

ITTF 2020 Challenge Media Guidelines

The ITTF Challenge Series 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 a list of requirements and information you need to ensure that the media operations are implemented to the international standard.

1. Media Personal
2. Roles and Responsibilities
3. Press kits
4. Photographer
5. Flash Quotes
6. Press Center & Tribune
7. Mixed Zone
8. Copyrights and security
9. Others

1. Media Personals

For every Challenge event, the organising committee **MUST** ensure that the following personals are present in order to provide an adequate level of service for the accredited media and to fulfill ITTF's needs.

Role	Skills	General Responsibilities
1 x Media Officer.	Fluent in English and the local language Event Media experience Knowledge of table tennis	ITTF's point of contact for all media issues and will be responsible for all media operations at the event.
Translator(s) [as required]	Recommended to have translators for Chinese, Japanese & Korean.	Assist ITTF's media officer and international media translate interviews and conversations.
2x Media volunteers	Enthusiastic and have an interest in media.	Assist the OC and ITTF Media Officer in conducting media Operations during the event. Manage field of play and media areas. Making sure that FOP is "clean" & no unauthorized personals enter. Help with the collection of quotes from players to furbish on Flash Quote document. Ensure that there is no unauthorized filming of match footage from fans and media.

More detailed responsibility can be found in the next section

2. Roles and Responsibilities

Different roles play a different part in making the event a success, this section serves to give a more detailed explanation of what is needed for each role.

Event Media Officer

As mentioned in the previous section, the OC should appoint an event media officer. He/she should be the point of contact for all media issue with the ITTF media officer.

For regular Challenge events, the ITTF will send an ITTF media officer for **Challenge Plus** events but not necessarily for regular Challenge events. Regardless, all the media operations matters should be liaised with the ITTF media officer beforehand and executed by at the event.

In appointing an event media officer, the appointed personal should have a media background with connection with the media and knowledge on how to run media operations at an international event. He/She will need to manage the following:

- Pre-event
 - Appoint his/her own media team including the translators and media volunteers.
 - Create a media plan and inform ITTF of any media promotion for the event. (traditional, broadcast, digital, social)
 - Create a media list and send them a press release inviting them to the event with all the information required (Press Kit).
 - Create a media accreditation application list with the ITTF media officer and invite the local media to sign up for it.
 - Organise a **professional photographer** for the event.
 - Make sure to answer all media questions before the start of the event. Refer the question to the ITTF media officer if needed.
 - Ensure that all the media requirements are prepared and compliant with ITTF guidelines. (Mixed Zone, Media center & tribune)
 - Send the approved local media list to the ITTF media officer. ITTF media officer to send approved international media list to Event media officer.
- During Event
 - Welcome media and help them with their media accreditation.
 - Ensure that all the media requirements are prepared and compliant with ITTF guidelines. (Mixed Zone, Media center & tribune)
 - Assist and manage any media questions or issues during the event.
 - Ensure that translators and media volunteers are present & are doing their job.
 - Ensure that photos are taken and provided to ITTF in a timely manner.
 - Ensure that there is constant updates and promotion of the event on the LOC's own platform. Content can be shared with ITTF, vice versa.
 - Ensure that there that media area and FOP is properly managed.
 - Ensure that player's quotes are being collected and the flash quote document updated.
 - At the end of each day, provide a daily summary that can be sent to the local media even if they are not present so that they can cover the story. (pictures, quotes, results, schedule etc)
 - Organising and running press conferences if needed. Especially for any big news stories.
 - Ensure that there is no unauthorized filming of match footage from fans and media.

- Post Event
 - Put together a summary of the articles written by the media of the event.
 - Put together a summary of the LOC social media performance.
 - Put together a short report on media operations at the event.

Translators

Translators should be arranged by the Event media officer. As a rule of thumb, English should be the main medium of communication and there should be a translator for Chinese, Japanese and Korean. A local language translator should be arranged if need.

The translator should be present on all days and will primarily help with translation of interviews in the mixed zone area.

Media Volunteers

A minimum of 2 media volunteers are recommended for all challenge events. They should be considered an extension of the Event media officer and be available to help with. Media volunteers should ideally have an interest in media operation.

