

MEDIA GUIDELINES

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[ABBREVIATIONS LIST]

GENERAL

LOC	Local Organising Committee
MF	European Athletics Member Federation
NSWA	National Sportswriters Association
EBU	European Broadcasting Union

EUROPEAN ATHLETICS EVENTS

ECH	European Athletics Championships
EICH	European Athletics Indoor Championships
ETCH	European Athletics Team Championships
EXCH	SPAR European Cross Country Championships
EU23CH	European Athletics U23 Championships
EU20CH	European Athletics U20 Championships
EU18CH	European Athletics U18 Championships

TECHNICAL

CIS	Commentator Information System
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[INTRODUCTION]

The European Athletics Media Guidelines, adapted from the existing IAAF Written Press and Photographer Guidelines, define general principles regulating media operations, facilities and services for written press and photographers, including services and facilities common to all media categories, such as broadcast media (specific International Broadcaster guidelines can be found in the European Broadcasting Union Technical Annex, download from the European Athletics Extranet or contact event@european-athletics.org).

The guidelines are an integral part of the contract between Local Organising Committees of European Athletics' events and European Athletics.

The obligation to provide facilities and services in accordance with the guidelines and the minimum standards contained therein is specified in the European Athletics Competition Regulations and in the Organisational Manual. The guidelines are therefore binding for the LOCs of European Athletics events.

Any adjustments required due to the specific characteristics of a competition venue will be agreed in the minutes that follow Event Coordination Meetings between European Athletics and the LOC.

Rapidly evolving technology, especially in the field of telecommunications, makes it difficult to foresee requirements in this area even a few years ahead. LOCs should always aim at providing state of the art facilities at European Athletics' main events.

By providing high standard facilities and services to the media, LOCs will contribute to the best possible media coverage ensuring the promotion of their event and of the sport of athletics.

The current 2014 edition of the European Athletics Media Guidelines are as up to date as possible in terms of continued changes in technology.

The guidelines are for the following European Athletics events:

- > European Athletics Championships (ECH)
- > European Athletics Indoor Championships (EICH)
- > European Athletics Team Championships (ETCH)
- > SPAR European Cross Country Championships (EXCH)
- > European Athletics U23 Championships (EU23CH)
- > European Athletics U20 Championships (EU20CH)
- > European Athletics U18 Championships (EU18CH)

The guidelines should be adapted by LOCs in relation to the size of the event, and where possible, this is done within the document. These guidelines can also be advantageously adopted and adapted by all organisers of international athletics competitions.

The European Athletics Media Guidelines are strictly concerning event operations and facilities, and do not provide guidelines on public and media relations activities and promotional activities that must be carried out by LOCs.

In this vital area of event communications and event promotion, it is extremely important to hire expert staff to undertake the required tasks ahead of and during the event.

European Athletics works closely with LOCs throughout the lead-up to the event to develop effective Communication Plans, Promotion Plans and Ticketing Plans unique to the event, Host City and Host Country.

[1]

GENERAL PRINCIPLES

1. CATEGORIES OF ATHLETICS EVENTS

In the following chapters, the general principles governing media operations and the provision of facilities and services will be analysed in detail. For practical purposes, in these general chapters, it will be useful at times to define broad, unofficial, categories of events as follows:

Category One	European Athletics Championships (ECH) European Athletics Indoor Championships (EICH)
Category Two	European Athletics Team Championships (ETCH) SPAR European Cross Country Championships (EXCH)
Category Three	European Athletics U23 Championships (EU23CH) European Athletics U20 Championships (EU20CH) European Athletics U18 Championships (EU18CH)

2. ROLE OF THE MEDIA AND BASIC MEDIA REQUIREMENTS

The contribution of the media to the popularisation and promotion of a sport is fundamental, an on-going process of which the coverage of major events is but the apex. The provision of efficient media services and facilities should therefore be a priority in the overall organisation of the competition.

When working with the media always bear in mind that they are both the recipients of your communications and a tool to forward that information to the general public.

The major requirements of the media can be summarised as follows:

- > Impartial access to newsworthy events
- > Clear and precise information, containing all relevant elements

Communication and technology facilities and equipment for the collection and dissemination of news items

- > Fast and reliable information systems
- > Access to competitors

3. ROLE OF EUROPEAN ATHLETICS REPRESENTATIVES

For the major European Athletics events (ECH, EICH), European Athletics will appoint a Press Delegate and a Television Delegate depending on the type of event in accordance with the European Athletics Competition Regulations.

The European Athletics Press and Television Delegates will liaise with the head of media operations (Media Director) of the LOC and the European Athletics Technical Delegates on all matters relevant to the media. They are responsible for ensuring respectively that the European Athletics Media Guidelines and Broadcast Guidelines are followed.

The European Athletics Press Delegate is normally the European Athletics Communication Manager (for other events, the European Athletics Communication Manager is the *de facto* Press Delegate). He/she will be in permanent contact with the LOC Media Director with regards to all matters concerning written press, photographers and general media services.

4. PRE-EVENT SITE VISITS

The European Athletics Press Delegate will make a number of pre-competition site visits, usually as part of the official Event Coordination Meetings. This can range from 1-2 for the EU23CH, EU20CH and EU18CH to 4-5 for the ECH, depending on the circumstances.

The European Athletics Press Delegate/Communication Manager will inspect all sites related to the written press and photographers as well as common media facilities and services, and will meet with the Media Director and staff.

It should be ensured by the LOC that media-related requirements and decisions affecting other areas of the organisation are fully understood and agreed. At least the LOC General Coordinator or his/her representative should be made aware of decisions.

Minutes/Action Points, prepared by European Athletics and agreed by the LOC, will be compiled to summarise discussions and decisions taken between the European Athletics Press Delegate/Communication Manager and the LOC Media Director.

The European Athletics Press Delegate/Communication Manager will be in attendance at the relevant European Athletics event. He/she shall act in an advisory capacity to the Media Director of the LOC to ensure the Media Guidelines are upheld, and jointly with him/her, shall arbitrate in matters requiring urgent decision.

[2]

STRUCTURE OF THE LOCAL COMMITTEE**1. ROLE OF THE MEDIA DEPARTMENT WITHIN THE LOCAL ORGANISING COMMITTEE**

LOCs should recognise the importance of defining their Media Department and setting up their media operation from the earliest planning stage.

Good co-operation between the Media Department and other areas of the LOC (technical/competition, administration, financial etc.) is fundamental to the global success of an event. Media arrangements should be planned and co-ordinated with all the other departments concerned.

2. THE MEDIA DIRECTOR

To ensure a successful media operation, the appointment of this key person (Director of Communications, Press Officer, Press Chief are other titles for this role) should be made at the start of the preparatory work of the LOC. Preferably, he/she should be multilingual.

He/she should:

Enjoy the confidence of the national and international media have worked previously as a member of the accredited media at major events in athletics or be an experienced media chief in this area of work, with specific experience in athletics have sufficient competent deputies and/or specialist staff to cover the needs of the different media categories ensure that all staff have been properly trained to carry out their work efficiently collaborate with European Athletics, as well as the NSWA of the host country where appropriate, to plan and operate media facilities and services according to the European Athletics Media Guidelines.

3. THE MEDIA DEPARTMENT

A Media Department involving all media categories (Written Press, Photographers, Radio and Television) should be set up and start operating well before the event. The interests of all media categories must be taken into account.

While there are specific guidelines for International Broadcasters (the EBU Technical Annex), general facilities and services provided to all media categories are regulated by the Media Guidelines.

Depending on the category of competition, the LOC Media Director should hire persons to cover key positions with regards to facilities and operations. In the build-up to an ECH and EICH, key positions to be filled are Broadcast Media Manager and Photographers Chief. Positions to be filled nearer the event are Media Centre Manager, Mixed Zone Manager, Flash Quotes team members, Medallist Press Conference Manager (for ECH only).

Other important positions that need to be considered, but which could be covered in other departments of the LOC are cumulated by the same person for smaller events, include: Media Accreditation Manager, Media Information Manager, Media Transport and Accommodation Manager.

Do not forget: In the vital but separate area of event communications and event promotion, it is also extremely important to have expert staff undertake the required tasks ahead of and during the event, including but not limited to overall communications strategy, public relations, media relations, event communications including website and social media, publications, event promotion.

3.1 Media Department Staff

Persons responsible for each area will have the responsibilities and duties specified below. Naturally, they will report to the Media Director and should co-ordinate all action with him/her and with the relevant European Athletics Press Delegate and TV Delegate or, for smaller events, European Athletics Communication Manager/TV responsible person.

(For Broadcast Media Manager see EBU Technical Annex).

3.1.1 Photographers Chief

- > Define photo positions well ahead of the event.
- > Co-ordinate all services and facilities specific to photographers (photo positions, transmission; camera repair service, lockers, film/disk pick-up by runners, photographers' vehicle for road race events, etc. where applicable).
- > Hold Photographers' Briefing in co-operation with European Athletics.
- > Advise the European Athletics Press Delegate concerning the composition of the infield photo positions and numbers and/or access to the photographers' bus for road races.
- > Act as controller during the event to make sure the rules and procedures are respected, particularly concerning the No Go Zone and access areas, and immediately reporting serious infringement of rules to the European Athletics Press Delegate and LOC Media Director for action.
- > Generally be the main interlocutor for this media category, available to listen to their comments/complaints, relay major issues to the LOC Media Director while solving those problems which do not need to be referred back to the above.
- > After the event, compile a detailed report on the functioning of this sector for inclusion in the LOC Final Report.

3.1.2 Media Centre Manager

- > Coordinate the planning and layout of the Media Centre and set up of all services and facilities, in close contact where necessary with other LOC departments (e.g. Technical for the distribution of results) or outside bodies (e.g. telecommunications company).
- > During the event, monitor the correct functioning of the Media Centre and be available to listen to comments/complaints from its users, relay major issues to the LOC Media Director while solving those problems which do not need to be referred back to the above.
- > Co-ordinate the necessary staff and organise shifts if necessary.
- > If possible, also manage the preparation and in-event functioning of the Media Tribune.
- > After the event, compile a detailed report on the functioning of this sector for inclusion in the LOC Final Report.

3.1.3 Mixed Zone Manager

Coordinate the planning and layout of the Mixed Zone (producing detailed drawings taking into consideration all requirements of TV, radio, written press, to be shared with the Host Broadcaster, European Athletics and EBU) and set up of all services and facilities, in close contact where necessary with other LOC departments (e.g. Technical for the distribution of results), with the Broadcast Media Manager and the appropriate persons within the Host Broadcaster team.

This person should also look after the flow and accreditation zones of the Mixed Zone during the event.

3.1.4 Medallists Press Conference Manager

- > Assist the LOC Media Director in selecting the appropriate venue for press conferences, if necessary.
- > Co-ordinate their set-up (lay-out, facilities, equipment, decoration).
- > Co-ordinate the necessary staff (leader, translators, transcripts staff, officials escorting athletes to post-race interviews).
- > Co-ordinate press room bookings for different press conferences (after approval from European Athletics).
- > Before a press conference, check all equipment in the room.
- > For post-event press conferences, which cannot always be scheduled with precision, make on the spot decision on priorities in case of time clashes, or direct one of the interviews to a smaller interview room if available.
- > After the event, compile a detailed report on the functioning of this sector for inclusion in the LOC Final Report.

3.1.5 Media Accreditation Manager

- > Assist in the preparation and distribution of media accreditation information following the guidelines and procedures defined by European Athletics.
- > Co-ordinate all accreditation requests and organise media accreditation database following the guidelines and procedures defined by European Athletics.
- > Organise quota system where relevant (by country, by accreditation category, by media organisation, by out of quota media organisation).
- > If necessary, before the accreditation deadline, assist in contacting national media expected to attend the event and who have not registered their interest.
- > Be the main interlocutor for media queries concerning accreditation, relay major issues to the LOC Media Director while solving those problems which do not need to be referred back to the above.
- > Refer all last minute accreditation requests to LOC Media Director and European Athletics Press Delegate for decision.
- > After the event, compile final accreditation lists as above, plus lists of no shows, i.e. media representatives who had requested accreditation but did not finally attend the competition.
- > After the event, compile a detailed report on the functioning of this sector for inclusion in the LOC Final Report.

3.1.6 Media Accommodation Manager

- > Assist the LOC Media Director in the choice of media hotels.
- > Assist in the preparation of media accreditation with hotel booking if necessary.
- > Organise media accommodation database in compliance with European Athletics' requests if necessary.
- > Organise compilation of the different lists necessary to correctly monitor the accommodation process (by category of hotel requested, by hotel assigned, by arrival and departure date, by country, by media organisation).
- > Co-ordinate information on accommodation deposit with the relevant LOC department (e.g. accounting) or outside body (e.g. bank or travel agency) where relevant.
- > Be the main interlocutor for media queries concerning accommodation, relay major issues to the LOC Media Director while solving those problems which do not need to be referred back to the above.
- > After the event, compile a detailed report on the functioning of this sector for inclusion in the LOC Final Report.

3.1.7 Media Transportation Manager

- > Assist the LOC Media Director in defining the media transportation plan, taking in consideration all the relevant information and requirements (e.g. define all destinations, consider number of media hotels, their location and number of rooms booked for the media in each hotel, transportation requirements of other areas).
- > Co-ordinate with the relevant external bodies the necessary permits (e.g. for parking and dedicated lanes).
- > Co-ordinate the necessary staff and organise shifts if necessary.
- > After the event, compile a detailed report on the functioning of this sector for inclusion in the LOC Final Report.

It is also important to nominate persons responsible for the following areas:

- > Media Tribune
- > Sub-Media Centre(s)
- > Results and Information Distribution (if not part of the Media Department, close co-ordination is essential)

3.1.8 Media Volunteers

During the event itself, a large number of volunteers will be needed in the Media Department to cover the following areas:

- > Media Reception and Media Accreditation
- > Media Centre (Information Desk, private offices, general working area)
- > Sub Media Centre(s)
- > IBC/RTV Compound
- > Photo Centre (part of the Media Centre)
- > Copy Centre
- > Results Distribution
- > Medallists Press Conference
- > Media Transportation

Volunteers should be accurately briefed before they start working. Given the extremely long working hours, they should work in shifts.

Requirements will have to be calculated on a case by case basis depending on a variety of factors (principally the location of the different media areas and the distances between them). The following figures from the 2010 edition of the European Athletics Championships can be useful as reference.

[3]

OPERATION CHECKLIST AND DEADLINES FOR THE EUROPEAN ATHLETICS CHAMPIONSHIPS

The following checklist has been established for the European Athletics Championships, but most elements remain valid for all athletics events. The recommended deadlines, all of which can be tailored to an LOC's unique situation, for other categories of events are provided at the end of this chapter or in the specific chapter for each European Athletics event.

1. BEFORE CANDIDATURE IS SUBMITTED TO EUROPEAN ATHLETICS

1.1 Ensure LOC has or will have infrastructure and support necessary to achieve minimum level of facilities for the event, as defined in the relevant chapter of the European Athletics Bidding Manual.

2. TWO YEARS BEFORE THE EVENT

2.1 Establish Media Department

2.2 Nominate LOC Media Director and Managers responsible for:

- > Written Press
- > Photographers
- > Other areas if necessary

2.3 Study previous events and:

- > Establish operation plan and timetable
- > Define number of staff required

2.4 Define media area(s) within stadium and/or venue

Media Centre (for Written Press and Photographers); Media Tribune; photo positions (inside and outside the track); Mixed Zone; refreshment area. Approval of all the above to be obtained during the first site visit from European Athletics (and European Broadcasting Union for TV & Radio positions within the Mixed Zone and Media Tribune).

2.5 Define media hotels

Final approval to be obtained from European Athletics.

2.6 Meet with national telecommunications body and define communications network.

2.7 Define media movement and access areas for media within the context of the global accreditation plan.

2.8 Outline media transportation system.

3. ONE AND A HALF YEARS BEFORE THE EVENT

3.1 Define expected media attendance figures

Use this figure, allowing a small contingency, to impose final numerical limitation on working areas, accommodation and service levels. Book all necessary equipment: computers, printers, television monitors, tables, chairs, lockers, etc.

