

## ITTF World Cups - Press Requirements

In order to ensure full coverage and the widest necessary audience for world events in table tennis, all necessary steps shall be taken by the Organising Committee to facilitate the work of the different media in covering the event.

It is essential that the Organising Committee conceives and installs infrastructure, technical facilities and services which take into account suggestions and recommendations of the ITTF and its partners the International Sports Press Association (AIPS) and national sports press associations.

If there are any questions in relation to this document, please contact ITTF's Promotions Manager Caifeng Yang: [caifeng@ittf.com](mailto:caifeng@ittf.com)

### Organising Committee Media Personnel

Owing the complex nature of the possible problems, the Organising Committee should constitute a Commission of experts as soon as possible to be in charge of all press, television and radio matters.

The aims of this commission are to ensure:

- the best possible service for the Media before and during the event
- a simple way to get information before and during the event
- good facilities for the Media.

The Organising Committee must work in close consultation with the ITTF and should be prepared to receive onsite visits to check progress

In order to provide an adequate level of service for the accredited media and to fulfil the ITTF's needs, the Organising Committee must provide the following media personnel, advising the ITTF 2 months in advance:

Role	Skills	Responsibilities
Head Media Officer	<ul style="list-style-type: none"> <li>• Fluent in English &amp; the local language</li> <li>• Event Media experience</li> <li>• Knowledge of table tennis</li> </ul>	<ul style="list-style-type: none"> <li>• ITTF's point of contact for all media issues &amp; will be responsible for all media operations at the event.</li> </ul>
Translators	<ul style="list-style-type: none"> <li>• English, Chinese, Japanese, Spanish &amp; Korean</li> </ul>	<ul style="list-style-type: none"> <li>• Assist in press area to help journalists with interviews &amp; press conferences</li> </ul>
A number of Media Volunteers	<ul style="list-style-type: none"> <li>• Enthusiastic &amp; have an interest in media</li> </ul>	<ul style="list-style-type: none"> <li>• Assist the OC &amp; ITTF Media officer conduct the media operations of the event.</li> <li>• Manage the printing, copying &amp; distribution of printed material to the media.</li> <li>• Managing the media areas, making sure no unauthorized person enters.</li> <li>• Managing the flash quotes.</li> <li>• Assisting &amp; managing the mixed zone</li> </ul>

### 3.1 Media Accreditation

The OC must create a media invitation 60 days before the event for local media that will in turn be sent out to international media through the OC's and ITTF's contacts.

**Media Accreditation Content:** Normal media and contact content plus hotel reservation, travel details (arrival, departure), internet needs, AIPS number, media agency and further requirements that may be needed by the OC. Media accreditation has to be prepared in English for international media.

Acceptance of accreditation has to be sent not later than one week after receiving the application by the respective journalists.

ITTF follows the AIPS policy about accreditation of internet journalists.

No journalist can be denied accreditation without the approval of the ITTF Media Team.

The final media accreditation list, including all the contact details must be emailed to ITTF seven days prior to the event for approval.

A regular, free transport service must be provided to the accredited media between the playing hall and the media hotel. This information must be advertised on the notice board in the media's pigeon holes.

### 3.2 Promotion to Media before the event

Until the beginning of the event, continuous press releases should be sent to the media containing news about the event, qualified players, ticket sales, stories about the players, withdrawals, recent form of players etc.

### 3.3 Press Kit

For the local and international media who are not familiar with table tennis, a press kit is very helpful. The press kit should be created by the OC in the local language and English.

Recommended content:

- Basic overview of the ITTF, table tennis and the Continental and World Cups (provided by the ITTF)
- Schedule of the event
- Bios of the top local and international players
- Players list, including how they qualified
- Results from all the years Continental Cup events
- Organisation information (list of key organisational contacts)
- Sponsor information about all global (sent by the ITTF) and local sponsors
- General city/region information (more if expecting international media)
- General media information (media centre, press conferences, media events, Accreditation, media zones)
- Accommodation (if expecting international media)
- Transportation/parking

The press kit has to be approved before publishing and distributing by the ITTF Media team.

