

Media Operations Guide

Air Nation Freestyle Tour

Speed Nation SBX Tour

Speed Nation Alpine Tour

Introduction

This document was written to provide guidance in regards to media operations and logistics to local organising committees (LOC) of any event part of the Air Nation Freestyle Tour, Speed Nation SBX Tour or Speed Nation Alpine Tour. Furthermore, this document sets out the requirements, deliverables and timelines that have to be met by the respective LOC.

General Information

The objective of the functional area of media operations is to enable journalists to perform their work in the best possible environment. Media operations are composed of a number of different areas that are interlinked and have to be attended to by the LOC.

It is important to remember that attending journalists will shape how the outside world sees your event. Even the smallest of problems away from sporting competition may change how a journalist communicates what is going on to their audience.

Related documents

The following is a list of documents that shall be read in conjunction with this guide, as there are a number of cross-references throughout this document.

Canada Snowboard Rule Book
Air Nation Freestyle Tour – Handbook
Speed Nation SBX Tour – Handbook
Speed Nation Alpine Tour – Handbook

Media Accreditation

The purpose of accreditation is to identify people and their roles at the event and allow them necessary access to perform their roles. Accreditation is not an external sign of a privileged status but is a necessary working tool to manage the large numbers of people participating in the event, facilitating their movements in a flexible and secure fashion.

Accreditation Categories

- Athletes
- Coaches
- Officials (that includes Volunteers)
- Media

Media Categories

There are no media categories for any of the events part of the Air Nation Freestyle Tour, Speed Nation SBX Tour, Speed Nation Alpine Tour; the following journalists will be targeted as « Media » persons during the event:

- Journalist
- Editor
- Photographic Editor
- Employed or contracted by the International, Nationals, Provincial/ Territorial news Agency
- Sport Magazine or sport internet site
- Periodical or independent/ freelance journalist
- Photographer
- Videographer
- Members of a rights holding radio and/or television organization
- Members of a non-rights holding radio and/or television organization

Process

The LOC is responsible for implementing the media accreditation process. Canada Snowboard suggests that this process is handled online, where journalists fill in an application form. However, onsite journalists' applications will be accepted as soon they fill in the correct Media Form.

All the Media Forms (online or onsite) will need to be approved by the Event Director and/or the Event Manager¹.

¹ Media Form

Timelines

The LOC has to set up the media accreditation process along the following timelines:

Action	Deadline
Open online media accreditation process	Four (4) months before the event
Close media accreditation process	Two (2) weeks before the event*

**If the LOC wants to do onsite Media accreditations, the LOC will decide when to close the media accreditation process*

The LOC is responsible for ensuring and confirming that the national organizations and individuals being accredited are genuine, recognized media professionals (written and photographic press, radio and television broadcasting and internet journalists).

When collecting the media accreditation information, journalists shall also be asked whether they agree to being added to the event media distribution list in order to receive more information about the event and other Canada Snowboard events².

CS Communication Coordinator:

Eric Escaravage

eric.escaravage@canadasnowboard.ca

² Media distribution checklist

Photographer/Videographer

Officials Photographer/ Videographer

Canada Snowboard's Marketing Senior Coordinator shall source and approve the photographer and videographer hired on behalf of the LOC.

CS Marketing Senior Coordinator:

Samantha Scull

samantha.scull@canadasnowboard.ca

The LOC is responsible for implementing this process between the photographer and/or videographer and Canada Snowboard's Marketing Senior Coordinator. Canada Snowboard's Marketing Coordinator will provide clear guidelines to the videographer and/or photographer on deliverables, dates and shots wanted.

The CS Marketing Senior Coordinator shall use the template provided to draft the agreement³ with the Videographer/ Photographer on behalf of the LOC. LOC and Photographer/Videographer will in turn both sign off on the agreement.

Photo/Video Positions:

The LOC shall define various photo positions around the field of play to be accessed by all accredited Media persons. These positions shall give a clear view of the action on the field of play. Having various photo/video positions available will provide the photographers/ videographers with different angles to take their pictures/videos. When defining the photo positions, the LOC shall also consider the placement of the venue look and sponsor elements.

***Note 1: All the photographers/ videographers on course MUST follow Canada Snowboard's Helmet policy*

***Note 2: During Competitions, the Chief of Competition has total authority on any official, staff, media person, athlete and coach on course.*

The LOC shall provide each media person on course with a clear "Identification item" (Media Badge, as an example).

Media work areas

The media work area and the competition venue shall be in close proximity to each other, so that accredited journalists can reach the different areas in an easy and quick manner.