3.2 Define non-pool photographic positions

Do these with LOC Photographers Chief, Host Broadcaster, Television Delegate, where applicable; discuss in-field protocol with the above and the European Athletics Technical Delegate(s).

3.3 Make provisional hotel bookings for media.

4. SIX MONTHS BEFORE THE EVENT

4.1 Written Press and Photographer Accreditation should open, with telecommunication and accommodation available, taking into account the respective quotas defined by European Athletics for these categories if applicable.

4.2 Ensure network capacity for mobile telephones.

5. THREE MONTHS BEFORE THE EVENT

5.1 European Athletics and LOC to review all accreditations requests. Re-allocation of press quotas (based on actual requests) is approved by European Athletics at this time.

5.2 Confirm hotel bookings for media, keeping a small number of rooms for journalists who will accredit in the course of the quota reallocation process.

5.3 Send written confirmation to all media whose requests for accreditation have been approved. Inform media of their hotel booking and accreditation procedure. Send maps covering relevant areas of host city, together with information on transportation systems (media, public, car hire) available.

6. ONE MONTH BEFORE THE EVENT

6.1 Inspection of all media areas, and final co-ordination with Television and Technical Delegates.

7. LAST WEEK BEFORE THE EVENT

- 7.1** Allocate work places in Media Tribune.
- 7.2** Nominate (for internal use only) in-field photographic pool.
- 7.3** Full briefing for all LOC Media Staff including site inspection.
- 7.4** Final meeting with European Athletics Press Delegate.
- 7.5** Accreditation of media on arrival.
- 7.6** Photographers' Briefing.
- 7.7** Announce in-field photographic pool.
- 7.8** Official European Athletics-LOC Press Conference.

8. DURING THE EVENT

- 8.1** Media Director - Open Door Philosophy - always an assistant/secretary available.
- 8.2** Daily meetings with European Athletics Press Delegate.

[4]

MEDIA ACCREDITATION

The purpose of media accreditation is to define and organise, through categories and access codes, the activity and movements of entitled persons. This is one of the key areas of media operations, and the implementation of all other services necessary to the media depends upon its successful conception and good management.

This chapter defines the accreditation procedure and the channels by which accreditations should be allocated, processed and distributed.

1. FORMAL AGREEMENT

Before any information is sent out, agreement is to be reached between European Athletics and the LOC on:

- > Timetable of accreditation
- > Quotas (if applicable)
- > Deadline for accreditation
- > Areas of access
- > Telecommunication facilities booking procedure and telecommunication request form.
- > Rates for technical services and private office space rental (Rate Card)

The EBU Technical Annex explains in detail about International Broadcasters booking services through the Rate Card.

2. PROCEDURE**2.1 General principles**

The accreditation necessary to cover all European Athletics events is granted free of charge by European Athletics to media representatives subject to the terms and conditions set down below.

Guarantee deposits may however be requested by the LOC for accommodation and the reservation/installation of technical services (e.g. telecommunications). In this case, the deposits will be deducted from final payment.

Accreditation often provides the first contact between the media and the LOC, so planning and enforcing clear and efficient procedures is especially important. Upon the journalists' arrival, their first impression of the organisation will again be formed at the Media Accreditation Centre. If the accreditation process has been carefully thought out and implemented, media accreditation upon arrival will be speedy and ensure a real welcome for those coming to cover the event.

For all events, European Athletics is the ultimate organisation responsible for media accreditation, and reserves the right to cancel or refuse an accreditation. During the course of an event, the European Athletics Press Delegate has the right, on the basis of a written report, to withdraw temporarily or permanently the accreditation card of a press/photo representative who has infringed the rules of media coverage laid out in these guidelines.

Accreditation should be issued only to bona fide representatives of the media, who will be required to provide evidence of their bona fides (AIPS card, national professional card or other paper of authorisation) before receiving their credentials.

European Athletics reserves the right to accredit as observers an appropriate number of people from the LOCs of future European Athletics events or major international competitions, granting them the accreditation categories and access it deems necessary.

For major international championships, a system of day passes may be implemented. These passes, in limited pre-determined number, will be issued by the LOC (subject to European Athletics approval) to local press, top executives of media organisations and other special cases as approved by European Athletics.

2.2 Additional form production and distribution

The LOC, acting in accordance with the instructions and guidelines of European Athletics, is responsible for producing telecommunications order forms. All relevant information (rates, deadlines, pre-payment arrangements) must be provided.

The LOC is responsible for providing details on procedures for obtaining visas if required.

The above must be submitted to European Athletics for approval prior to distribution.

Samples of telecommunications forms can be provided upon request by European Athletics.

Radio/Television Accreditation is organised according to the EBU Technical Annex.

For the ECH, where national press quotas are applicable, quotas are sent to European Athletics Member Federations to be distributed. Information should also be sent directly to recognised International News Agencies (AP, AFP, Reuters, Getty) and other out of quota organisations, such as non-European media. National Sports Writers Associations (NSWAs) duly affiliated to the AIPS (Association Internationale de la Presse Sportive) should be informed that Member Federations have received the quotas for the ECH.

2.3 Granting of accreditation

All registrations and confirmations are handled through the European Athletics online entry system.

No confirmation should be sent out to media without the authorisation of European Athletics.

For events where national quotas are applicable (ECH), the LOC, keeping European Athletics in correspondence, shall inform the relevant MFs and NSWAs of the names of those who have applied for accreditation, and seek their advice in the event of uncertainty. In the case of an unresolved dispute, the final decision shall rest with the MF of the country concerned, not the LOC.

All media accreditation requests submitted with a request to carry out video filming will be submitted to the EBU to check the TV rights situation.

2.4 Last minute applications

Last minute accreditations can only be exceptionally accepted and must be approved by the European Athletics Press Delegate (international) or LOC Media Director (national).

2.5 Acceptance confirmation

All accredited journalists should be informed of their media accreditation being accepted in writing at least 1 month in advance.

Basic information concerning hotel allocation, Media Centre opening hours and contact numbers, press conference time, maps and other information should be sent at the same time.

2.6 Cancellations and changes

All communications concerning accreditation, including cancellations and name changes, must be made in writing.

3. CATEGORIES OF PRESS ACCREDITATION

3.1 General

The following sub categories of press accreditations are identified at European Athletics events:

- > Written Press (Pw)
- > Photographers (Ph)

3.2 Accreditation of Internet organisations

Journalists working for internet-only organisations can apply to be accredited as written press on the following conditions:

- > They will cover the competition as a written press journalist only
- > coverage shall not include moving images or video or audio footage which could infringe the broadcasting rights for the competition (if they wish to film, they must apply as a non-rights holder specifying their coverage plans).

3.3 Photo Technicians

Photo Technicians are accredited as Photographers (Ph), with Media Tribune positions put aside for Photo Technicians if a dedicated, equipped working room for photographers very near the track is not foreseen.

3.4 Team Press Attachés

Team Press Attachés working for a Member Federation and confirmed by the MF (through the European Athletics online entry system or otherwise in writing) will receive a special upgrade to their Team accreditation, allowing access to both Team and Press areas as required by the nature of their job. It should be made clear from the outset to Team Press Attachés that they must be accredited through the European Athletics online entry system or otherwise in writing.

3.5 Non Rights Holders

TV/radio media or any media with the intention of gathering or exploiting any video footage of the event onsite should apply for a Non Rights Holder accreditation through the Non Rights Holder application form available on the European Athletics accreditation system page. Once the form is filled in and signed, it should be returned to European Athletics to check with the EBU for the national TV rights situation. European Athletics will give its approval and instruct the concerned media of the process to be followed.

4. CARDS

4.1 Card identification

Accreditation cards serve as identification and to control access to media areas. They must be easy to see and instantly recognisable by colour coding.

Cards must be worn in a visible position, preferably hung around the neck.

4.2 Access for accredited media

Cards should permit access to:

- > Media Tribune and other working areas.
- > Media Centre and any sub-centres.
- > Mixed Zone (written press zone only, with extra colour-coded access required for Live TV & Radio areas, ENG areas, News Access Rights areas, such as armband or bib and sticker for the TV cameras).
- > Media restaurant.
- > There should be no media access to the competition warm-up and warm-down surface.
- > All special media transport and, possibly, free travel on public transport within the Host City.
- > If an athlete and/or VIP hotel is an accredited zone, special consideration should be given as to whether accredited media are allowed in this zone or not.

5. MEDIA ACCREDITATION CENTRE

The Media Accreditation Centre should be set up in the immediate vicinity of the Media Centre or in the main media hotel (See Chapter 5 point 2.6 for details).

There is also the possibility of the media being accredited at the Main Accreditation Centre. If this is the case, it is required that once the event starts media are able to be accredited close to the venue, either still at the Main Accreditation Centre if it is close to the venue or at a Media Accreditation Centre set up in the immediate vicinity of the Media Centre.

[5] FACILITIES AT STADIUM/VENUE, MEDIA CENTRE(S)

Media facilities are designed to give professionals working conditions in which they can perform to their optimum.

Most facilities are to be shared by the written press, television, radio and photographers, and it is essential for all media representatives to understand that co-operation and compromise with their colleagues is of paramount importance.

Electric installations in all media areas must be protected by Uninterrupted Power Supply (UPS).

1. THE STADIUM/VENUE

This is the main working area for journalists, where they will be seated during most of the competition. Ideally, the media stands should be entirely covered.

1.1 Optimum location of media seating

Media seating must be allocated in the finishing straight with uninterrupted view of the whole site for stadium events. Careful attention should be given to access points for working media and service personnel, allowing free flow of media between their seats/positions and the other work areas.

Ideally media seating should begin no more than 40m before the finish line and extend no more than 40m beyond the finish line (see Fig. 4, 5 and 6). For those journalists working to tight deadlines, seating should be over the finish line, though where possible avoiding ground level.

Finish line seating must be shared between certain journalists and the broadcast media, with priority given to broadcast rightsholders. It is therefore imperative that joint responsibility is exercised by the LOC, Host Broadcaster, European Athletics and European Broadcasting Union for the allocation of these places. Written Press priority shall be given to those persons who genuinely require an optimum position, because they are working to a tight deadline, e.g. International News Agencies (AP, AFP, Reuters) and the national news agency of the host country.

1.2 Size of press seats and table

Working desks for written press should have a minimum width of 60cm and a minimum depth of 55 cm. This minimum space should be free space, not taken up by TV or CIS monitors.

See the EBU Technical Annex for the required sizes of working desks for TV and Radio.

There should be at least 1 metre space between rows of tables to allow space for journalists' chairs and for circulation of journalists and runners.

Shelves under each desk for papers and/or plastic boxes for results at the front of the desk help reduce clutter.

Press seating should include a quota of non-tabled seats ("observer seats").

1.3 Seating plan and identification

For all events, Written Press seating is assigned by the LOC Media Director, with approval from the European Athletics Press Delegate and, if on-site, an AIPS Representative. The LOC Media Department will provide a diagram of the Media Tribune in advance of the championships for approval by European Athletics.

Each tabled position should be clearly marked, indicating the country and name of the publication to which it is assigned. Seats without desks can be left without name identification or be allocated by country for major events. Observers should only be assigned seats without desks.

1.4 Power supply and television monitors

All desks must be equipped with an adequate number of power sockets. Along with power sockets for laptops, etc., additional power points are required for television monitors and CIS terminals.

1.5 Control and security

The Media Tribune must be separated from the public area.

Access to all media areas must be strictly controlled, and only the bearers of the relevant access should be admitted.

Private telephones installed at journalists' specific request should have a security system to prevent abuse of the telephone in the user's absence.

No photographs should be taken from the media tribune.

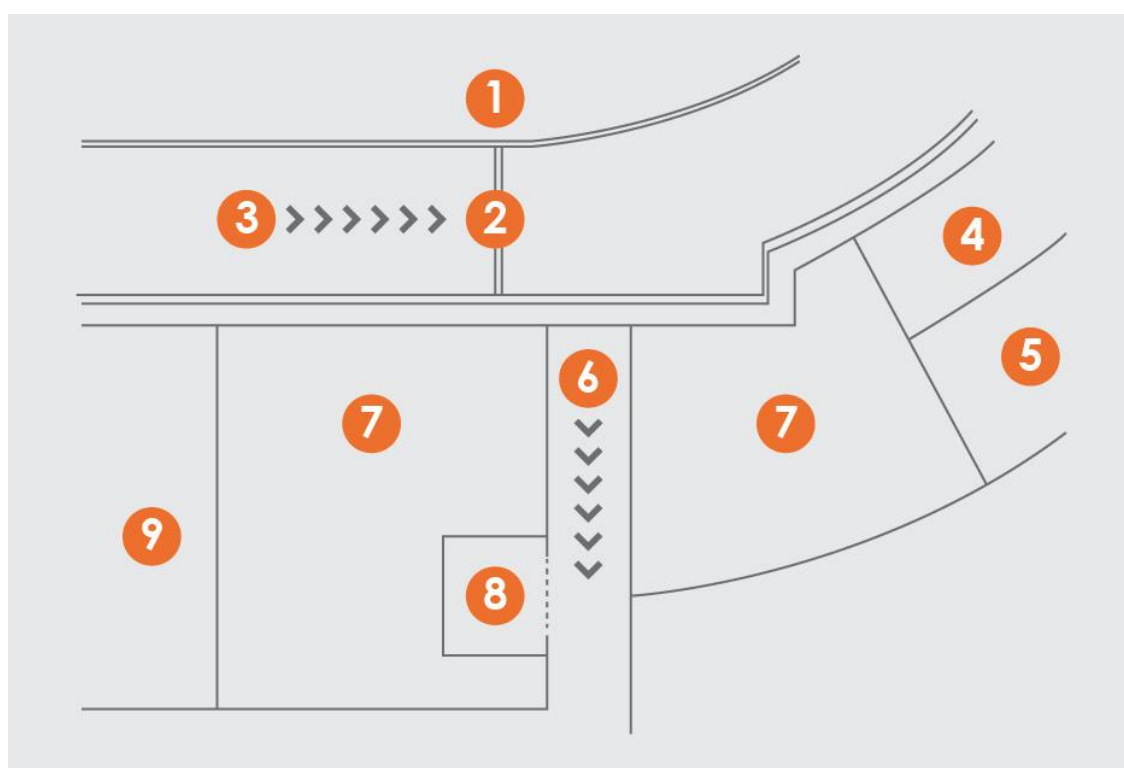
1.6 Hours of access

The Media Tribune should be accessible at least two hours before the meeting starts and up to three hours after the last event and even longer at European Athletics Championships.

The stadium cleaning staff should be asked to leave the press area until last. Unnecessary disturbances such as loud music played over loudspeakers after the competition day ends should be avoided.

Lighting should remain on until three hours after the last event or until the last journalist has left the press area, rather than forcing the press to leave by turning off the lights.

Fig. 1: Media Stands Position



- 1 In-field
- 2 Finish Line
- 3 Direction of running
- 4 Photographers
- 5 Spectators or Athletes stands
- 6 Athletes' exit point from track to Mixed Zone
- 7 Media stands
- 8 Press Mixed Zone
- 9 VIP stands

Fig. 2 & 3: Media Stands



1.7 Priority of seating

Priority should be given to the three recognised international agencies (AP, AFP, Reuters) plus the national news agency of the host country. They should be allocated seats directly over the finish line, close to a gangway and with easy access for results service personnel.

Thereafter, the order of priority should be:

- > other national news agencies
- > national sports agencies
- > national, daily sport newspapers which cover an entire country
- > national newspapers which cover an entire country
- > other newspapers
- > weekly and monthly sport magazines
- > weekly and monthly magazines
- > other publications

Note:

- (i) This priority list should also be observed in the distribution of information and results.
- (ii) Special consideration should be given to the media of the participating countries.
- (iii) There should be no priority for late accreditations.
- (iv) In assigning seats, attention should be given to the fact that specialised athletics magazines or Member Federation press officers, who would not normally be given high priority in seating, may in fact be conducting real-time updates on their web sites, and therefore be working on deadline.

1.8 Other requirements in the working area

The working area should be under cover and adequately lit at night to permit normal working conditions.

There should be easy access to a non-public refreshment facility if the competition lasts more than four hours.