### 3.4 Event Press Centre

The OC must provide a press centre that is close and easily assessable to the media tribune, mixed zone and press conference room.

#### Press Centre requirements:

- Open one day before the event and stay open for the duration of the event. Must open 2 hours before the first match starts, and 2 hours after the last match finishes
- Media officer from the OC with experience in table tennis to be present at all times to assist the media and provide them with information
- Enough tables and chairs for the expected media. This number is to be agreed with the ITTF after the close of the media accreditation period.
- Security at the doors to ensure that only accredited media enter the room
- Electricity ports at each table
- Stable high-speed internet with enough cabled Ethernet ports at each table for the expected media and secured wifi
- Black and white laser printer
- High speed photocopier with sufficient paper supplies
- Notice board for results, announcements and news
- Pigeon holes for press releases, draws, results and daily quotes
- Stationery such as pens and pencils
- All printed media information distributed as detailed in 3.8
- Food and refreshments available each day of the competition
- Locked storage for photographer and the media's personal items
- Provide media services as outlined in the section below
- Plasma screens showing the matches live
- Plasma screens showing live results



### 3.5 Media Tribune

The OC must provide a dedicated section of the stands for the media with an unobstructed view to the tables and equipped with tables.

#### Media tribune requirements:

- Close and easy access to the press centre and mixed zone
- Must be separate from the general public and only those with a valid media accreditation is allowed to access
- Enough table and chairs for the expected media to comfortably sit on
- Seats must be comfortable enough for the media to sit on all day
- Stable high-speed Internet with enough cabled Ethernet ports at each table for the expected media and password Wi-Fi
- Media volunteers regularly bringing up printed results and updates
- If it is necessary priority to be given to daily newspaper/agency journalists before weekly newspaper and magazine journalists.



### 3.6 Mixed Zone

The mixed zone is a vital area to ensure the media success off the event.

#### Mixed Zone requirements:

- For the mixed zone to be a success, ALL players need to be forced to walk through it. This needs to be done by there being only one exit from the field of play, and placing the mixed zone between the exit and the changing rooms or transport where the players will want to go after the match
- All players must go through the mixed zone, even if they have more matches on the same day
- Location and access to mixed zone has to be coordinated with the ITTF Competition Manager
- The mixed zone must be close and easily assessable from the press centre and media tribunes
- There must be an adequately high ITTF approved backdrop erected along the length of the mixed zone
- The lighting must be no less that 1000 lux
- A fence, or rope, 1.5 meters away from the backdrop must run the length of the mixed zone. This will ensure that the media is separated from the players.



- The first spot in the mixed zone as the players walk in must be set aside for the TV host broadcaster
- The second spot in the mixed zone as the players walk in must be set aside for itTV, the rest of the places need to be determined together with the OC/ITTF
- After the big/popular matches, the OC media officer and media volunteers must be on hand after each match to ensure the players go straight to the mixed zone, walk through it and spend equal time with all the media agencies interested in speaking to them
- Local language, and translators must be on hand to assist the media and ITTF staff interviewing the relevant players

Two volunteers assisting the ITTF and the media centre obtaining flash quotes as outlined in Annex 1.



### 3.7 Media Zones

- Together with the ITTF Media Officer and ITTF Competition Manager the organizing committee must set up the media zone on the field of play where photographers that have an official vest can enter. A proposal must be sent to ITTF 30 days before the event begins.
- During the event, the OC Media Officer must work closely with the ITTF Media Officer and ITTF Competition Manager to control the amount of photographers on the field of play. This is done by allowing only photographers with vests to enter the field of play.
- Journalists must only be allowed to enter the press centre, press tribune and mixed zone. They must never be allowed to enter the field of play.

### 3.8 Photographer Zones

A picture says a thousand words, so the ITTF encourages as many photographers to attend the event as possible. However, to control the number of photographers present on the field of play, only photographers with vests allocated from the OC may enter.

