Officials Areas
6. TV/Radio Areas
7. TV/Radio Commentators
8. IBC/TV Compound
9. Print Media Areas
10. Photographer Areas
11. Special Media Areas
12. Press Centre/ Media Centre
13. Sub Press Centre
14. Data/Timing
15. Ceremony
16. Special Guests

6.3. Media Accommodation

a. Objectives

Offer reasonable priced and good location according to needs.

b. Must have

- » OC provision of reasonably priced accommodation to accredited media before a deadline, 60 days (communicate well – no guarantees accepted after the deadline)

c. Key tasks

What	Action/How	Support
Assign responsibility for media accommodation	Train and inform about media's needs and status of accreditation requests. Chief of Media must be involved/active in the accommodation process.	
Prepare a priority list	Coordinate housing priorities list in the LOC management. Who should have what? Teams, Media, Sponsors etc.	
Set a reasonable deadline	Communicate a deadline (60 days) for when you as a LOC can help out with accommodation Use website, invitation, newsletter and accreditation form.	
Check availability of Internet connection in hotels	Prioritize media accommodation with wifi solutions for media.	
Establish reasonable price level	Try to find options with different price levels for media. Recommendation: upper limit should be no more than 200 Euro per night and no more than 100 Euro per night in the less expensive category. Prices should not be higher than for usual visitors in this period of the season.	

e. Suggestions

- » Almost all media want to stay in single rooms – respect their need for rest and privacy given the special working hours
- » Cooperate with the resort look for long time relations with media

- » Make sure that the frequent journalists get good accommodation
- » Try to get TV-companies and big groups better price if they are willing to share rooms

6.4. Transport/Parking

a. Objectives

Convenient access to the event

b. Must have

- » Limited parking for right holders and photographers at the race arena
- » Shuttles between Media Center and race arena if the walking time is more than 15 minutes

c. Key tasks

What	Action/How	Support
Arrange media shuttle	Shuttles after the race should run directly to MMC. Small buses often better than big busses. Critical times are before and after the race. Make sure your schedule is reasonable and communicate it well.	Use reference group for time table discussion
Ensure limited parking at race arena	Do a priority list in the LOC management for who should have what. Teams, Media, Sponsors etc.	.
Ensure sufficient parking at Media Center	For all media	
Consider need for airport transfers	Make sure to include information on travel from airport (where needed) in the media invitation, accreditation confirmation and website	

d. Suggestions

- » Airport transport is greatly appreciated
- » Priority to photographers due to heavy equipment
- » Never give out more parking permits than there are places
- » Try to get 10-20 % discount for media

e. Environmental tips

- » Encourage walking
- » Consider environment-friendly fuels and transport solutions

6.5. Catering

a. Objectives

Optimize media productivity by keeping them well fed and hydrated

b. Must have

- » Reasonable (average local price level) cost meal option close to the main media center
- » Water and coffee/tea must be available for free for media in the MMC

c. Key tasks

What	Action/How	Support
Arrange Media catering	Use local restaurant or establish own. Make sure that you offer reasonable prices and fast service. Close to Media Centre and with own area for media	Sponsors, local restaurants
Finish area catering	Perfect if LOC can offer hot soup or snacks in the sub center in case of delays etc.	.
Coffee, tea and water	Must be offered in the media centre	Sponsors

d. Environmental tips

- » Serve locally produced ecological food
- » Serve ecolabeled coffee and tea

6.6. Media Technology


a. Objectives

Reliable and fast platform

b. Must have

- » WiFi or other access to the internet in all media facilities must be offered free of charge.
- » Private high speed internet lines must be offered (can be charged at cost)
- » Ensure availability of technical support especially post-race