1.9 Access to athletes

Before and after an event, the media will require access to athletes. While this aspect of media operations will be considered in detail in Chapter 8 - Press Conferences and Flash Quotes - the facilities required to enable the media to speak to competitors/get quotes are detailed below.

1.9.1 Flash Quotes

Flash Quotes are brief comments collected from leading athletes and/or medal winners, as soon as possible after the end of their competition.

A small working room will be needed close to the Mixed Zone area, equipped with TV monitors so the Flash Quotes team can follow all phases of the competition before speaking to the athletes, as well as terminals provided by OMEGA to type out the quotes and enter them in the system, which are distributed via CIS, via the web live results and which also should be printed out and distributed.

In addition to the text interviews mentioned above, Flash Quote videos conducted by European Athletics in the Mixed Zone are made available through the European Athletics YouTube channel (www.youtube.com/europeanathletics).

1.9.2 Mixed Zone

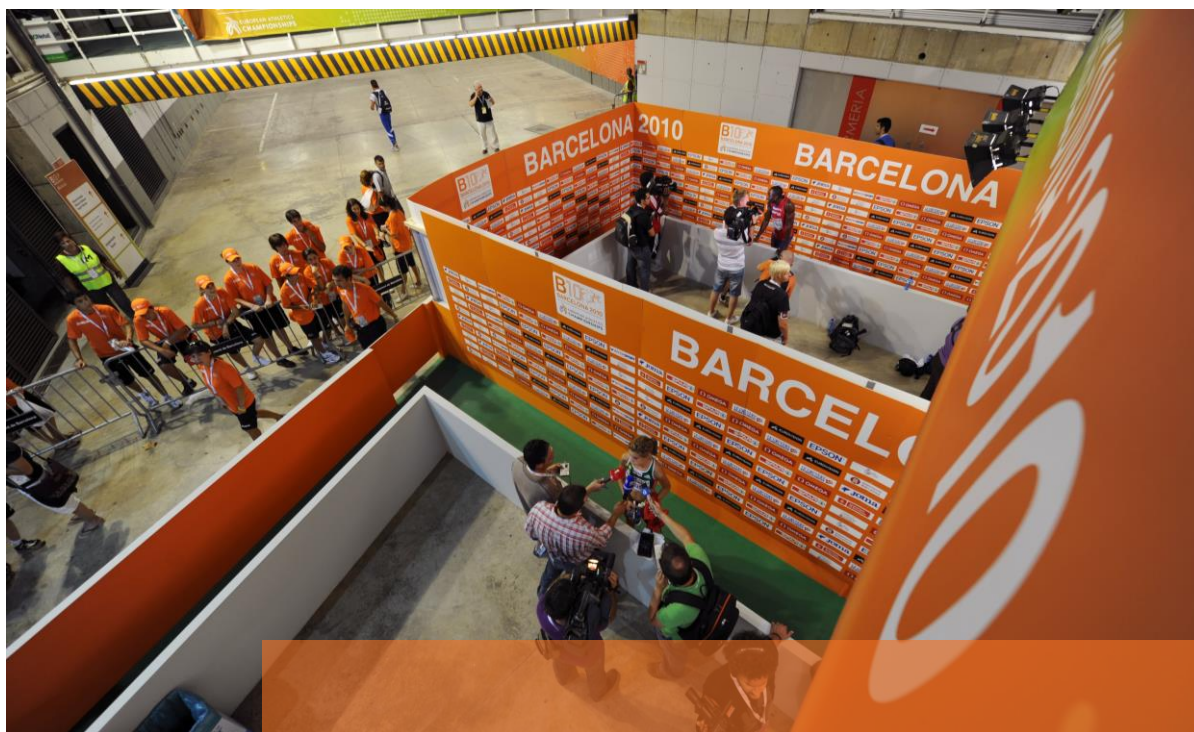
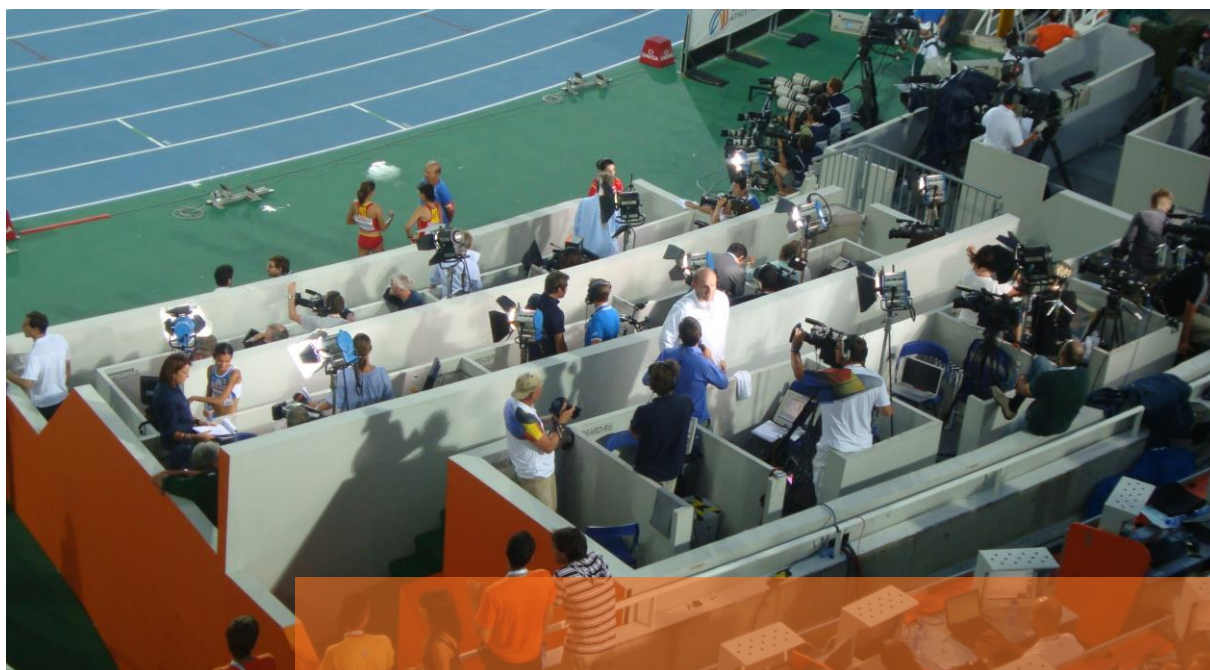
The Mixed Zone is a designated area immediately after departure from the track (or course) through which all athletes, including those taking part in field events, heats and qualifying rounds, must pass upon leaving the in-field. It should be located at the point of exit from the track or course. Rapid access must be available from the Media Tribune to the Mixed Zone. The Mixed Zone must be designed in such a way that athletes are obliged to pass through the entire area, though they are not obliged to stop and speak to the media if they do not wish to do so. A waist-high barrier should delimit the athletes' passage and the area to which media do not have access.

Access to the Mixed Zone should be restricted to athletes leaving the stadium and media representatives, as well as the indispensable organisational staff. A limited number of team representatives will have access to this area on the conditions laid down beforehand by European Athletics. There should be no spectator access and security must be carefully checked.

In co-operation with the Technical Delegate(s), race officials should make sure that all athletes leave the track, in-field or course exclusively through the Mixed Zone, except where medical assistance is required, and this for all rounds of a competition.

The Mixed Zone should be sufficiently vast to provide working space for Live TV & Live Radio positions, ENG cameras, Tape radio and News Access Rights, Written Press and Web TV, in this priority order, divided into separate areas. For all TV areas, as well as Web TV, the Mixed Zone background behind the athletes has to be the official European Athletics backdrop.

Fig. 4 & 5: Mixed Zones



The set-up of this sensitive area should be co-ordinated in close consultation between the LOC Media Department, European Athletics, European Broadcasting Union, the Host Broadcaster, LOC Competition Management and European Athletics Technical Delegates, so as to ensure the best possible working conditions while respecting the interests of all parties concerned. The Chief of Protocol should be also be associated in the post race procedure to ensure there is no disruption of award ceremonies.

At major championships, Mixed Zone Managers in each part of the Mixed Zone should ensure that athletes move smoothly through the area, so as many journalists as possible have the opportunity to speak to athletes.

For the European Athletics Championships, innovative solutions should be sought to limit congestion and maximise the number of media who can listen to an athlete speaking in the Written Press Mixed Zone. They can include:

- > raised platforms with microphones for top athletes
- > immediate press conferences after Live TV & Radio and ENG Mixed Zone for star athletes/medallists

1.9.3. Medallist Press Conferences at ECH

Medallist Press Conferences should be held as soon as possible after the event in a room easily accessible for both the media and the athletes. Distances to the media working areas and the awards ceremony should therefore be minimal.

Simultaneous translation facilities should be provided. Interviews should be fed by the Host Broadcaster to all TV monitors in the media stands and working areas.

A non-obtrusive system (volunteers carrying white boards with times of next conferences work well) must be put in place to advise Medallist Press Conference times to the media in the relevant working areas (Media Tribune, Mixed Zone).

(See Chapter 8, point 3 for details of size and layout of room)

1.9.4 Additional Press Conferences

For the ECH, a press conference room capable of seating an appropriate number of media must be available either in the Media Centre or one of the official hotels, available for booking national team press conferences, etc. The press conferences should be booked through the LOC Media Department in order that no clashes are foreseen and that the information can be centrally distributed for interested media.

2. MEDIA CENTRE

The Media Centre is the nerve centre of the entire media operations. It should be located as near as possible to the media stands and accommodate all the necessary facilities and services. It should be well lit, well ventilated and if necessary heated or air conditioned.

At major championships (ECH, EICH), a separate operation will be set up for broadcast media in the International Broadcast Centre (IBC) while photographers should have a distinct Photo Centre (which can be part of the Media Centre). On smaller competitions, all media categories will be working from the Media Centre, and specific needs should be considered.

2.1 Size and site

The size of the Media Centre will depend upon the nature of the event. The working area should provide working places for at least 50% of the expected number of accredited media excluding technicians. It should be pointed out that even when a separate IBC exists, those representatives of the broadcast media not having private offices in the IBC will at least in part work from the Media Centre.

A rest area, separate from the working area, should also be provided. Space for services and facilities (see below) will depend on the level of the competition.

Ideally, the Media Centre should be situated within the stadium, or in a building within close proximity. An on-site area, even with difficulties in shape and space, may be preferred to a building 200 metres away.

In case the Media Centre cannot be located within the stadium, a working area directly behind the main media stand should be provided, allowing for complete working facilities for 10% to 30% of the expected number of accredited journalists, depending on the distance between the Media Centre and the Media Tribune.

Major championships such as the ECH will require long opening hours. There should be easy access and adequate media parking facilities. Access to the Media Centre, as to all other media areas, should be clearly sign-posted and strictly controlled.

2.2 Facilities

2.2.1 Reception area

This area will host the Welcome Desk.

2.2.2 Working area

This area will be equipped with tables, chairs and all the facilities in points 2.2.4 to 2.2.9.

Seats are not nominally assigned, but occupied on a “first come, first served” basis.

2.2.3 Private offices

Offices will be required for the LOC Media Director and Staff and for the European Athletics Press Delegate and Staff (for the ECH/EICH).

2.2.4 Pigeonhole system

Information should be distributed through a pigeonhole system.

Guidelines for pigeonhole organisation and management can be found in Chapter 7, point 7.

2.2.5 TV monitors

Monitors showing live action from the stadium/venue should be provided and placed around the working room and rest areas to maximise visibility.

The possibility of showing video replays of the day's events should be considered for major championships.

2.2.6 Computers

A zone for computers for all events with free internet access should be provided.

2.2.7 Internet

Free broadband internet connections (ideally WIFI and LAN provided) with sufficient capacity must be provided in the Media Centre and Media Tribune. Internet use by Written Press is not restricted to the use of email but also to the use of social networks, video sites and other websites, and needs to be taken into account to ensure sufficient bandwidth. The downloading and uploading of large amounts of data by photographers also needs to be taken into account to ensure sufficient bandwidth, and so a specific network could be offered for photographers to carry the data load.

Before deciding on the internet capacity of the Media Centre and the Media Tribune, the LOC must consult European Athletics and provide the technical information of the network planned for these spaces.

2.2.8 Other facilities

A library area at major championships (ECH/EICH) could make available daily newspapers, magazines and statistical books.

Lockers, washrooms and toilets should be in sufficient number. Remember: almost all photographers will require a locker.

Fig. 6 & 7: Media Centre



2.3 Catering

A restaurant facility should be provided at major championships (ECH/EICH), providing hot meals at reasonable prices. Opening hours should take into account media working hours.

Additionally, refreshment areas and a bar should be available for quick snacks and drinks.

The LOC must ensure that prices are reasonable and do not exceed the rates normally practised for a similar service in the host city.

At other events, where a specific media restaurant may not be justified, the LOC must ensure that journalists have access to catering facilities in or near the competition venue at reasonable prices.

Care should be taken to separate working areas from refreshment/lounge areas.

2.4 Period of opening

European Athletics Championships: Open 4 to 5 days before the event until end of morning the day after the event

European Athletics Indoor Championships: Open 2 to 3 days before the event until end of morning the day after the event.

Other events: Open 1 to 2 days before until end of final day of competition.

2.5 Hours of access

Access to working area should be at least 2 hours before start of events (longer if an early start for out of stadium events such as the Marathon) until at least 3 hours after the final competition of the day.

2.6 Media Accreditation Centre

The Media Accreditation Centre should ideally be adjacent to the Media Centre or located in the main media hotel. If the Media Accreditation Centre is located within the Media Centre, it should have a separate access as the latter is reserved to persons already accredited.

The confirmation letter sent by the LOC should be shown to obtain the accreditation card.

The LOC person responsible for media accreditation should be present in the Media Accreditation Centre to supervise operations and settle disputed cases. In no case can the LOC issue a media accreditation without having obtained the agreement of the European Athletics Press Delegate or the LOC Media Director.

3. SUB MEDIA CENTRES

If the competition is not entirely held in the same location, Sub Media Centres, distributing all the information available in the Media Centre, will be needed at all auxiliary venues (e.g. for Marathon).

If justified by the type of event and other considerations including distances between media hotels and competition venue, the following Sub Media Centres should also be established:

3.1 In the Media Hotel

At least one Sub Media Centre should be set up in the main media hotel if free internet is not available for paying media guests.

4. ROAD EVENTS WITH OUTSIDE THE STADIUM FINISH

Along with a Sub Media Centre, TV & Radio positions and Written Press seats at the finish line should be planned. For example, for Barcelona 2010, 6 partially equipped TV & Radio positions were requested by International Broadcasters, with 120 press seats also provided by the LOC.

A Mixed Zone also needs to be planned near the finish line.

A number of photographers will request access to the Photographers' bus for these events. Requests should be collected in advance and organised by the LOC Photographers Chief.

5. VICTORY CEREMONIES OUTSIDE THE STADIUM

Depending on demand from International Broadcasters, there may be a requirement for a small ENG Mixed Zone (with an official European Athletics backdrop) after victory ceremonies that take place outside the stadium. This area could also allow photographers to take photos of athletes with medals in front of the backdrop.

[6]

INFORMATION SERVICES

This chapter defines the telecommunications and information services to be provided for the media. Technologies and equipment must be at industry level.

Technical communication services and facilities for broadcast media are not included in this chapter, and should be handled in accordance with the Broadcast Guidelines.

The expected level of facilities and equipment to be provided for each category of athletics competition depends on the category of the event, but also on whether the journalists are working to tight deadlines. Rapid technological evolution and considerations specific to the host country will also affect the equipment levels indicated in the rest of this chapter.

For the ECH and EICH the entire range of services and facilities will be expected, but requirements will decrease for lower categories, both in number and level of service.

1. TELECOMMUNICATIONS

Provision of adequate telecommunications is a fundamental aspect of media operations.

Rates for all services should not exceed the public rates generally available in the host country for similar services. Telecommunication forms for Written Press and Photographers must be approved by European Athletics.

1.1 Telephone Lines

Technological developments have accelerated the trend towards a reduction in the use of fixed telephone lines due to the use of mobile telephones and high speed lines (ADSL, ISDN), although requests are still made for such lines in the Media Tribune and Media Centre.