The media work areas include the following:

- Media workroom
- Photo/video positions
- Mixed zone

Media workroom

The media workroom can be located in the Event Office; the LOC shall provide a section of the Event Office for media persons (if needed) away from the Welcome desk (to ensure athletes and coaches do not disturb the media persons).

It shall also provide the following:

- Tables – at least two(2)
- Chairs – at least four(4)
- Access to power
- Wi-Fi password
- Printed start lists/results

Photo/Video positions

The photo/video positions shall be provided to all the photographers/ videographers on course prior each competition.

Mixed zone

The mixed zone provides the accredited media the opportunity to interview athletes after they finished their competition. The location of the mixed zone in the venue shall be in a way that it is integrated in the natural flow of the athletes from their competition to the post-event procedures. The mixed zone can be located near the awards ceremony; using the Air Nation/ Speed Nation Backdrop as a mixed zone after the awards ceremony. The LOC shall coordinate with the mixed zone to ensure the accredited media the opportunity to interview athletes.

Communication to Media

The LOC shall provide the “Contingency Plan” to all the staff, officials, volunteers, coaches and accredited media in case of injury, death, emergency or cancellation³.

Staffing

The LOC shall recruit a Media Coordinator for the Event.

The Media Coordinator shall be in charge of following:

Delivery the Media Package to all the Accredited Media

- Coordinate the Media on-site
- Coordinate the Video/ Photo Positions
- Coordinate the Media workroom
- Coordinate the Mixed zone
- Communicate and Coordinate with Canada Snowboard’s Communication Coordinator
 - Ensure clear implementation of the Air Nation Freestyle Tour/ Speed Nation SBX Tour/ Speed Nation Alpine Tour Communication Plan
- Coordinate the Internal Communications
 - Relevant information from TC meeting (change in event times, updated results (if available) to be communicated via Mail Chimp and text message service (if applicable) at the end of each day with Coaches/ Athletes/ Officials/ Staff/ Accredited Media
- Provide a Media package to every Media accredited person
 - Event Guide
 - Event Schedule
 - Contingency Plan
 - Event Hash tags list
 - Athletes/ Coaches Bio
 - Photo/ Video Positions
 - Media Bib

³ Contingency Plan Template

Media Coordinator Responsibilities

The Media Coordinator designated by the LOC must ensure the following:

- All media members must be directed to the event office/responsible media person
- There is no « off the record » with the media, do not comment on anything!! (e.g registration « Not that many people this year », weather , snow quality « lack of snow this year »)
- If there is an athlete injury, re-direct media inquiries to media person
- Any large « controversies » (weather cancellation, athlete injury/or comments) are to be dealt with between LOC representative, Media Person, representative from CS, CS Communications Coordinator before issuing a statement.
- Ensure all media/photographers are in appropriate areas (photographers to wear identifying accreditation and helmets while on course)
- Ensure all the staff and officials follow the Contingency Plan in case of accident, major injury, death, emergency or cancellation.

The Media Coordinator shall review all the media logistics with the Event Director and the Event Manager 24h before the start of the event and shall report any unexpected situations to the Event Director and the Event Manager.

Procedures

The LOC shall follow the Event Communication Plan provided by Canada Snowboard.

Social Media

Canada Snowboard will use their Social Media platforms to promote the event. Canada Snowboard will create an Event page for the Air Nation Freestyle Tour. Only Canada Snowboard Communication Coordinator will have access to Canada Snowboard social media platforms.

The Media coordinator shall provide the following to Canada Snowboard's Communication Coordinator at the end of each competition:

Facebook

- Daily Album recap (provided by event photographer (focus on action/podium shots)
- Link to updated results on website (if applicable)

Twitter

- Post up-to-date event information (schedule changes, men and women's category on course, weather delay etc)
- « Behind the scenes » shots. Photos of athletes interacting with one another, shots at the start, finish line
- Clear action shots
- NO BLURRY PHOTOS (Shots must be clear and high quality (Iphone, Samsung quality is fine)
- TAG EVENT SPONSORS/ATHLETES
- If unsure about trick or shot quality, do not post!

Instagram

- Limit posts to 2-3 per day
- Can be an action shot, athlete posing, Podium
- Short caption
- NO BLURRY PHOTOS (Shots must be clear and high quality (IPhone, Samsung quality is fine)
- TAG EVENT SPONSORS/ATHLETES

Detailed Social Media Strategy to be developed by CS and sent to LOC (Oct/Nov)
The LOC shall use Canada Snowboard's social media posts (share or re-tweet) for its promotion

Press Release Announcement

Canada Snowboard's Communication Coordinator is in charge of all the official announcements for the event. The announcement shall be approved by the LOC and all the partners shall use the same announcement.
checked by the CMT.