c. Key tasks

What	Action/How	Support
Assign responsibility for media IT	Train and inform about media's needs and status of requests	
Ensure reliable and sufficient Internet connection	Consider different needs of groups such as photographers and rights holders. E.g. the Photo Area in the Mixed Zone and MMC needs reliable and fast connection for uploading photos. LAN cables are preferred. Make sure to plan for high enough peak load (post-event!!)	 Internet Guidelines from FIS
Plan for sufficient Private Lines	Offer according to requests submitted as part of accreditation. Coordinate with rights management agency for additional needs (at a charge)	
Ensure availability of technical support	Computer support must be present during set-up and rush hours.	Reference case.
Build reliable electricity supply	LOC to provide sufficient power with a back-up system. Consumed power shall be at the cost of broadcasters through rate cards	<i>HB</i>
Do not overdo it with pricing	FIS recommends basic access to wireless to be free at all FIS events! Build strong relations with your telecom supplier (possible sponsor!)	
Consider need for general Internet stations	Most media today bring their own computer. Consider setting up a terminal with printer for last minute needs.	
Ensure cell phone coverage	Make sure that the venue has sufficient capacity for cell phones	<i>Telecom supplier</i>

d. Suggestions

- » Use your event to try to build new internet infrastructure
- » To pay for quality is better than to offer bad free Wifi
- » Check that media hotels have wifi connection
- » Separate journalist and photographers/videoreporters, the second use much more capacity
- » The bandwidth need to be constant

7. Information Services/PR and Event Website

7.1. Description

Cooperation with marketing department for effective information provision and event promotion is essential. In some OCs, information/PR and Web is the responsibility of another department and not that of media service. Cooperation is essential!

7.2. Overall Objectives


- » Increase awareness, stir interest and maximize positive media coverage of the event and the sport
- » Increase attendance from media (and spectators of course!)
- » Provide excellent service for off-site media
- » Increase local support and acceptance for your event

7.3. Must

- » Invite media to your event and make them feel welcome
- » Post-event report to FIS and an event summary with facts and figures for media

7.4. Key tasks Information/PR

What	Action/How	Support
Stir interest	Work together with experienced people, use open information policy and determine LOC spokesperson in advance (make sure to stick to your policy and main messages)	
Invite media to the event	Establish distribution lists, use your website to collect additional contacts	FIS
Identify important stakeholders and keep them informed	Through newsletters, events, meetings	
Access to media	Set a media policy with clear spoke person(s) for your LOC and communicate the proper telephone numbers	
Maximize the positive media coverage of the event.	Have a proactive plan with targeted media information event before, during and after the event.	

Increase interest for FIS sports	Cooperate with the National Ski Association and the National Ski Team to promote your event	
Create a platform for good relations between OC and Media.	Continuous information to the Media Reps. Press releases and studies at different sport events.	
Event website as main source of information		
Write Newsletters	Send to all target groups (National Ski federations, media, and all stake holders)	
Use Social Media Set social media strategy	Establish a Fan page on Face book and YouTube/Flickr. Publish news and films. Deliver value for the target group as for ex, inside information, special tickets etc. Start an blog – it has to be active and interactive	Best practice <i>Red Bull</i>
Post Event report to FIS	Media facts & figures and a short evaluation of the event	Post event report table 
Event press information	Publish spectator numbers etc. and comments about the event on you website and send it out to present media immediately after the last race	

7.5. Suggestions

- » Create momentum – deliver content to both fans and media.
- » Tell more stories about and around the event

7.6. Media/Press area on the event website

a. Description

It is mandatory in today's environment to provide up-to-date information before, during and after the event on the event website. The information and news can be used both by on-site and off-site media.

b. Objectives

Professional media service with correct and current information, images, accreditation requests etc. for on-site and off-site media

c. Must

- » Provide a separate media area on their event website.
- » English and local language are necessary

7.7. Overall guidelines for internet media area

Objective/What	Action/How	Support
Provide the media with interesting and correct information on all parts of the events before, during and after	Provide traditional information, news, facts & figures as well as a regularly updated photo gallery and video gallery with animated race course videos and fresh interviews with alpine racers.	.
Provide basic information	Publish best way to travel, main airlines and rent-a-car companies with links. Course descriptions, important phone numbers and sponsors. News about the event.	
Assign a responsible person	Partner with journalist or new media schools to create a team to produce content	<i>Best practice case from xxx</i>
Do not forget about the behind the scenes stories	Use the Internet to set up the number one source of information to media about your event – it is the most cost-effective and efficient way!	