Digital camera technology has generated the request for high speed ADSL and WiFi internet connections on the part of photographers, whose requirements must be considered in addition to those of the written press.

1.2 Mobile phones

The LOC should ensure that the mobile phone network has sufficient capacity for the competition.

1.3 ADSL lines

ADSL lines of different speeds should be offered on the Telecommunications Form.

In addition, a number of LAN cables should be provided free of charge in the Media Centre, (including Photo Centre) and Media Tribune.

1.4 ISDN lines

ISDN lines of various speeds should be offered on the Telecommunications Form.

1.5 Wi-Fi

Free Wi-Fi broadband internet access should be provided in the Media Tribune and Media Centre in addition to cabled connections.

2. TELEVISION SERVICES

2.1 Television channels

All Host Broadcaster television channels should be provided to the TV monitors in the Media Tribune, Media Centre and Mixed Zone. A channel selection switch must be provided.

Channels must be the same in all media areas, and a list of available channels should be printed out and posted on each monitor.

2.2 TV monitors

The following levels of equipment are indicated as a guide.

2.2.1 ECH/EICH

- > one (1) monitor to be shared between three (3) press representatives who sit at a position in the Media Tribune
- > one (1) monitor every twenty-five (25) work stations in the Media Centre
- > one (1) monitor every twenty-five (25) seats in each media lounge/catering facility
- > two/four (2-4) monitors in the Mixed Zone
- > one (1) monitor in the Medallist Press Conference room

2.2.2 ETCH

- > one (1) monitor to be shared between three (3) press representatives who sit at a position in the Media Tribune
- > one (1) monitor every twenty-five (25) work stations in the Media Centre
- > one/two (1-2) monitor(s) in the Mixed Zone

2.2.3 EU23CH/EU20CH/EU18CH

- > one (1) monitor to be shared every three (3) for top media who sit at a position in the Media Tribune
- > one (1) monitor every twenty-five (25) work stations in the Media Centre
- > one (1) monitor in the Mixed Zone if it does not have direct visibility of the track

2.2.4 Out of stadium events: EXCH

- > If the giant video board is not clearly visible, at least one (1) large monitor every ten (10) persons should be accessible to journalists in the Media Tribune
- > one (1) monitor in the Mixed Zone if the latter does not have direct visibility on the finish line

2.2.5 Other requirements

Where relevant depending on the level of event, TV monitors should also be provided as follows:

- > European Athletics Press Delegate Office
- > Media restaurant

2.3 Closed circuit systems

Closed circuit TV will be needed in the following areas:

- > At ECH, to broadcast medallists' press conferences to TV Monitors in all media areas (Host Broadcaster to be consulted).

3. INFORMATION SERVICE

3.1 Information and results service

A fast and reliable information and results service is essential to the successful staging of an athletics meeting. State of the art technology must be employed. Major events must be undertaken as if they were major business enterprises.

For European Athletics main events (ECH, EICH, ETCH, EXCH, EU23CH, EU20CH, EU18CH) services will be provided by OMEGA, the timing and data processing company contracted by European Athletics, according to the specifications set down for each category of event.

Services provided by OMEGA include the following: timing and data processing, infield scoreboards, TV graphics feeds, scoreboard graphics feeds, flash quotes terminals, CIS terminals, web live results, printed reports.

Specific media services include:

3.1.1 Commentator Information Systems (CIS)

Interactive Commentator Information Systems (CIS) allowing access to all information produced for the event, including:

- > Start lists
- > Live results
- > Written Flash Quotes
- > Athletes' biographies
- > Competition timetable
- > Medal table
- > Seasonal and All-time lists
- > Any urgent "flash" information provided by European Athletics or LOC (e.g Jury of Appeal decisions, medical information on athletes' injuries etc.)

3.1.2 Number of terminals

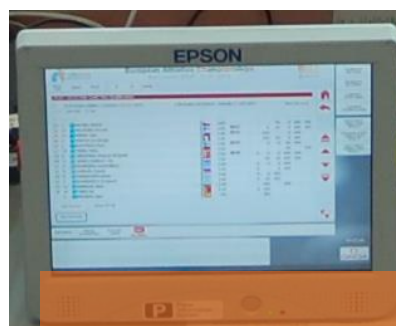
The number of terminals provided in respect of the delivery of the CIS service is agreed internally by European Athletics and provided by European Athletics on a case by case basis for each event. They are placed in adequate numbers in the Media Centre, Media Tribune, Mixed Zone, and other media areas as required. Nowadays the results are globally available online (web live results and mobile applications), therefore the tendency is to reduce the number of CIS monitors in the Media Tribune.

3.2 Innovative results distribution

Live results are available through the official European Athletics mobile application for Android and i-Phone through an in-app browser.

European Athletics provides up-to-date results-based information through its official Twitter pages for different events: @Euro_Champs, @Euro_Indoors, @Euro_Team, @Euro_Cross, @Euro_U23s, @Euro_U20s, @Euro_U18s. This information is provided solely as a supplement to the official results system provided by European Athletics' data processing partner.

Fig. 8: Commentator Information System Monitor (CIS)



4. PHOTOCOPIER AND PAPER REQUIREMENTS

4.1 Photocopiers

Photocopiers are an essential element in the dissemination of information. The number and type of machines to be supplied will depend on the event, but also on the number of Media Centres and copy centres necessary given the stadium configuration and distances between different media areas, as well as the number of printing points defined with the computer services company.

Most photocopiers should be high speed and equipped with sorter and stapler, as documents extending over more than one sheet should always be produced and distributed in stapled form.

It is essential that qualified technical personnel be permanently on site during all working hours for rapid intervention.






Photocopier and paper requirements are determined by the official supplier based on information provided by European Athletics.

4.2 Paper

The number of paper copiers produced is diminishing with changes in technology, but hard copies of documents remain essential.

On all European Athletics events, a standard colour coding is used in order to help the media quickly identify the type of document being distributed.

Colours adopted are:

	white	(entry lists, start lists and timetables)
	light blue	(men's results)
	pink	(women's results)
	yellow	(revision/corrections)
	light green or white	(general/statistical information and announcements)

5. OTHER COMMUNICATION FACILITIES

5.1 Noticeboards

Where more than one location is used for the installation of noticeboards, it is essential that information is updated at all locations.

Announcements of particular importance or urgency should be posted up as well as being placed in their respective pigeonhole. Noticeboards should be installed in the near vicinity of the results distribution areas, media reception areas and media recreation areas.

Handheld noticeboards can be used to announce in the Media Tribune the times of Medallist Press Conferences.

5.2 Public address

This is a major element in the overall Event Presentation and should be totally integrated with results, scoreboards and television services; however, comments are limited herein to its media relevance. Announcements from the main public address system should be available in all media areas. Local area controls will be required to maintain acceptable sound levels.

5.3 Audio recording

As a general rule, press conferences at major championships (ECH/EICH) should be recorded. This allows transcripts to be made available to all media representatives via the website, Twitter feed, pigeonholes/distribution in Media Tribune, and can be useful where official interpreters are used and the content of statements made and their interpretation is disputed.

5.4 Translations

For the majority of events the availability of interpreters for translation into one other language will suffice. The languages required will be dependent on the host nation and countries taking part in the event. (See also Chapter 8 Medallist Press Conferences and Flash Quotes).

[7]

INFORMATION, RESULTS AND STATISTICS

A large quantity of information is produced in the days leading up to and during an athletics event. It is extremely important that the LOC nominates an experienced person responsible for this key area, to coordinate and monitor all information received, solicit data from other departments if necessary and carefully plan and organise distribution.

While some items of information (general information, historical, database, features) may be available only in electronic form on the website, main items of information produced on site before and during the competition, particularly all start lists and results, must be distributed in paper form in the Media Centre and Media Tribune as relevant. For paper distribution, the most effective way is a pigeonhole system. Guidelines for pigeonhole management are given at the end of this chapter.

The official order of events should be followed for all compilations of results, statistical information and pigeonholes.

1. INFORMATION BEFORE THE EVENT**1.1 Pre-event information**

Distribution should start at least six months in advance. Information to be made available should include:

- > Competition timetable
- > Media Information listing: facilities, telecommunication details, accreditation deadlines, accommodation, transport, visa requirements, maps showing facility locations, specifications of electric systems, power socket types available etc.

All the above must be distributed well before accreditation deadlines are reached.

1.2 To be sent with accreditation confirmation

The following information should be sent with accreditation confirmation:

- > Latest competition timetable
- > Airport procedure (Welcome Desk at the airport?)
- > Transport to accommodation (Is this provided by the LOC, or should the media make their own arrangements?)
- > Accreditation procedure after arrival (Where can it be collected and between what hours?)
- > Details of communication facilities and equipment available
- > Details of payment systems operating
- > Accommodation confirmation

2. INFORMATION DISTRIBUTED ON ARRIVAL

2.1 Organisational/competition information:

- > Final competition timetable
- > List of participating countries
- > Pre-competition statistics as defined in 2.1.1
- > List of provisional entries
- > Maps of the stadium/course and all venues
- > General accommodation list with contact details (which hotels are being used to house media, athletes and officials)
- > Details of any pre-event press conferences or daily briefings planned by the LOC and participating Member Federations
- > Details, if agreed in advance by European Athletics and the LOC, of any other press conferences taking place during the period of the event (sponsors, future host cities, etc.)
- > Details of media rights of access and movement at stadium, press centre, training tracks
- > Stadium seating location
- > Communication facilities and equipment
- > Media transport arrangements/timetables
- > For road races and cross country, route diagrams and elevations.
- > General information about the LOC

The above information is usually compiled in the form of a Media Guide to be distributed upon arrival. Alternatively, the Media Guide can be produced and sent together with the confirmation of accreditation, and updates or material which was not available at that time be issued upon arrival. The Media Guide can also be posted on the LOC website.

2.1.1 Statistical information

At least the following information should be provided. Some of this data is provided by European Athletics for the Statistics Handbook.

- > Current World/European Records or Best Performances (national records where relevant)
- > Current Championship Records or Best Performances
- > Current World/European Ranking Lists and Top Performance lists
- > Full results of last edition of the competition
- > Previous Medallists (or full results)
- > Biographies of athletes (at least top entries or finalists)
- > Specific rules for the competition
- > Previous standings (ETCH)
- > Local data of relevance, such as stadium records or a list of world/European records set in the host city

2.2 Team handbooks/media guides

Some national teams produce their own handbooks/media guides in order to assist the media at international events. These booklets are extremely useful, and all Member Federations are strongly encouraged to produce one for their team. Where national team handbooks are available, the LOC should set aside a specific area in the Media Centre for their distribution.

3. PRE-EVENT INFORMATION SUPPLIED BETWEEN ARRIVAL AND START OF COMPETITION

Start lists for the first day of competition will be drawn up after the Technical Meeting, while start lists for the following days of competition are issued on the day preceding each event. All other areas of the organisation (including technology) involved in the preparation of start lists should co-operate with the Media Department to ensure rapid distribution.

3.1 Entries and Start Lists

Full starting lists, including birth-dates, seasonal and personal bests, qualifying performance, and method of qualification.

Start lists should be collated by session in timetable order, ideally as follows:

- (i) by the end of the morning session, at the latest, a collated set of start lists for the evening session should be available
- (ii) by the end of the evening session, start lists for the following morning should be available.

Individual start lists should be posted in pigeonholes, in event order, as soon as they are available. It is useful to collate together sets of heats in the same event.

3.2 Technical

- > Information about drawing of heats and qualifying system in the field events
- > Rules and regulations
- > Changes to the competition timetable (e.g. suppressions of heats or qualifying rounds)

3.3 Statistics

- > Career statistics for top athletes
- > Significant statistics for a specific event (e.g. compilation of all jumps over 6m in the Men's Pole Vault)

3.4 Previews

- > Event previews (produced by European Athletics News Team, featuring on the European Athletics website and to be printed out and pigeonholed).

3.5 General

- > Information on arrival of top athletes/teams
- > Quotes from athletes and personalities upon arrival
- > Detailed interviews/profile/biographies of top athletes
- > Withdrawals of top athletes (with full explanation)
- > Information on media facilities and services
- > Facts and figures on the organisation of the competition
- > Announcement of press conferences and briefings
- > Transcripts or selected quotes from official speeches
- > Information on opening/closing ceremonies

4. INFORMATION SUPPLIED DURING THE COMPETITION

4.1 Results and Start Lists

Results (see 5.1), should be distributed both in paper form, through the Commentator Information System (CIS) and through the web live results.

Corrected and revised results and start lists should be clearly marked as such.

Start lists for later rounds of a competition, following heats/qualifying rounds including the method of qualification. With a limited time span in certain events, the importance of high speed distribution of these must be emphasised. This is particularly relevant for:

- > Events where subsequent rounds take place in the same session, e.g. the 100 metre final, where start lists will be required as soon as possible after the end of the semi-finals
- > All relay start lists (declared team composition and running order) as soon as the team composition is available.

Conversely, it is not necessary to quickly distribute start lists of events taking place the next day, which can be collected from the Media Centre if needed.

4.2 Technical

- > Changes of timetable (e.g. rescheduling due to adverse weather conditions)
- > Reasons for non-starters (e.g. injury during warm up)
- > Results of Photo Finish examinations if relevant
- > Lodging of official protests
- > Jury of Appeal decisions following protests
- > Details about other disqualifications (e.g. which relay changeover was illegal)

4.3 Statistics

- > World, Area, Championships and National Records broken
- > Medal tables and placing tables
- > Relay split times
- > First medals at European Athletics Championships
- > Multiple titles, doubles
- > Biomechanical data where available
- > Other relevant statistical data

4.4 Reviews

- > Event by Event reports (these are produced by the European Athletics News Team, featuring on the European Athletics website and to be printed out and pigeonholed).
- > Daily Wrap articles (these are produced by the European Athletics News Team, featuring on the European Athletics website and to be printed out and pigeonholed).
- > Official event Twitter Feed to be managed by European Athletics during event.

4.5 Medical and Anti-Doping

- > Medical statement on athletes injured during the competition

4.6 General

- > Information on spectator attendance and weather conditions
- > Notification of press conferences
- > Timetable of official post event interviews with medallists

4.7 Interviews

- > Flash Quotes
- > Quotes from Medallists Press Conferences (for ECH)

5. RESULTS

5.1 Format

For European Athletics events, a standard results format is adopted. This should normally include:

- > athlete's position
- > name
- > country
- > performance
- > records set where relevant
- > wind readings where relevant
- > split times for races at 800 metres or longer (see details below)
- > series for field events.
- > reasons for disqualifications and relevant rule number
- > reaction times for events using starting blocks

In listing results, the last name should come first, followed by the first name and country e.g. ISINBAYEVA, Yelena (RUS)

Recommended split times data are as follows:

(i) For outdoor meetings:

400m: intermediate time at 200m if technology permits

800m: intermediate times at 200m, 400m and 600m

1000m: 200m, 400m, 600m & 800m

1500m: 400m, 800m, 1100m & 1200m

Longer distances: at every kilometre and the bell time

(ii) For indoor meetings, the 200m time during the 400m would be useful

The time of the event, temperature and humidity should be included.

Only one final is printed per page. In qualifying rounds, several heats may be included on the same page.

5.2 Distribution

Results sheets should be distributed to the Media Tribune (written press and broadcasters) as soon as possible, with priority being given to TV, Radio and the major international news agencies.

Service personnel should be reminded to leave copies on all desks, even those apparently unoccupied (except during morning sessions), since the journalist may be arriving later, or only temporarily absent.

A system whereby journalists specify whether they wish to receive printed copies of results and information at their desks in the tribune at any given time will avoid wastage of paper.

5.3 Summaries

A daily summary of results should be produced, for competitions extending over several days, and be included in the daily programme for the following day.

A Final Results Booklet (complete set of results collated at the end of the competition) must be prepared and put at the disposal of those journalists who wish a complete record (as well as Teams and VIPs).

These should include the results of individual events of decathlon and heptathlon, not just summaries.

Final Results Booklets can also be proposed in electronic format but some paper copies must be available.