3. Press Kits & Media Accreditation

Press Kits

For the local and international media that is not accustomed to table tennis, a press kit is very helpful. The press kit should be created 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 Challenge Series. (Provided by the ITTF)
- Schedule of the event.
- Bios of the top local and international players.
- List of participating players.
- Results from previous Challenge Series events.
- Organisation information. (list of key organisational contacts)
- Sponsor information about all global and local sponsors. (sent by the ITTF)
- 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

Media Accreditation

The Event media officer 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 Event media officer 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 friends of the media do not qualify for press accreditation at any time.

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. The press kit should be sent along with the approval

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.

4. Photographer

Photos are a great way to convey stories and results to fans. It is a great way to capture emotions which can help attract media attention and increase the event's reach. For these reasons, a professional photographer needs to be appointed by the Events media officer.

The photos taken by the photographer should be provided to ITTF **rights free**. 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.

An example of the basic equipment required and recommended at the event:

- 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

The type of photos required by the ITTF:

- Action shots of every player from qualification stage
- Match winning moment
- Player's emotions
- Fan's excitement
- Sponsor photos (ITTF to advise)

For photographers to be recognized easily, they should be issued a bib. Without the bib they will be denied access to the field of play.

5. Flash Quotes

A good way for the media to tell their story and give fans personalized experience is through the quotes from players. Media volunteers should look to collect as many quotes as possible from players and send them to the ITTF media officer via media@ittf.com.

6. Media Center, Tribune, Field of Play & Mixed Zone

In order for the latest news and stories to reach the masses, the media should be provided with the necessary tools. The Media center and Tribune should be easily accessible to mixed zone (and Press conference room)

Media Center

- Stable high-speed internet with enough cabled Ethernet ports at each table for the expected media and password WIFI
- Enough tables and chairs for the expected media
- Electricity ports at each table
- Food and refreshments for each day of the competition
- Printed materials and information for the media to write their story (Results, quotes, draws, press releases, daily round ups)

- Plasma screen showing live results/match (optional)



Media Tribune

A dedicated section of the tribune should be set aside for the media to be able to watch the table tennis and work at the same time.

- Close and easily assessable to the press center and mixed zone.
- Must be cut off from the general public and only those that have a valid media accreditation is allowed to access.
- Enough table and chairs for the expected media to comfortably sit on.
- Stable high-speed Internet with enough cabled Ethernet ports at each table for the expected media and password Wi-Fi.



Field of play

The field of play is where the action is happening and the most important area of the whole event as it is what the public see. As such, there is a need for the field of play to be "clean". To do so, the Event media officer should designate photography positions, limit access to **rights**

holders, host broadcasters and **photographers** only & ensure that anyone on the FOP maintains a professional image.

Mixed Zone

The mixed zone should be set up directly outside the FOP exit such that players are made to walk through the mixed zone. The mixed zone wall should be a least 2.5m tall and the design approved by the ITTF marketing department before printing.

A barricade or divider should be arranged such that the media and players are separated. Translators should be on hand to help with translations for interviews.

In the mixed zone, a set position should be arranged for the following to conduct interviews in this order:

1. Host broadcaster
2. Rights Holders
3. ITTF media
4. Non-Rights holders
5. Written Press

Do note that each of the above should have no more than 3 mins with the player. The player should not be in the mixed zone for more than 15mins

7. Copyrights and Security

The ITTF owns the Global copyrights to all match footages from the event. Local broadcasting rights belong to the OC. As such, any recording of match footage is considered illegal and should be dealt with. It is the Event media officer's responsibility to enforce strict rules to inform fans that video recording of full match is not allowed. Short form videos to help promote videos is acceptable.

It is advised that prior to entry, a simple bag check can be done such that any professional recording devices and tripods be kept at the security desk and not be allowed to be brought into the viewing area. Audience can collect their items when leaving the venue. Should anyone be caught recording, they will be given a warning. After which, the audience may be asked to leave the venue should they not adhere to the no video rules. The decision of the media officer is final.

Security should also be in place to ensure that fans do not venture into Media Zones without proper accreditation.

8. Contact information

For all questions relating to media/promotion, please contact ITTF's Marketing Manager, Seet Cheng Howe (chenghowe@ittf.com) or ITTF Content Manager, James Francis (jfrancis@ittf.com)