The OC is responsible to provide these vests, manage the distribution to the photographers, and ensure that all photographers on the field of play have a vest.

All photographers must be advised that they must not use a flash and they must not be in a position that blocks the view of a TV camera, official or spectator.

### 3.9 Media Operations

To ensure that the event is covered as widely as possible by the media, the OC must provide the media with all the tools needed to complete their work.

#### Required media services:

- Flash quotes need to be obtained from the mixed zone and press conferences from 2 of the OC media volunteers and written in the format identified in Annex 2. These need to be printed out and put in the pigeonholes and given to all the media on site. These also need to be emailed to all the accredited media and given to the ITTF media officer to upload to ITTF.com.
- Results printed and distributed as they happen
- Draw and order of play distributed at the start of the day
- Statistics at the start of each day, such as: head to head results (can be found on ITTF.com) for the key matches.
- Current World Rankings of all the players playing printed and distributed
- Players bios in a format approved by the ITTF printed and distributed
- Translators on site to assist the media interviewing players.

### 3.10 Press Conference Requirements

#### Press Conference Room

The OC must provide a press conference room that is available throughout the event for any schedules or ad hoc press conferences that the OC, ITTF (usually holds a PC after the AGM with the ITTF President) or National Association would like to hold.

#### Requirements:

- Close to the press centre, press tribune and media zone
- Big enough to hold the expected amount of media to the event
- Adequate seats for the expected media
- Front table big enough to fit 5 people that includes microphones, water and ITTF approved name tags
- ITTF approved backdrop
- Free wifi
- Adequate translators available
- Lighting must be no less than 1000 LUX



## **Pre-event Press Conference**

The ITTF recommends the OC arrange the pre event press conference in conjunction with the draw

All relevant international and domestic media must be invited to the draw, and if they do not attend, the OC together with the ITTF must ensure that the international agencies receive a press release with the result of the draw and the draw is available on ITTF.com and the event specific website.

### **Press Conference Requirements:**

- The best athletes available must be invited to attend. Suitable players would be: Number one seeds, defending champions, host country's best players
- The ITTF President, or the highest ranking officer and a representative from either the host National Association or Organising committee needs to be invited and sit on the front table to speak to the media
- Free wifi internet
- Host that is a good public speaker and is knowledgeable about table tennis
- Projector and screen to show profiles of each player, draw and schedule of the event. This must use the template supplied by the ITTF
- A front table with enough seats for the invited dignitaries and players
- Front table must include microphones, water and ITTF approved nametags
- Adequate seats for the expected media
- Adequate audio visual equipment
- ITTF approved backdrop
- OC must provide food and beverage for attendees
- Press conference must be held in the local language and English. There also may be a request to have it in Chinese if there is enough Chinese media present.

## **Post-event Press Conference**

A press conference needs to be held in the press conference room after the gold medal match.

The OC Media Officer must arrange for the gold and silver medallists to come immediately after the conclusion of their match to the press conference room. The players must go straight to the press conference room and not stop in the mixed zone.

An announcement must be made on the venues' loudspeaker in the local language and English informing the media that the press conference will be taking place in the press conference room. There also must be signs in the press centre informing the media about the press conference schedule.

Players' name tags and water must be put on the main table.

The press conference must be held in English and the local language. If the players involved in the press conference do not speak these languages, the relevant translator must be present.

### **Run Order:**

The press conference is run in the following order by the OC media officer:

1. Asks the media to take a seat as the press conference is about to begin
2. Introduce the players on the panel and congratulate them for winning the gold and silver medals
3. Ask the runner up to say a few words about how their tournament went

4. Ask the winner to say a few words about their feelings to win the event
5. Open the floor up for questions to the media. When asking questions the media must state their name and media agency. Only allow for 5-6 questions to ensure the press conference does not take too long. If there are no questions from the media, the OC media officer should ask their own questions to the players about the final
6. Close the press conference by thanking the players and media for attending

### **3.11 After the Event**

After the event, the organisers must send the ITTF:

- List of all the accredited media, including their name, organization and email
- Evaluation report of the media operations at the event at least one month after the conclusion of the events.