5.4 Mid-event progress sheets

5.4.1 Current standings

Apart from final results, sheets showing road race splits and positions, and event-by-event positions and scores in the decathlon/heptathlon, should also be prepared and distributed as appropriate.

5.4.2 Team event scores

For the ETCH, it is mandatory that the standings after each event be included in the relevant result sheet provided.

6. POST-EVENT INFORMATION

At the conclusion of competitions extending over several days, various categories of information may be supplied:

- > List of records set
- > Medal/points tables
- > Team scores (where relevant)
- > Daily crowd attendance figures
- > Statistical items
- > Official comments from the LOC

7. PIGEONHOLE MANAGEMENT

It is fundamental for the effective distribution of information during an athletics event that the pigeonhole system be correctly planned and implemented. This area in fact becomes rapidly congested at certain peak moments during the day, such as in the hour preceding start of competition. It is therefore important to plan sufficient space and limit distances from the Copy Centre where material is produced. Following a few basic rules will greatly assist journalists trying to find what they need in the mass of information produced each day.

- > Separate areas identified by clear headings should be set aside for different types of information produced, namely: Results, Start Lists, Information.
- > There should be at least enough holes for every different start list and result occurring on a single day as well as background information.
- > Each pigeonhole should be clearly labelled.
- > Pigeonholes for results and start lists should be organised in event order.
- > Start lists for the next day's events should be posted the night before - the holes should be filled by first thing in the morning at the latest.
- > Results from the previous evening's session should be easily available the next morning.
- > Whenever corrections and revisions of start lists/results are issued, the obsolete information must be withdrawn from the pigeonholes.
- > Previous day's results and start lists, once removed from the pigeon holes, should be carefully filed and available upon request. It should be possible to obtain any start list or results throughout the duration of the competition.
- > Collated sets of start lists, in timetable order, should be available where possible.
- > Results, start lists and all information taking up more than one sheet should be stapled;
- > Regular checks should be made to ensure that supplies have not run out and that obsolete information has been removed.

Fig. 9: Pigeonholes



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PRESS POINTS AND FLASH QUOTES**1. TYPES OF PRESS POINTS****1.1 Official European Athletics-LOC Press Conference**

This press conference takes place the day before the event at about noon. The venue should be an iconic location within the Host City in close proximity to the Media Hotel(s) and Media Centre. Care should be taken to avoid a clash of timing with other press conferences.

It is important that all Member Federation press conferences should be 'booked' in advance with the LOC Media Director after approval by European Athletics, (before the details are announced) to ensure no overlap occurs with the official press conference.

The official press conference takes place in 2 parts: the first part (30 minutes) features the European Athletics President and Director General along with the LOC President and Host City Representative (CEO or Mayor, etc.). The European Athletics Communication Manager is the moderator

Each participant is invited to speak in this order: European Athletics President, LOC President, Host City Representative, European Athletics Director General. There is a limit of about 2/3 minutes for each speech. The floor is then opened for questions from the press.

It is recommended that the LOC or the Host City provides a lunch for the attending media after the press conference.

The second part of the press conference (about 30 minutes) should feature star athletes taking part in the event. Up to 6 athletes with 3 local athletes and 3 international athletes is adequate.

All branding and backdrops for the official press conference are organised by European Athletics.

The LOC Media Director is responsible for providing media kits. It may be preferable to distribute these at the end to keep attendees attention focused during the conference.

Information in the media kit can include:

- > the text of any prepared speeches
- > a press release summarising the highlights of the speech (ie: key facts and figures regards the event)
- > a fact sheet or biographical information on all featured events or persons
- > photographs of personalities or actions shots (clearly indicate on the back names and titles of people featured, date and site)
- > schedule of events, locations
- > European Athletics International Partner press releases (to be provided by European Athletics in advance)
- > European Athletics official newsletter Inside Track (to be provided by EuropeanAthletics in advance).

1.2 Briefings

Before the start of a competition, briefings with particular categories of the media may be necessary to cover areas of specific interest. Photographers' briefings are held before all events (the day before for ECH and EICH and the morning of the first day of the ETCH, EXCH, EU23CH, EU20CH and EU18CH) to announce the composition of the pool with in-field access/access to vehicle for road races, clearly identify access areas and no go zones and distribute photo bibs.

1.3 Flash Quotes

These are short quotes taken from an athlete immediately after the completion of an event. An experienced team of professional interviewers should be designated as part of the LOC Staff to obtain these quotes, which should be meaningful but brief (approx. 30-50 words).

Flash quotes must be provided for all medal winners but also for other relevant cases:

- > medal favourites progressing through the qualifying rounds,
- > medal favourites eliminated in qualifying rounds or failing to medal
- > athlete achieving an exceptional performance (World record, Junior World record or area record)
- > athletes from the host country

Quotations should be immediately circulated in paper form.

For all stadium events, Flash Quotes are typed directly into computers connected to the results and information network provided by OMEGA and are available on the CIS monitors, in the web live results (link from European Athletics website and LOC website), as well as being distributed on paper.

It is essential for an effective Flash Quotes service that the interviewer(s) be knowledgeable in athletics, multi-lingual (including one person with Russian language skills) and that speedy distribution is ensured.

Flash Interviewers, who are providing a service to the entire media corps, should be granted access to the athletes immediately before the Live TV and Radio Mixed Zone, without disturbing the work of the latter.

(See also Chapter 5, point 1.9.1 for technical requirements concerning Flash Quotes).

For ECH and EICH, the LOC Flash Quotes team must include experienced professionals. Their fees, as well as accommodation and economy class airlines ticket where applicable, are to be paid by the LOC.

1.4 Mixed Zone interviews

Individual interviews can be conducted with any participant immediately after the conclusion of their race/round in the Mixed Zone, which should be constructed to ensure all athletes are obliged to pass through the entire area, though they are not obliged to stop and speak to the media if they do not wish to do so.

The Mixed Zone should be divided into different areas for the various media categories, with priority of access to be given to broadcast media.

(See Chapter 5, point 1.9.2 for details and also for location and operation of the Mixed Zone.)

1.5 Medallist Press Conferences

Formal interviews should be conducted in an exclusive interview room *(see also Chapter 5, point 1.9.3)* with medal winners as soon as possible after the event, with a warning five minutes before, in the press area, ideally by means of mobile sign boards. Interviews could be held before or after the victory ceremony and doping control, so procedure should be co-ordinated and confirmed beforehand with Protocol and Doping Control.

An experienced press conference MC should control the flow of questions respecting time limits dictated by athletes' fatigue, the arrival of athletes for the following press conference or the athletes' need to respect time limits for doping control.

Translation should be assured at least from and into English and the language of the host country if required. Simultaneous translation is recommended for major championships. In this case, an adequate number of headphones must be provided, to be distributed at the entrance to the room in exchange for the journalists' accreditation and returned at the end of the conference.

Translators should have at least some knowledge of athletics. It is advised that the LOC consider in advance what other main languages may be necessary, given the main participants, and make arrangements to have a translator for these languages available if necessary. In case the athlete does not speak any of the languages for which translation is available, the presence of an English speaking team attaché is requested. Alternatively, it may be necessary to alert an English speaking team official to be present for the interview.

For major championships, interviews should be fed by the host broadcaster to all TV monitors in the media stands and working areas.

Refreshments for the athletes attending these press conferences should be supplied and their well-being should take top priority. No drinks that could affect the anti-doping control/sponsorship agreements should be displayed.

Post-event press conferences are obligatory for medal winners as indicated in the Team Manual.

1.6 Topical/subjective press conferences

These may be called by European Athletics to give detailed information about a specific subject (e.g. doping, biomechanical project, new initiatives), with experts on hand to answer questions.

Press conferences can also be called to explain controversial rulings or controversial issues in the competition, and thus assist the accuracy of reporting.

2. NOTIFICATION OF PRESS CONFERENCES

2.1 Official European Athletics-LOC Press Conference

Information concerning the timing and venue of the pre-event Official European Athletics-LOC Press Conference should be circulated at least one month in advance of the championships.

This information should be included in the accreditation confirmation letter as media representatives may arrange their travel accordingly.

2.2 Other press conferences (Member Federations/Sponsors)

Information regarding timing, venue and participants should be collected by the LOC Media Department and disseminated at least one week in advance for scheduled press conferences. This can be sent out by e-mail, posted on the website and on notice boards on site.

2.3 Medallist Press Conferences

A tentative schedule should be drawn up taking into consideration the expected duration of an event and the timing of award presentations, but media should be reminded that changes may occur and they should regularly check the schedule posted at the entrance to the interview room which will be updated if necessary.

Noticeboards can be paraded in the Media Tribune during the event to advise the times of Medallist Press Conferences.

Medallist Press Conferences are always conducted on the day of the event, even if the relevant Awards Ceremony takes place the following day.

3. PRESS CONFERENCE ROOM: LOCATION, SIZE AND SET-UP

The choice of location for a press conference should be made with care. It must be comfortable but not too large because, psychologically, it is preferable to have a few people on their feet than half the seats empty. However, for the post-race press conference room, size should be planned for the largest possible attendance.

As a certain flow of people in and out of the room is inevitable, doors should be placed at the back to limit disturbance. A separate entrance may be recommended for the speakers, and more pertinently for athletes at a post-race press conference. For the latter, a holding room adjacent to the athletes' entrance is ideal if stadium configuration allows.

As the press conference room will be often filmed and photographed, particular attention should be paid to its layout and presentation. Factors to be considered include lighting (lux and quality), acoustics, backdrop and ventilation/air conditioning as well as working conditions for all categories.

For the ECH at least, there should be a fixed camera operated by the Host Broadcaster to film the press conferences and broadcast them on the TV monitors in all media areas.

In laying out the conference room, consideration must be given to TV and photographers. A raised platform at the back or sides of the room will help maintain the head table area as clear as possible and ensure good visibility for all participants (See Fig. 14 and 15).

The top table, preferably set up on a raised platform, should be large enough to accommodate all expected speakers. Sufficient microphones should be provided at the head table, as well as cordless microphones along the aisles to be handed by LOC Staff to media representatives to ask their questions. Individual microphones may be placed on the table by radio or TV staff, but it is preferable to provide plug-in connections allowing to record directly from the general audio system.

Lighting and audio system should be tested before the start of the conference.

LOC Media Department Staff should be a duty throughout the press conferences to deal with any problems.

4. OTHER ORGANISATIONAL INVOLVEMENT OF LOC STAFF

A pool of designated officials should be available to escort the medallists from Award Ceremonies to the Medallist Press Conference area and, while using discretion, ensure that this journey is accomplished with the minimum of distractions (autographs, corridor interviews, etc.).

It may be necessary to remind the athletes gently of their obligation to attend such an interview if they are initially unwilling to do so.

In some cases the athlete may be accompanied by an official from doping control, and this official's requirement to keep the athlete under surveillance must be respected. Sometimes a coach or other team official may accompany the athlete to the press conference. Security must be briefed to allow a team member to accompany athletes even if they do not have the relevant access.

If there are sufficient personnel, the athletes should also be accompanied away from the press conference, but this may not always be possible or necessary.

While keeping a smooth-flowing operation to and from the press conference area, the LOC Staff will recognise that there are certain events and certain athletes who attract more attention than others, and should react accordingly. Events of great media interest should be allowed additional time for the press conference, but a halt must be called if necessary.

5. CONTACT SYSTEM FOR INDIVIDUAL IN-DEPTH INTERVIEWS

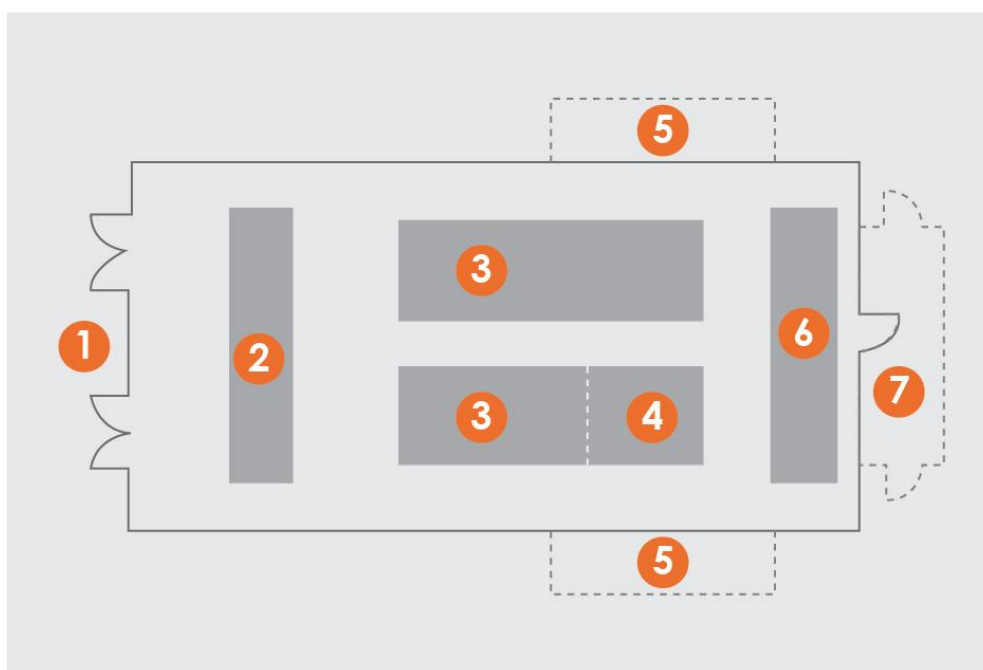
LOC Staff will not normally arrange private interviews with athletes for journalists, but may be able to suggest the best approach according to the circumstances (normally by putting the journalist in contact with the relevant Team Press Attache).

An athlete may be approached directly in any Mixed Zone facility designated by the LOC, but is under no obligation to give any private interviews if he/she does not wish to.

6. PRIORITY OF FORMAL INTERVIEWS OVER PRIVATE DEMANDS

An athlete may only be considered to be under a media obligation following the award of a medal. The first three in each event are expected to attend the Medallist Press Conference at the invitation of the LOC Staff. This obligation shall take priority over private demands for individual interviews at that time.

Fig. 10: Press Conference



- 1 Media entrance/exit
- 2 TV and Photo platform
- 3 Journalists
- 4 Radio
- 5 Simultaneous translation booths
- 6 Head table on raised platform for interviewees
- 7 Holding room for interviewees

Fig. 11: Medal Press Conference Room



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ACCOMMODATION AND TRANSPORTATION**1. MEDIA HOTELS****1.2 Bookings**

The number of preliminary bookings to be made for the media will depend on several factors, including the hotel situation in the host city and expected availability of rooms at the time of the event. It is advisable however to book rooms for approximately 50% of expected media representatives. European Athletics will advise LOCs on the number of rooms to be pre-booked.

Rooms should be for single occupancy unless expressly requested in writing by the applicant. Double/twin rooms normally account for 10% of media bookings.

1.3 Working facilities

Some journalists will need to work in their hotel rooms, so hotel rooms should provide adequate telecommunications facilities. Hotels providing free broadband Internet access in the room are preferable for the media.

The hotel management will need to be contacted to extend the restaurant hours following evening competition, if required. An efficient room service system (preferably 24 hours) is also desirable for media.

1.4 Hotel information desk

Where particular hotels are the media base for a large number of journalists, but a Sub Media Centres are not justified, there should be an information desk at the hotel with copies of the results and start lists, transport information and general information, especially if the hotel is some distance from the Media Centre.

Please refer to the European Athletics Information Desk guidelines for more details.

1.5 Advance payment

Hotel reservations must be made well in advance by the LOC and be kept as long as possible before competition.

Booking and cancellation policies must be clearly laid out in the accommodation part of the accreditation system.

The acceptable methods of settling the outstanding balance should also be explained well in advance (e.g. which credit cards are accepted), and whether payment should be made to the hotel, the LOC or a designated agent.

2. MEDIA WELCOME DESK AND ASSISTANCE AT THE AIRPORT

2.1 Airport Welcome Desk

A specific welcome desk for the media is not necessary but representatives of the LOC operating the general welcome desk should be at hand to welcome media representatives and direct them to media transportation, or alternatively inform them how they can make their own way to their destination (if they are not staying at an official media hotel and the LOC has decided not to provide transport to these media).

