

## ITTF 2020 World Junior Circuit Press Requirements & Media Guidelines

The ITTF World Junior Circuit is an important series on the ITTF calendar which must be promoted properly to the world through international media.

These guidelines will provide you as the organizer the advise and help you need to ensure that the media operations are implemented to the international standard.

### Organising Committee Media Personnel

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:

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>• 1 local language to English;</li> <li>• 1 Chinese to English;</li> <li>• 1 Japanese to English;</li> <li>• 1 Korean to English;</li> <li>• Others</li> </ul> <p>* Depending on player participation</p>	<ul style="list-style-type: none"> <li>• Assist ITTF's media officer and international media translate interviews and conversations.</li> </ul>
3X 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 photographers to ensure not too many are on the FoP at one time.</li> <li>• Managing the flash quotes.</li> <li>• Assisting &amp; managing the mixed zone</li> </ul>

### ITTF Event Press Officer Roles & Reponsibilities

The role of the Event Press Officer is to ensure that the ITTF event is covered as extensively as possible by local and international media to promote the event.

The press officer should have a media background, as well as knowledge and experience of how to run media operations at an international event.

### **Pre event roles:**

- Create an adequate media team for the event, as per the ITTF media guidelines.
- Create a media plan about how to best promote the event with social media, traditional media and digital media.
- Create a list of local media contacts.
- Send out a press release launching the event to all the local media. This should have all the information about the event.
- Create a media accreditation application form and send it to your local media contacts. A copy should be sent to the ITTF to send to their international media contacts. This can be done in conjunction with the above press release.
- Organize and host a pre event press conference/media day to develop the media's interest in the event.
- Organise a professional photographer for the event.
- Be the key person for all the local media to answer any questions that they have about the event.
- Constantly writing press releases in the lead up to the event promoting the event, players and accreditation deadlines.
- Ensure that the media operations and facilities are compliant with ITTF's media guidelines.
- Forward the final list of approved media accreditations to the ITTF.
- Create a media kit in English and the local language; it should include all the crucial event information. The ITTF can advise on this.
- Send logistical information to all the accredited media, such as: where they can pick up their accreditation, final entry list, media kit, information on the location of the media centre, media tribune, mixed zone, press conference room etc.

### **During event roles:**

- Welcome the media and give them their media accreditation passes.
- Make sure the media centre, media tribune and mixed zone are all working well.
- Deal with any of the media's questions or issues.
- Organise any requested media interviews with players or officials.
- Manage the photographer, and ensure photos are being sent to the ITTF as per the photography guidelines.
- Interviewing players and supplying flash quotes to the local media and the ITTF.
- Providing the media onsite with up to date printed media tools such as schedules, results, flash quotes etc.
- Be managing the events social and digital media networks.
- Answering offline media requests.
- Monitoring local and international news about the event.
- At the end of each day of the event, write an email to all your media contacts, including those who are not at the event supplying them with the media tools that they need to do their job (daily summary pictures, quotes, results, schedule etc).
- Organizing and running necessary press conferences.

### **Post event roles:**

- Send ITTF a summary of media articles written on the event.
- Send ITTF the final list of accredited media contact details.
- Short report on the media operations at the event.

## 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.

The OC may use ITTF's online form and database to collect the details of the accredited media.

Press accreditation is for working media only. Family and friend of the media do not qualify for press accreditation at any time. It is not appropriate to have children in a press working area.

All accreditation should be confirmed to the media in writing, along with a schedule of activities that includes time of the pre-draw press conferences, the draw, daily start of play, transport schedule and any media function planned.

When the OC received international media accreditations, the OC must inform the ITTF for approval.

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

## Accommodation & Visas

A hotel (at least 3 stars) close to the venue must be offered to the media. If there is not a hotel in walking distance from the hotel, transport must be provided for the media.

It is acceptable if the OC offers the media to stay in the official hotel and use the official transport system.

If the ITTF has approved international media to attend the event, the OC must assist them to obtain a visa if needed.

## 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.

This must be sent to the ITTF for approval before printing.

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
- 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

## ITTF.com & Social Media Needs

An ITTF Press Officer will not be present at all World Junior Circuit events, so the ITTF will need assistance from the OC to provide content for ITTF.com and ITTF's social media platforms.

### Photographer

Depending on the quality of the photos of your event will determine what peoples thoughts of the event are and how much media attention the event obtains.

For these reasons, the OC must appoint a photographer to provide the ITTF high quality rights free photographs.

To ensure that the photographer is of a high event standard, the OC must send the name of their proposed photographer and a portfolio of their work to the ITTF for approval.

The photographer will be credited for the all the photos, however the ITTF will own the rights to the photos and will distribute them to the media for their editorial use. The ITTF may also use these photos in our publications.

The photographer must have the following equipment, which is standard from all major wire agencies:

- 2 x camera bodies - Canon 1DX
- 1 x camera body for remote shooting if needed - 5D MK 3 or 6D
- 1 x Telephoto Lens - Canon 300mm F2.8 or 400mm F2.8 or 200-400mm F4.0 1 x Telephoto zoom lens - Canon 70\_200mm F2.8
- 1 x Standard zoom lens - Canon 24-70mm F2.8
- 1 x Wide angle zoom lens - Canon 16-35mm F2.8 or 17-40

### Flash Quotes

All the flash quotes that are being provided to the media on site, must be also emailed to the ITTF ([media@ittf.com](mailto:media@ittf.com), [jfrancis@ittf.com](mailto:jfrancis@ittf.com) & [caifeng@ittf.com](mailto:caifeng@ittf.com)). More details on what flash quotes are needed and procedure for getting them can be found in the Annex 2.

## 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:

- 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.
- 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

- Food and refreshments available each day of the competition
- Locked storage for photographer and the media's personal items

#### Optional

- Plasma screens showing the matches live
- Plasma screens showing live results



### 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 to allow the media to watch the matches and work at the same time.

#### 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



### 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
- The mixed zone must be close and easily assessable from the press centre and media tribunes
- There must be a 2.5 metre high ITTF approved backdrop erected along the length of the mixed zone
- The lighting must be no less that 1500 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 iTV, 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.





### 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.
- In addition to photographers with vests, only the HB and the TV rights holders are allowed to enter the FoP.
- 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.
- Only TV rights holders are allowed to enter and film the training venue.

### 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.

### Media Services

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:

- Press Kit as explained earlier in the document
- 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 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.

## **Press Conference Requirements**

### **Pre-event Press Conference**

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

The location should be somewhere assessable to both the media and the athletes, such as the host hotel or a central city landmark. If it is not at the host hotel, transport must be provided for athletes and the ITTF media officer.

#### **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.

#### **ITTF Contact**

For all questions relating to media/promotion, please contact ITTF's Promotion Manager Caifeng Yang on [caifeng@ittf.com](mailto:caifeng@ittf.com).



## 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), [jfrancis@ittf.com](mailto:jfrancis@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 [media@ittf.com](mailto:media@ittf.com), [jfrancis@ittf.com](mailto:jfrancis@ittf.com) & [caifeng@ittf.com](mailto:caifeng@ittf.com).

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."