## Annex 1

### ITTF Event Flash Quote Requirements

Every table tennis fan wants to hear what their table tennis heroes are thinking before, after and during a match. For this reason, it is vital to have flash quotes from the players in all the event articles and press releases.

For events that there is no ITTF media officer on site, it is the local organizing committee's responsibility to organize flash quotes for the ITTF's international media commitments.

Prior to the event, please advise ITTF's media officers ([media@ittf.com](mailto:media@ittf.com) & [caifeng@ittf.com](mailto:caifeng@ittf.com)) the name and contact details of the media officer who will be managing the flash quotes at an event.

#### How to approach players

When approaching a player, start off by introducing yourself as the media officer from the Organizing committee. Try and approach them at a suitable time, when they are not busy and look like they will be happy to talk. If needed, ask the coach or manager first if it is ok to spend a few minutes with the player.

#### Which players to interview and when

- Top seeds after each match to track their thoughts and progress.
- Players after a big upset, such as a top player getting knocked out by an unknown at any stage of the event. Ideal to interview both of the players.
- If there are no upsets, interview the top performed player from that day.
- Local players after each round. Focus on how it is playing at home and if the home town support makes a difference.
- All the players after each quarterfinal match.
- The WINNER of the event. This is the most important flash quote of the event by far and it is the one that we can't afford not to have.
- The 3 medalists after the medal ceremony asking how it feels to win a medal at this prestigious event, what confidence boost it has given them, together with some of the below questions.
- Any specific players that the ITTF media officers requests flash quotes from.

#### Suitable questions to ask

- Ask specific questions about the match, such as how did you manage to deal with player X's strong backhand?
- What was the key to winning the match, or what was the key reason you lost?
- Ask some key questions about the match, such as you looked nervous in the 4th game, how did you overcome this?
- What would it mean to you to win this prestigious event?
- What are your thoughts on the next match (try and find out their head to head record with their next opponent to be a bit more specific).
- What preparations will you do for the match?
- What do you need to do better to win the event?
- Anything that you think ITTF's readership will be interested in.

### **What not to do**

- Never be critical of another player, official or coach.
- Never keep a player longer than is needed.
- Always keep the questions table tennis specific.
- Do not ask any controversial questions.

### **Tips**

- Always keep to the point and keep the questions simple.
- Research the players you plan to interview on ITTF.com so you can ask them more specific and interesting questions.
- Work with the photographer to ensure that you can give photos and quotes from the same matches.
- Watch some past interviews at YouTube.com/ITTFchannel or/and on the itTV to get some ideas of some additional questions.
- Always be confident when asking questions.
- When sending the flash quotes to ITTF, please just send 2-3 lines, this is all we need. This saves both of us time.

### **Where to send the flash quotes to**

Immediately after obtaining the quotes, please type them out and send them to the ITTF media department via email to the below contacts.

The quicker the better, as the fresher the quote, the more interest it will bring on ITTF's media outlets.

## Annex 2

### Flash Quote Document Example

**Event:** (Title Sponsor) 20XX World Cup

***Women's singles qualification***

**Match:** Lea Van Lai (NCL) defeated Samantha Loi (PNG)

**Score:** 11-5, 11-5, 11-9, 11-3

**Quotes:** Lea Van Lai (NCL) "It's my best shot (forehand topspin), I was a bit scared in front of the big crowd and playing on the big court. It's not the same as playing at home." – Lea Van Lai.

***Men's singles qualification***

**Match:** Oliver Scarlett (NZ) defeated Gasika Sepa (PNG)

**Score:** 11-1, 11-1, 11-1, 11-3

**Quotes:** Oliver Scarlett (NZ) "I was really pleased with the play I played."

"It's a lot harder to use those sort of weapons (third ball attack) against higher level players."

"Of course I want to win, (Oceania cup) I know it's (a) very difficult, challenging thing to do, but I've just got to go for it."