2.2 Customs clearance

Media representatives may require assistance in clearing Customs control, particularly Photographers, who may have considerable amounts of heavy equipment. Prior consultation with the Customs Authority will ease this process. A system of special labels for suitcases indicating they belong to media representatives and should be considered for priority treatment is sometimes adopted at major events. These labels should be sent at the same time as the accreditation confirmation.

2.3 Transportation

Transportation for accredited media should be provided from the airport to the Media Hotel(s) and/or to the Media Centre/Media Accreditation Centre/Main Accreditation Centre.

All media should be advised, in the accreditation confirmation letter, of the quickest and easiest methods of available transport. Even where free use of public transport has been arranged for the media, the journalists will not at this point have collected their accreditation cards.

Transportation to the airport upon departure for all media staying at official media hotels must be provided.

3. TRANSPORT BETWEEN OFFICIAL VENUES

The media transportation plan must be approved by European Athletics. This service is free of charge.

3.1 Media bus routes

Transportation should be provided free of charge between all official venues (stadium/course, Media Centre(s), Media Hotels, venue of pre-event press conference) unless these are within walking distance. In defining walking distances, LOCs should bear in mind that media representatives, especially photographers, often carry heavy equipment.

Media bus routes will operate regularly between the Media Hotels, Media Centre(s) and the stadium/course, and from hotels to media functions and official press conferences.

3.2 Timetables

Transportation to the stadium should begin at least two hours before the first event, and not finish until at least three hours after the end of the last event.

Transportation to and from the Media Centre(s) should consider opening hours. Frequency may be reduced outside peak hours, but should always consider the media's work constraints.

Schedules and precise details of the pick-up points should be published well in advance.

3.3 Taxi ranks

Where no permanent facility exists, consultations with a taxi company could establish a temporary taxi rank (or at least increased taxi presence) in the vicinity of the stadium and the Media Centre(s) for the duration of a major championship.

3.4 Use of athletes' transport

Where the opportunity exists, and providing it causes no unacceptable overcrowding and is not objected to by security or team managements, the use of athletes' transport by accredited media may be utilised.

3.5 Use of public transport

If possible, media should be allowed free use of public transportation within the host city for the duration of the event.

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PHOTOGRAPHER GUIDELINES

The purpose of the European Athletics Photographer Guidelines is to define the role of the photographer and their practical needs within the stadium or at the venue.

1. ROLE OF THE PHOTOGRAPHER

Photographers are a vital category in the promotion of athletics. Their specific requirements need to be considered by a professional able to understand their needs and to plan the best facilities and working conditions.

The photographer has his/her own special set of pressures that are often misunderstood as they have only ONE very BRIEF and UNREPEATABLE moment to capture the pictures that will record the event for posterity around the world. And because of the nature of their profession, and the type of people who succeed in their profession, they will always be looking for that different picture, a different position or unusual angle.

The aim in catering for the photographer must thus be to ensure that they have a clear opportunity to capture each “brief and unrepeatable moment”, and to maximise the number of different positions and angles available to each photographer, while minimising the distractions.

Close co-operation between the local organising committee (LOC) and the European Athletics Press Delegate is essential, particularly for events where a large number of photographers are to be accredited.

2. RESPONSIBILITIES AND DUTIES OF THE LOC PHOTO CHIEF

The LOC should appoint an experienced professional Photo Chief in advance of the event, to take responsibility for all aspects concerning this category.

The LOC Photo Chief will be the main interlocutor for photographers, available to listen to their comments/complaints, relay major issues to the LOC Communications Director while solving those problems which do not need to be referred back to the above.

The LOC Photo Chief will also work in close co-operation with the European Athletics Press Delegate.

The duties and responsibilities of the Photo Chief are detailed below. In order to carry out these duties, he/she should not be a working photographer during the event.

2.1 Photo positions

Define all photo positions (see points 5.3, 5.4, 6.3 and 9 below) well ahead of the event, taking into consideration television requirements so as to minimise movement across camera lines.

The Host Broadcaster, LOC Security and Competition Departments need to be consulted before finalising photo positions and circulation routes.

2.2 Services and facilities for photographers

Co-ordinate all services and facilities specific to photographers (transmission facilities, camera repair service, lockers, film/disk pick-up by runners, photographers' vehicle for road race events, etc. as applicable).

2.3 Determine priority for positions with restricted access

The LOC Photo Chief will advise the European Athletics Press Delegate concerning the composition of the in-field photo pool (see point 5 below), other restricted areas and/or access to the photographers' bus for road races.

2.4 Photographers' Briefing

Arrange a briefing for all accredited photographers in co-operation with the European Athletics Press Delegate. The briefing, held the day before the start of the competition for the European Athletics Championships and European Athletics Indoor Championships and the morning of the first day of other events, serves to explain photo positions and ensure that the regulations are clearly understood.

The in-field photo pool is announced and photo bibs distributed at the Photographers' Briefing. Photo bibs are provided by European Athletics.

Attendance is compulsory for all accredited photographers, who should be informed of the timing and venue of the briefing in the accreditation confirmation letter.

2.5 Controller during the competition

Act as controller during the competition to make sure the rules and procedures are respected, particularly concerning the no-go zone and access areas.

In case of serious infringement of rules, the Photo Chief should immediately report to the European Athletics Press Delegate and LOC Communications Director for action, or have the power to withdraw accreditation if necessary.

3. DEFINITION OF CATEGORIES

The photographers must be divided into two groups for major stadium events:

- > Pool photographers are those granted in-field access.
- > Non-pool are all other photographers

4. IN-FIELD ACCREDITATION AND POOL PHOTOGRAPHERS

4.1 Procedure of pool photographers

The purpose of the pool photographers is to achieve maximum coverage with the minimum number of people on the in-field. This is normally achieved by granting in-field accreditation to the major international and national agencies.

4.2 Priority of selection and number

For all European Athletics outdoor competitions, the pool will not exceed 12 (see below) persons.

For the European Athletics Indoor Championships, the pool will not exceed 8 (see below) persons.

The official European Athletics marketing photographer is always granted in-field access at all European Athletic events and is included in the totals mentioned above.

The pool is drawn up by European Athletics Press Delegate in conjunction with the LOC Photo Chief. Notice should be taken of the needs of participating nations, however, the priority guidelines set out below shall be observed:

Getty Images: Getty is the Official Photo Agency of European Athletics and receives 2 infield bibs for outdoor championships and 1 infield bib for indoor championships.

Other international agencies (AP, Reuters, AFP): 2 infield bibs for outdoor championships and 1 infield bib for indoor championships.

Approved national agencies

Major daily newspapers specialising in sport

- > National newspapers
- > Specialist sport agencies
- > Specialist sports magazines
- > Specialist sport freelances
- > Other newspapers
- > Weekly, monthly and other non-sport publications

On special occasions, pre-agreed with television, a group of non-pool photographers can be accompanied into the infield by the Photographers Chief for a “special” one-off shot before being accompanied back out, for example during 1 round of a javelin/shot put qualification or final.

4.3 Access of pool photographers

Provided pool photographers have been well briefed about sensitive areas where they must not obstruct athletes, officials, TV cameras, non-pool photographers and the public, they should have unrestricted access in and around the arena (See image).

For the comfort of athletes, pool photographers and mobile television cameras should avoid going closer than 1 metre to the athlete at all times.

4.3.1 No Go Zone

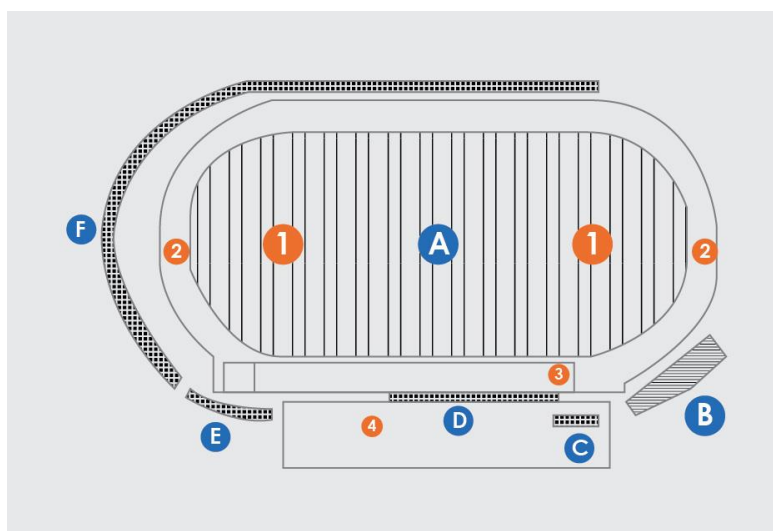
There should be one exception to this rule, which is a no-go zone extending along the entire home straight plus approximately 50 metres beyond the finish line. In order to guarantee to television and photographers the key picture of the finish and immediate reactions of the athletes, this area (see Fig. 18) should be designated as a no-go zone for all personnel, including television mobile cameras, pool photographers and, where possible, officials.

At indoor athletics events, the entire track is a no-go zone at all times, including the Victory Lap, which photographers will shoot from the in-field.

Any media or television infringing the no-go zone shall have their accreditation removed. To ensure that all in-field users understand the gravity of this situation, it is advised that it be made very clear at the pre-event briefing and that a written acknowledgement be signed upon receipt of in-field bibs.

All pool photographers should be clearly briefed that they must not obstruct non-pool positions and co-operate at all times to ensure that their non-pool colleagues are able to see the action.

Fig. 12: Key Photo Positions



- 1 In-field
- 2 Track
- 3 Finish Line
- 4 Main stand

- A: In-field; B: Head-on at Finish Line
- C: Side-on at Finish Line
- D: Finish straight moat
- E: 100/110m start
- F: Moat or behind advertising boards

Fig. 13: Pool Photographers Access

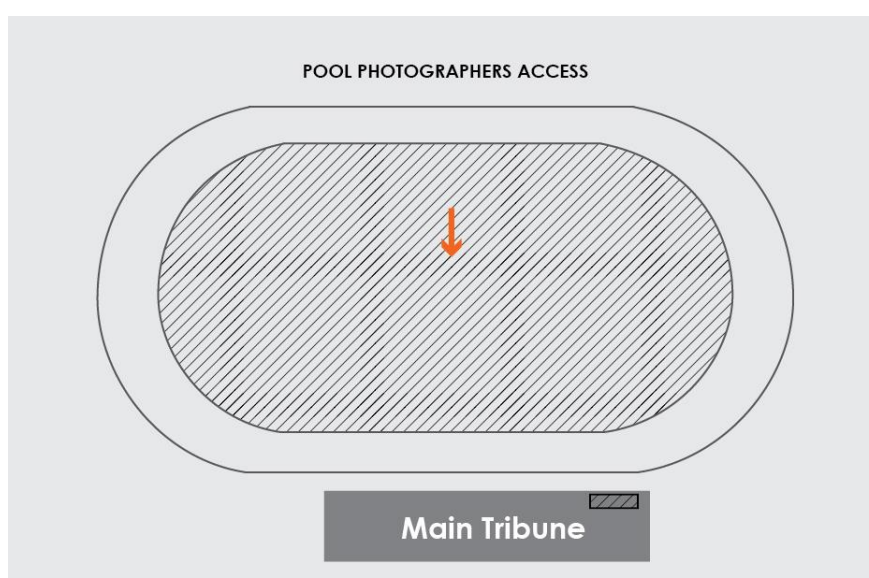
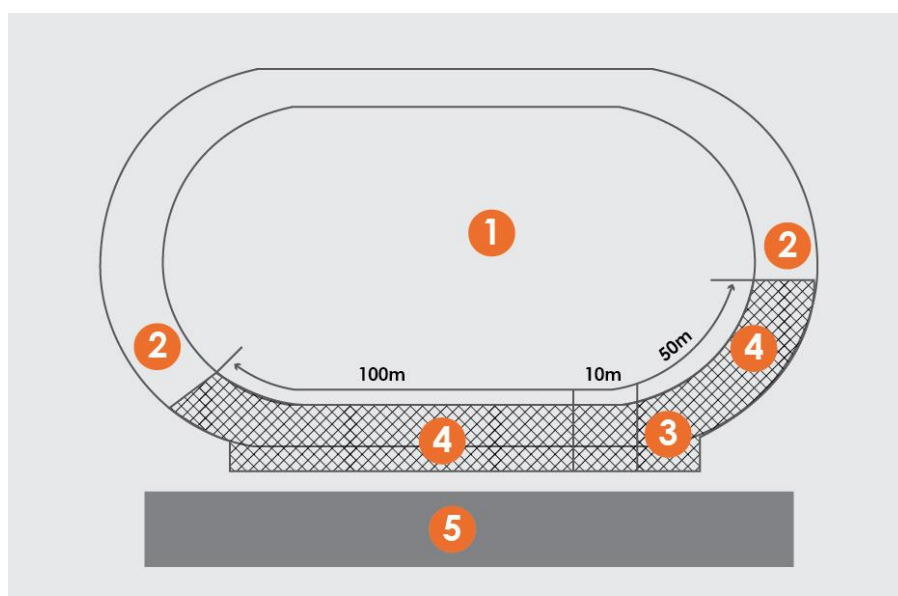


Fig. 14: No Go Zone



- 1 In-field
- 2 Track
- 3 Finish Line
- 4 No Go Zone
- 5 Main stand

4.3.2 Victory Lap

After the no-go zone, pool photographers may follow the celebrating athletes provided they do so in co-operation with the Host Broadcasters mobile TV camera. This should be done by keeping photographers in the four internal lanes and the TV camera in the four external lanes, so the two categories will not obstruct each other's view.

Both TV cameras and photographers must respect a minimum distance of 2 metres from the athlete. (See Fig. 19).

Photographers and the mobile TV camera may follow the athletes in this manner down the back straight and around the final bend. However, they must leave the athletes and return to the in-field on the final 100 metres to allow non-pool photographers and static TV cameras to get their shot.

To avoid congestion at major meetings, it may be recommended to restrict the number of pool photographers following the athlete on the victory lap. This decision will be taken by the LOC Photo Chief, who will decide which photographers are allowed to shoot on the victory lap.

It may also be decided, depending on the stadium configuration, to limit the distance over which photographers can follow the athlete on the Victory Lap.

4.4 Pool photographers - indoor meetings

All guidelines for outdoor meets for pool photographers should also apply to indoor meets with one important addition.

Pool photographers should be requested to kneel or sit in the arena at any time that they are not actually moving to new positions, as space is extremely restricted in indoor meets and television camera angles are easily obstructed. (See Fig. 20, 21 and 22).

4.5 In-field identification

The pool photographers should be issued with identifying, numbered bibs.

Photographers are required not to wear any unsanctioned advertising on the in-field and to dress in an appropriate manner.

