

Draft 5

Media & Marketing

Events organisation & the Media

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1. Introduction

- The objective of this document is to set practical guidelines, to help Air Sports media officers organising the media side of international FAI events

Why become so media conscious ?

- FAI has entered the era of TV broadcast and media exposure, which has two main consequences:
 - Give quality service to the media is a condition of growing, long term media exposure
 - Controlling the rights issue: who should have access to what is vital to ensure revenue.

Who should deal with Media ?

- Relations with the media can no longer be the sole responsibility of events organisers
- Both commission's President and Media Consultants should be trained for media relations and aware of important media issues.
- Media Consultants should have a local media counterpart for each event.
- FAI Media Officer should provide training to Commissions, work on media partnership, and field work on important events (ex: WAG), in relations with FAI secretariat

What do Journalists need ?

- Access to competitions
- A room in which they can work

- Means of communications
- A friendly environment

To ensure the success, a Media Officer must be entirely devoted to his/her event

Success in 10 steps

- Work with your local contact
- Check the site
- Inform the Press
- Media Facilities
- Communications
- Broadcasting issues
- Accreditation process
- Security
- Transportations
- Accommodation

1. Working with the Local Media Officer (LMO)

- The local Media Officer must be a professional (even if he/she is a volunteer !)
- He/she must be available day and night
- He/she must follow your orders, BUT
- You must be available to him/her
- You are the foreigner, so be prepared to learn from him/her

2. The site

- You should have your word about the choice of the site: think weather forecast, traffic, environment, hotels, communications, pollution, people around: are you in the right place ?
- Take pictures of the field, the hangars, the runway, the bar, etc... to help you prepare your work
- If something is really wrong, say it upfront !

3. Informing the Press

- Make sure the media (regional, national, international) are informed early on about:
 - The event itself: type, pilots, dates, prizes

- The facilities
- The accreditation process
- Airports are not very popular: Send information on your discipline, and above all, the Champions, before the event.
- FAI Media Officer & Secretariat are here to help with information, as long as they are informed !

4. Media facilities

- Put yourself in the place of a journalist: take the bus from the hotel to the airport/field. Walk from the press room to the parking/landing site, carrying heavy photo material. Go to the bar, and to the toilet!
- Visit what will be the press room, conference room, mixed zone (pilots+ press zone) and see how they can best be organised. IT technical assistance, travel agency, kiosk are facilities that will make all the difference.
- Organise sign posting so that journalists can find their way easily.

5. Communications

- Ask who will be the Telecom provider
- Check that the press room is properly equipped (Phone, web, e-mail, wap, etc... must be available and flawless depending on the event budget !)
- Check who will be in charge of transmitting the results. Make sure with the Flight Director these people get the results on time, and transmit them on time and correctly

6. Broadcasting

Coordinate with FAI Secretariat & Media Officer:

Meet the producer, the host broadcaster, and check their needs

Never authorize a TV crew to film without referring to either FAI

Secretariat or FAI Media Officer

Facilitate the access and work of TV crews accredited by FAI

7. Accreditation

Mission statement

Identify and register all persons involved in the staging of the event, and make sure they have access easily, within the framework of their function, not forgetting safety and security.

Eligible: Pilots, assistance, broadcasting organisations, FAI Officials, NAC officials, sponsors, contractors, volunteers, security personnel, service providers, etc...

Accreditation is the Local Organiser's job, but Press accreditation is yours !
Organise the interference !

7. Accreditation: upfront

- Together with Press Information, invitations should be sent together with accreditations forms
- FAI secretariat/Media Officer are responsible for accrediting TV crews + international media
- Accreditation certificates should be returned to Journalists early enough.

7. Accreditation: zones, people

- Zones: precise zoning has to be defined, in coordination with the Flight Director. Zoning codes must appear on the venues and on the corresponding cards. Respect the hierarchy.
- Population: a photographer and a written journalist do not have the same needs. It is important to define who should be authorized (encouraged ?) where. Do not forget support staff (interpreters...).
- Capacity: Make sure your zones can bear as many people as you accredit !

7. Accreditation: Mixed Zone

- Mixed zone is where the Press meet the Pilots.
- Access to the mixed zone should be easy from the press room, and the press tribune (any place from where the press watches the event)
- Establish a clear priority between broadcasters and press representatives in coordination with FAI Secretariat/FAI Media Officer
- But make sure all accredited journalists get some access to the pilots

7. Accreditation: Technology

- Accreditation cards must not be able to be tampered with or modified in any way. A partner (sponsor ?) should participate in the process if possible

- Photos should be asked upfront to journalists, and image capture possibilities should also be available for late arrivals.
- Use the IOC accreditation abbreviations will make FAI look smart, and above all, journalists will feel comfortable with it (see appendix)

7. Accreditation package

- Together with their accreditation card, journalists must receive:
 - The event's official programme
 - The detailed competition time table
 - A list of the Officials present (FAI, NAC, Township, etc...) + Media Officer name and contact information
 - Map of the site and zones
 - Programme of non sporting activities (press conferences, cocktails, visits, etc...)
 - Shuttle bus time table

8. Security

Security is the Local Organiser's responsibility, but you do not want your favorite journalist bothered.

Call a meeting upfront with the Local or FAI Security Officer to clear all points

Make sure a sufficient level of security is guaranteed in the press centre, and in all zones accessible to the press.

9. Transportation

Arrival:

A welcome point should be placed at the airport, or hotel for:

Welcome, take charge, accreditation, hotel keys, programme, etc...

On site:

Sites, hotels, press rooms must be « on line »:

- request shuttle buses « FOR PRESS ONLY »
- Post time-tables

10. Accommodation

Offer 3-4 different hotels with various levels of service/prices, negotiate special prices, but Let the media make their own reservation (with some exceptions).

Make sure the personnel is aware of the competition/shuttles schedules

Make sure the rooms' telecoms equipment is correct. Beware of telecoms tariffs !

Decorate the lobby

Make a list of friendly restaurants in the area

And if you do only this...

- Remember that media are often the ultimate judge of the success
- Establish a budget, and preserve it
- Look for advice as often as you need it
- Information should be accurate and fast
- Flexibility should be a rule
- Provide good viewing positions (especially for photographers)
- Check again technology requirements
- Use the internet extensively
- Give media people a good first impression !