Fig. 15: Victory Lap

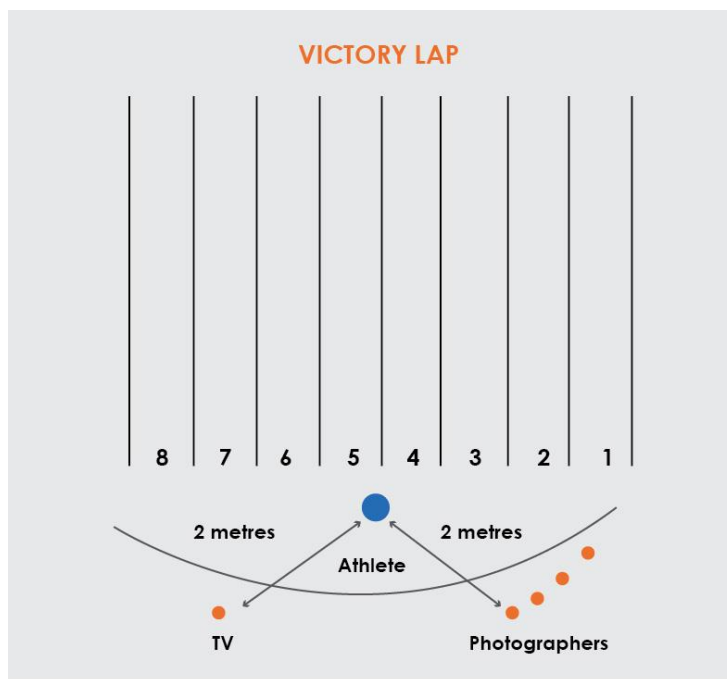
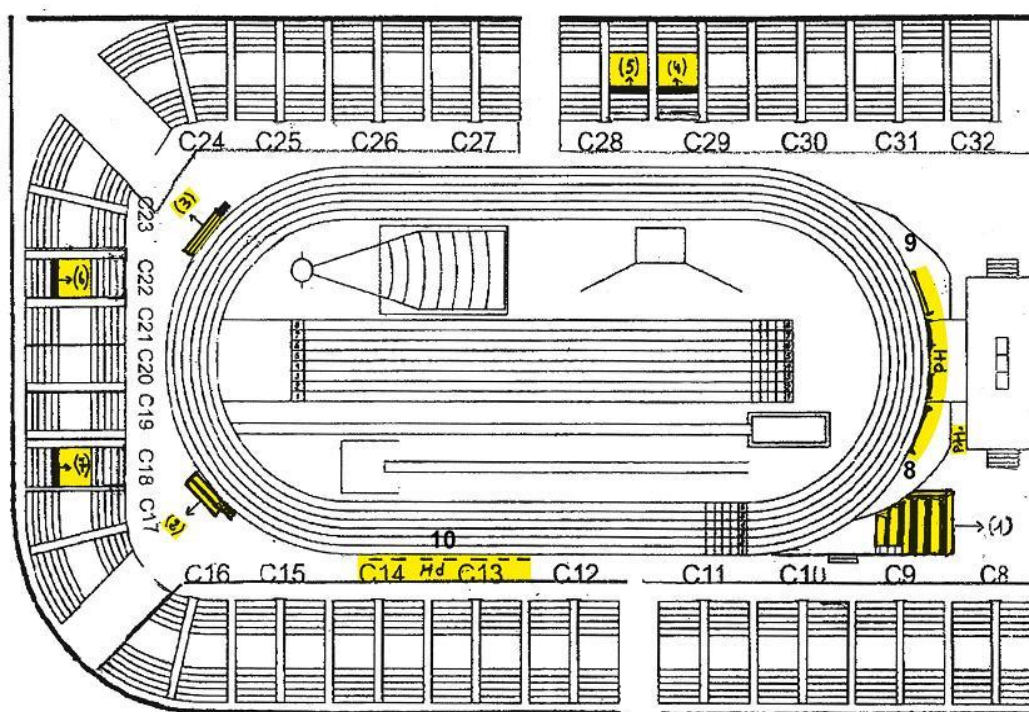


Fig. 16: Photo Positions at Indoor Meetings



- 1 Head-on position – Finish line oval track
- 2 & 3 Side platforms for 60m start and field events
- 4 & 5 Photo positions in stands for field events (High Jump)
- 6 & 7 Photo positions in stands for 60m start and field events
- 8 & 9 Photo positions Finish Line 60m
- 10 Photo positions for field events (Pole Vault)

Fig. 17 & 18: Photo Positions at Indoor Meetings



5. NON-POOL PHOTOGRAPHERS

5.1 Access

This category will consist of the bulk of photographers covering the event, and as they will not have access to any special (prime) positions, particular care must be taken to allocate unobstructed views in the most important areas.

5.2 Accreditation priority

Accreditation priorities should be allocated along the same lines as those listed in section 5.2 above.

5.3 Photo positions outside the track

Great care should be taken in providing adequate shooting positions for non-pool photographers. The requirements are as follows:

5.3.1 Head-on finish position

This is the most important position for all photographers.

The position should be at ground level and directly in line with the track providing several levels to allow photographers to work one above the other.
At smaller events, public seating can be used.

Most photographers will work from this position, so it is vital to ensure that there is adequate room and an unobstructed view of the finish (See images).

The head-on photo platform should be separate from the TV platform or photographers' movements will disturb the TV images.

5.3.2 Side-on finish position

For the sprint events, many photographers prefer a side-on finish position and although this should be considerably smaller than the head-on position, it is a key facility. It should ideally be located just in front and below the media tribune, directly in line with the finish, if possible. This position needs to be elevated to avoid the tracking camera that runs down the final straight.

If this position is adopted, standing photographers must not obstruct the eye-level view of the lowest row of media seating.

5.3.3 Final bend position

Located at the end of the final bend, this position is particularly suitable for the middle and long distance races. This position also needs to be elevated to avoid the tracking camera on the final straight. It also doubles as a position from which photographers can shoot the start of sprint races.

5.3.4 Perimeter positions

Most of the track events can be covered adequately from the three main positions above.

However, field events should be given equal consideration and are more difficult to plan in advance without knowing the positioning and timing of the events.

If the stadium has a moat, free access around the moat, and raised positions from which to shoot at regular intervals, should be planned.

This should normally resolve all field event problems. If the stadium does not have a moat, then access around the perimeter of the track must be considered.

This can be as little as a one metre strip behind advertising boards and running the full length of the back straight and both bends. Photographers will then place themselves (possibly in a seated position) along this strip and be able to cover any field event (see Fig. 27 and 28).

5.3.5 Public seating utilisation

All photographers should be given complete access to public seating areas. It is normal practice for photographers to use empty seats to obtain unusual angles. They must be well aware of the need to vacate seats when the ticket holder arrives or returns. In most situations this facility will be used during preliminary heats when the stadium is normally not full.

Blocks of seats (usually 6 x 2 rows) may be reserved for photographers in spectators' areas to shoot field events. This must be coordinated within the LOC to ensure tickets are not sold for these seats.

5.3.6 Outside positions at indoor meetings

At indoor meetings, in addition to the head-on position at the finish line of the oval track, an additional head-on position will be required for the finish of the sprints.

Other outside positions for indoor athletics competitions should follow the same general guidelines as advised above, but again due to very restricted space, advice should be taken from an experienced member of the profession to attempt some imaginative photo positioning.

5.3.7 Victory ceremonies (in and outside the stadium)/opening ceremonies/closing party medal ceremonies

Depending of the set-up for in-the-stadium victory ceremonies, non-pool photographers must be allowed to take photos of the medallists on the podium.

There should be a reserved area for photographers to be brought in after the television shot with athletes remaining on the podium.

For victory ceremonies outside the stadium, an exclusive area should be planned in front of the podium and/or stage for photographers to work and take photos of the athletes on the podium.

Any ENG Mixed Zone with backdrop planned after the ceremony could also have a reserved space for photographers to take photos of the athletes with their medals.

For opening ceremonies, there should be a reserved area for accredited photographers, in cooperation with television requirements.

For closing party medal ceremonies, there should be a reserved area for accredited photographers to photograph the athletes, with a limited number of closing party invitations set aside for the photographers.

Fig. 19 & 20: Head-on Finish Position

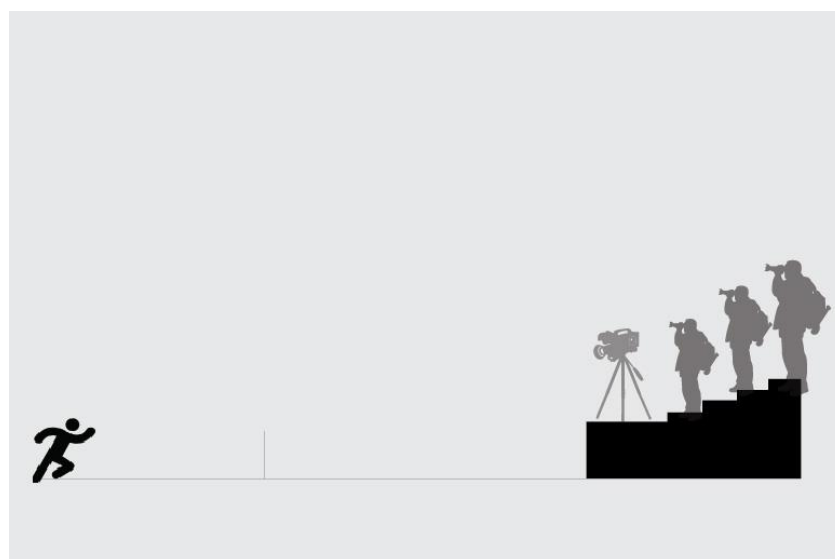
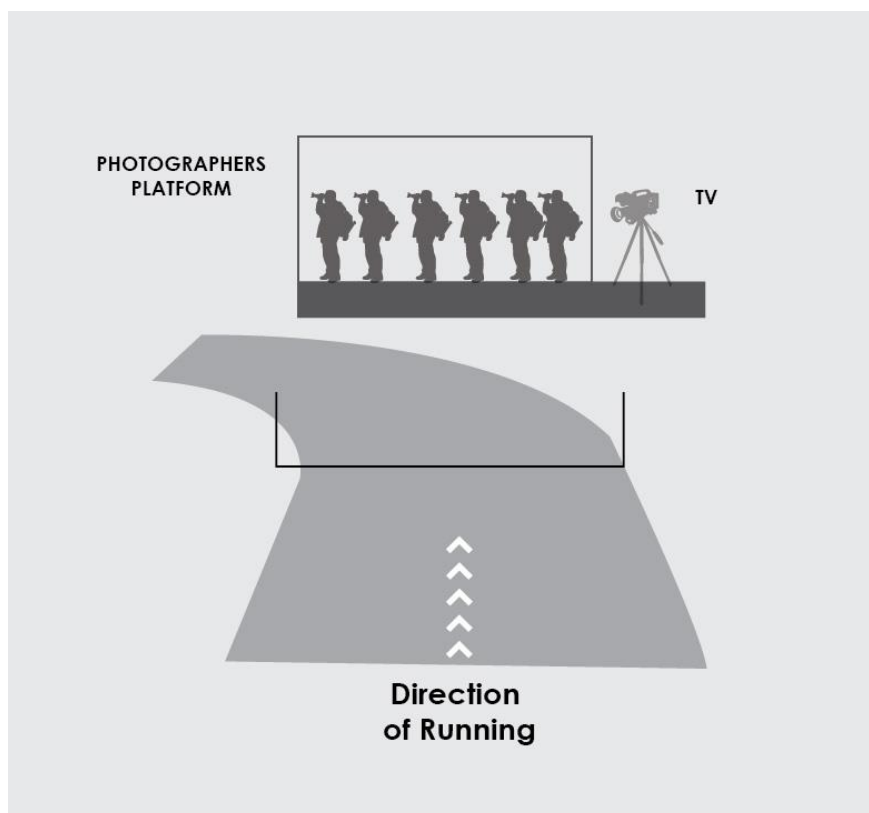


Fig. 21 & 22: Head-on Platform



Fig. 23: Photo Positions behind the Advertising Boards



6. FACILITIES FOR ALL PHOTOGRAPHERS

6.1 Access to, from and around the stadium

Photographic equipment is very heavy and one of the major problems faced by all photographers is transport to and from the competition venue and their movement around the stadium.

Movement around the stadium and between positions should be by the most direct route possible. Having to carry heavy equipment on a complete circuit of the stadium simply to avoid a ten metre "restricted zone" can cause a great deal of frustration and conflict.

If the media transportation drop-off point is not close to the stadium, a special shuttle may be required for photographers.

Similarly, if media parking at the stadium is limited, priority should be given to photographers.

6.2 Transmission facilities

The LOC must ensure the possibility for high speed transmission in the Photo Centre (or additional lines in the Media Centre at smaller events).

The provision of ADSL lines with routers and free modem connections are required. Major agencies will order private ISDN or ADSL lines especially at major meetings.

At the European Athletics Championships power points and transmission points will also be required at one point on the in-field (usually close to the finish line).

At the European Athletics Indoor Championships, a solution will need to be found to accommodate a desk for the photo editors of the major agencies in close proximity to the track (a view on the track is not required).

6.3 Remote control cameras

At the European Athletics Championships a rack for remote control cameras should be installed in front of the head-on photo platform.

Details will be agreed between the LOC Communications Director, European Athletics Press Delegate and the Host Broadcaster.

6.4 Camera repair

Camera body and lens repair and hire services can often be negotiated with (a) major professional camera supplier(s), and should be provided at least for major meetings.

6.5 Lockers

Lockers for photographers should be provided in sufficient quantity in an area with 24h security.

6.6 Collection of memory cards

A memory card collection service should be arranged during stadium events lasting more than one day. Messengers or runners should be allowed access to pre-determined track side positions to collect films/disks from both pool and non-pool photographers and take them to the photo editors at regular intervals.

6.7 Latest Start List delivery

Start lists should also be available in close proximity to the head-on photo position, particularly after semi-finals and prior to the final. Once in position, photographers rarely have time to go in search of new start lists.

Fig. 24: Photographers Lockers



7. LIGHTING REQUIREMENTS

7.1 Outdoor daytime meetings

The LOC can have very little control over this, as the physical placing of the stadium and weather conditions will dictate light levels and conditions. However, it is worth noting that if the finishing straight is heavily “back lit” (i.e. the sun is directly behind the athletes), or in heavy shadow from the grandstand, an extra position at the end of the back straight looking down the straight will greatly assist colour photography.

7.2 Evening meetings

Most stadia have their lighting fixed for football matches; therefore, the light tends to be biased towards the areas which would normally have goal posts. Extra lighting should be co-ordinated in conjunction with the Host Broadcaster so that lighting on the competition area is adequate, and acceptable to photographers and television. Harsh overhead lights on the finish line for Photo Finish cameras are a major problem for both photographers and television. If they are needed, an area at least five metres either side of the finish line should be brought up to the same lighting standard.

For night time meetings it should be remembered that photographers cannot use telephoto lenses under poor lighting conditions. All photo positions must then be as close to the action as possible.

7.3 Types of lighting

Most outdoor stadia have a mixture of “daylight” bias and tungsten light. This is generally acceptable, but photographers will always prefer a “daylight” bias light. If the lights are cleaned before a major meeting this can improve the light level immeasurably. The basic lighting requirement in indoor athletics meets is to ensure that the lights used have a “full spectral emission”. However, this requirement is not necessary for the electronic media therefore sometimes causing conflict.

Organisers should consider this factor when negotiating with lighting and television companies.

7.4 Summary of lighting requirements

The following levels are recommended for competition areas:

- > Light level: 800-1200 lux (may be higher for High Definition TV coverage)
- > colour temperature by daylight: 5,600°K
- > colour temperature with mixed day and artificial light: 4,200°K
- > colour temperature with artificial light: 3,200°K

7.5 Strobes

Hand held strobes or flash guns are generally not allowed during indoor meetings. However, at the discretion of the LOC, stadium strobes (mounted in the ceiling of the stadium) may be permitted to major organisations that have the appropriate insurance cover.

8. MARATHONS, ROAD RACES AND CROSS COUNTRY

8.1 The Finish Area

The finish area at such events is generally congested with large numbers of competitors crossing the line in a short space of time as well as marshals needed to control them. Careful planning is therefore needed to allow good conditions for the competitors, officials, television and photographers.

Two basic options can be adopted:

8.1.1 The photo island

The photographers and television are placed on a tiered island in the middle of the control lanes (see images), with access from the rear. This gives the most desirable vantage point for the photographers without interfering with the competitors or marshals.

8.1.2 The overhead gantry

This is used at many of today's top marathon races, although it should generally be considered as the second choice, for reasons of cost and the slightly less favourable photographic angle it provides. However, it does resolve the basic problem by offering an unrestricted view to the photographers while not interfering with the competitors and officials. (see images). The distance from the gantry to the finish line must be carefully considered to ensure a good angle.

8.2 Course access

At the discretion of the LOC Photo Chief, some or all photographers may be allowed free access to the whole or part of the course to shoot from any position which does not interfere with the competitors, TV or the public.

If only some of the photographers are allowed on the course, they will be identified by a distinct set of numbered bibs.

8.3 Road race transport

At major road races, particularly marathons, the needs of the photographers must be considered. As with television, a clear unimpeded view of the runners from a safe, close range is desired. Given the limited amount of space available on the road and always remembering the paramount importance of athletes' safety and well-being, decisions must be made as to the number, and type, of vehicles that can proceed at the head of the race.

In ideal conditions, a configuration as shown in Fig. 33 can be permitted. This would provide photographers with a separate vehicle. If such a configuration is adopted, care should be taken at all points where the course narrows. Priority must be given to the Host Broadcaster and Race Director.

The vehicle may be an open truck, which nevertheless affords some safety (and, if possible, overhead cover) for the photographers, who cannot work from behind glass windows.

If it is possible, without disrupting the race, the photographers may wish to take pictures of the start, but they will have to be on board their vehicle and some way ahead of the official vehicles at that time.

Thereafter, the usual procedure is for the photographers to stop at a number of pre-selected points on the course (e.g. a drinks station, or by a particularly significant landmark) before being taken back to the Finish in sufficient time to take up their places before the arrival of the winner.

For Road Races run in several loops around a course, it may be preferable for the photo truck to drop off photographers at designated photo positions and pick them up in a successive round rather than follow the head of the race from start to finish.

The Photo Chief (or his/her representative if he/she is occupied at the stadium) should travel on this vehicle to resolve any problems and to instruct the driver as decisions may need to be made quickly according to events in the race.

Fig. 25 & 26: Photo Island

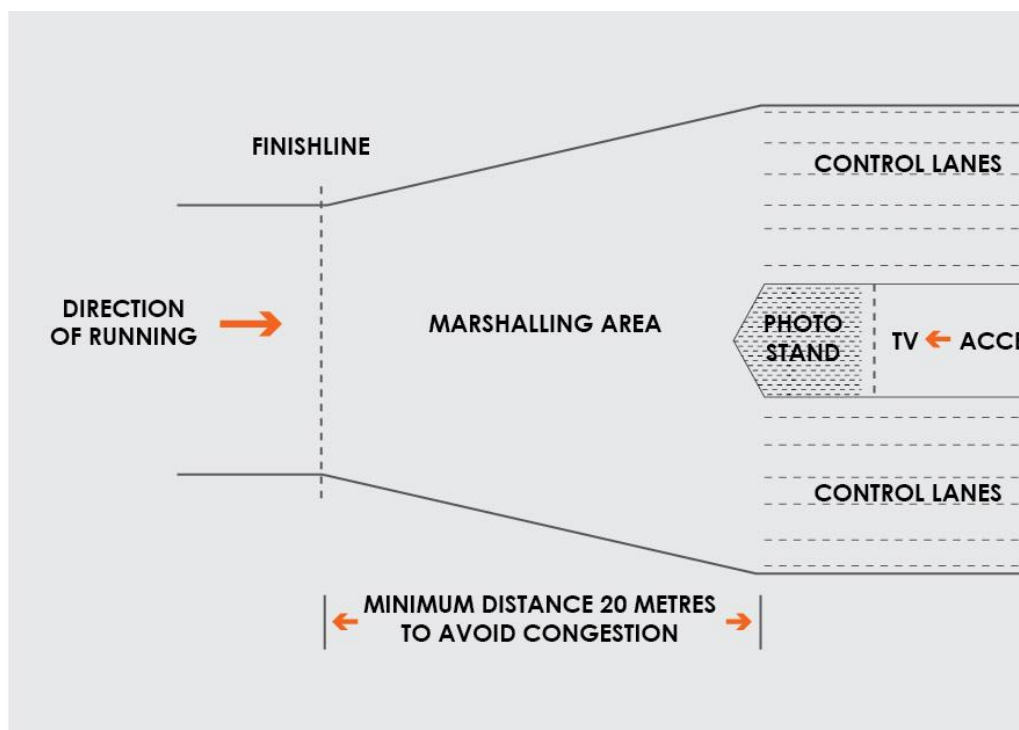


Fig. 27 & 28: Photo Gantry

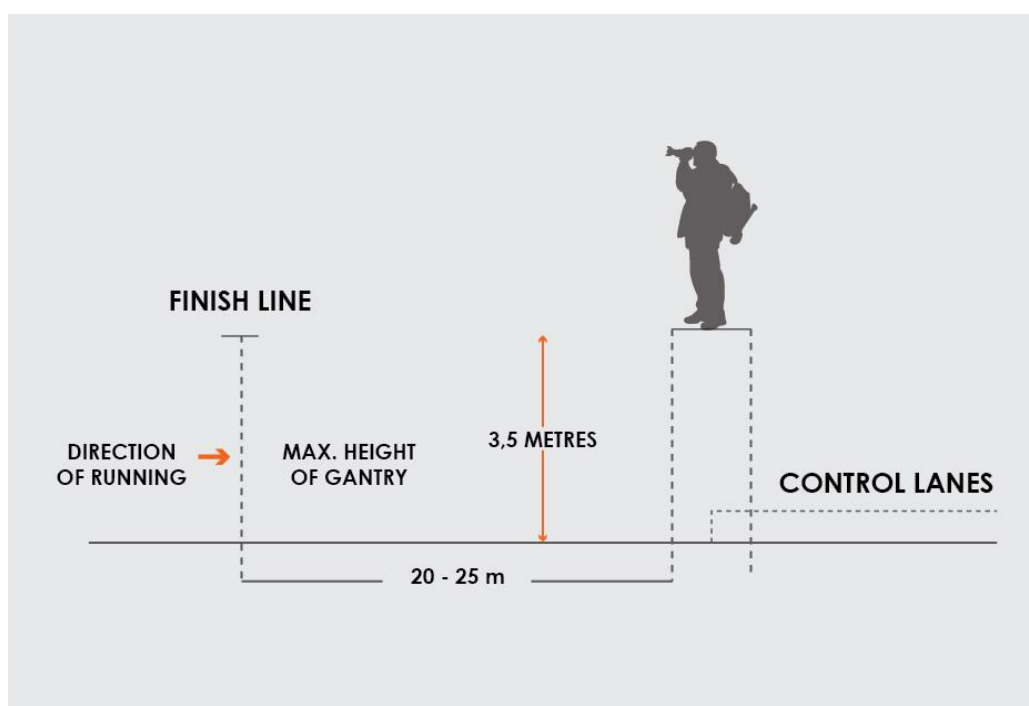
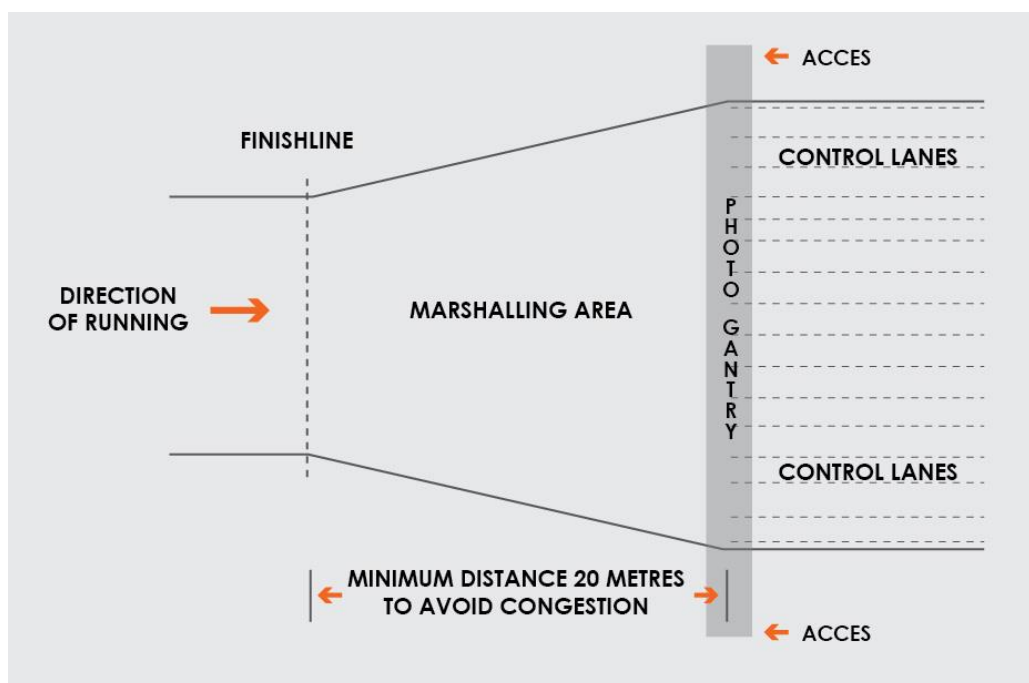


Fig. 29: Road Race Transport

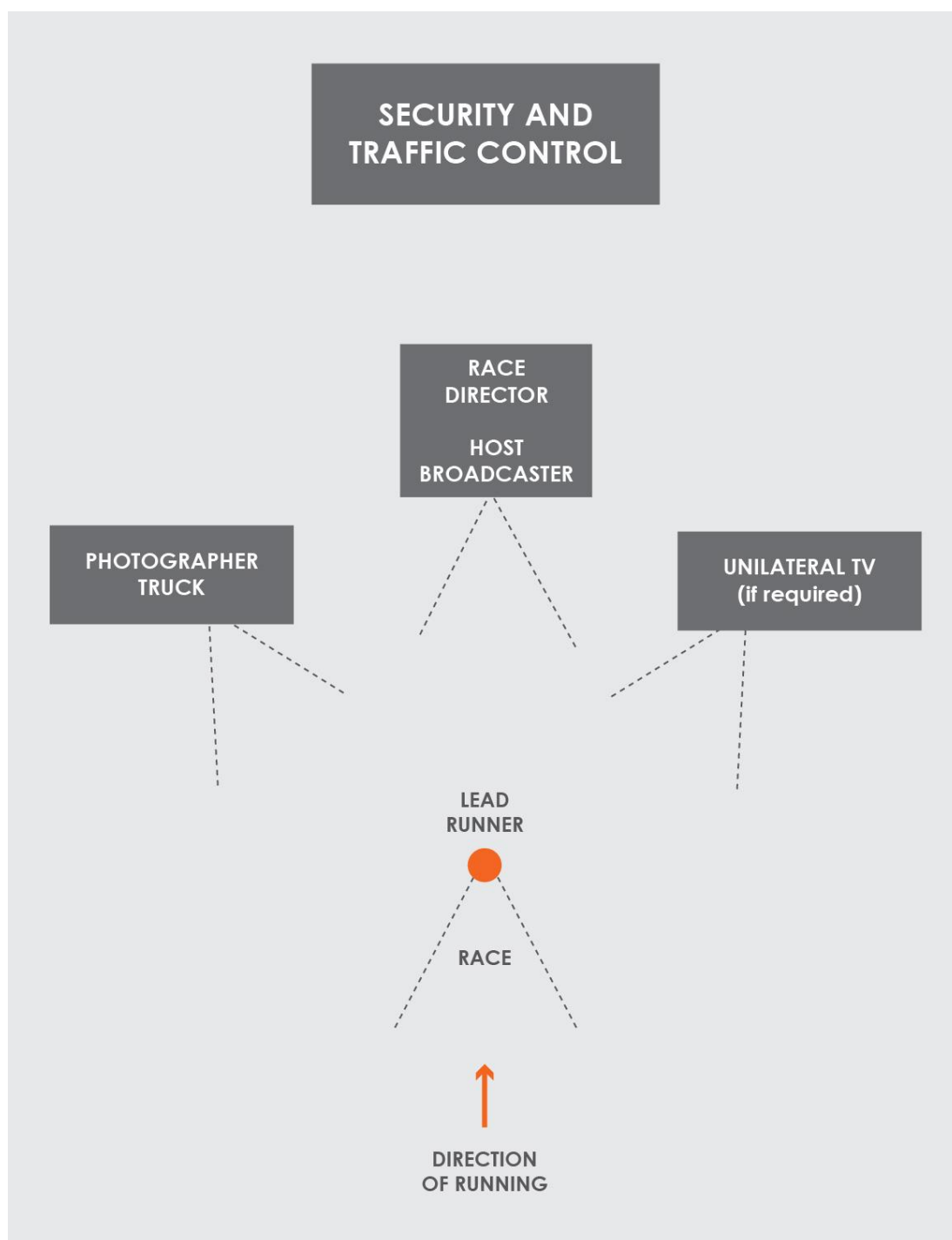


Fig. 30: Remote Control Cameras



Fig. 31: Photo Positions at Awards Ceremony



[11]

FINANCIAL OBLIGATIONS

It is essential that an appropriate budget is allocated for media operations at each competition. All items listed below are the financial responsibility of the LOC. Items specific to broadcast media are not dealt with in these guidelines.

Provision of facilities to the minimum requirements laid out in these Guidelines is the responsibility of the LOC. Size/number/frequency of facilities and services are dealt with in other chapters of the guidelines.

1. PRE-COMPETITION**1.1 Press Conference**

Provision of the following facilities and services for the pre-event Official European Athletics-LOC Press Conference:

- > Hire of adequate venue
- > Audio system
- > Simultaneous translation (English and language of the host country if relevant)
- > Simple buffet (tea, coffee, biscuits and juices) required but lunch, which can be provided by the LOC or Host City, recommended to attract journalists

1.2 Accreditation

- > Installation and operation of the Media Accreditation Centre

2. MEDIA CENTRE AND SUB MEDIA CENTRES**2.1 Media Centre**

Rental of adequate space or temporary construction of the Media Centre and installation as agreed with European Athletics.

Facilities are specified below.

2.1.1 General facilities and services

- > Security and access control to all media areas
- > Free broadband Internet connection
- > Electrical power and sufficient sockets in all media areas
- > TV monitors broadcasting all feeds to all common media areas
- > Media restaurant and catering facilities at ECH/EICH and other events as required
- > Toilets and washrooms

2.1.2 Technical facilities in common working area

- > Computers with free Internet access for media
- > ADSL lines with routers for free modem connections to the internet
- > Photocopiers

2.1.3 Other facilities and equipment in common working area

- > Working desks and chairs
- > Notice boards
- > Pigeonholes
- > Lockers
- > Waste bins

2.1.4 Offices

- > Fully equipped office for the European Athletics Press Delegate and Communication Staff for ECH/EICH.

2.2 Sub Media Centre at main media hotel

- > Fully equipped Sub Media Centre in the main media hotel at ECH
- > Fully equipped Sub Media Centre in the main media hotel at non stadium events where the course is not in close proximity to the hotel (EXCH)

3. MEDIA TRIBUNE

Construction and fit out of the Media Tribune including:

- > Tabled positions
- > Non-tabled positions
- > Power points
- > Free broadband internet connection
- > TV monitors providing all feeds, primarily at TV commentary positions
- > Installation of private telephones or ISDN ordered by the media (call charges to be paid by the user)
- > Commentator Information Systems (CIS) are provided by the European Athletics service provider OMEGA, primarily at TV commentary positions

4. POST RACE FACILITIES AT THE STADIUM/COURSE

- > Mixed Zone equipped according to specifications
- > Interview room with head table, audio system, chairs for media representatives and other equipment as specified (for ECH)
- > Equipped and conveniently located office/working space for Flash Quotes team close to the Mixed Zone

5. PHOTOGRAPHERS

5.1 Photo Centre

- > Fully equipped Photo Centre (can be part of the Media Centre).
- > Additional transmission facilities and lockers for photographers

5.2 Photo positions

Head-on photo platform

- > Other photo positions as relevant (platforms may need to be constructed)
- > Open top truck/lorry for road races where appropriate

6. MEDIA INFORMATION

- > Media information as specified in the relevant chapter
- > Media Guide
- > Statistics Handbook
- > Daily Programme at all events lasting more than two days
- > Final Results Booklets
- > Media Welcome Bag

For number of copies for media, refer to European Athletics Publications Timeplan.

7. MEDIA TRANSPORT

LOC to plan and implement of a media transport system including:

- > Media transportation from the airport
- > Transport to the airport after the competition from all official media hotels
- > Transport between all official media hotels and the competition venue (timetable to consider media working hours)
- > Transport to and from press conferences where appropriate
- > Limited number of parking places for the media
- > Free local public transport if agreed with the relevant authorities

8. MEDIA ACCOMMODATION

- > Block reservation of sufficient hotel rooms at favourable negotiated rates (to be paid by the user)
- > Welcome Desks/Information Desks as relevant

9. MEDIA STAFF

Provision of a highly qualified experienced Media Director as well as all necessary staff including paid professionals.

