



**International Shooting Sport Federation
Internationaler Schiess-Sportverband e.V.
Fédération Internationale de Tir Sportif
Federación Internacional de Tiro Deportivo**

**Guidelines for the Organization
of the Media Work**

**ISSF World Championships
ISSF World Cups**

Edition 2016



CONTENTS

1	Introduction.....	- 4 -
2	Organization / Personnel	- 4 -
2.1	The Organizing Committee’s Communication Manager	- 4 -
2.1.1	OC Communication Manager Responsibilities and Duties	- 5 -
2.2	The Organizing Committee’s Photographer	- 5 -
2.2.1	OC Photographer Requirements	- 5 -
2.3	Further Possible Functions and Responsibilities:	- 5 -
3	Media Accreditation	- 5 -
4	Media Services	- 6 -
4.1	Media Representatives Accommodation	- 6 -
4.2	Media Representatives Transportation	- 6 -
4.3	Media Representatives Press Kit	- 6 -
5	The Media Center.....	- 6 -
5.1	Accreditation / Access Control.....	- 7 -
5.2	The Press Room.....	- 7 -
5.2.1	Press Room Working Spaces.....	- 7 -
5.2.2	Photographers’ Working Spaces	- 7 -
5.2.3	Copying Machines	- 7 -
5.2.4	Telephone / Fax Connections.....	- 7 -
5.2.5	Internet	- 7 -
5.2.6	Cell Phones	- 8 -
5.2.7	Printer	- 8 -
5.3	Media Center Services	- 8 -
5.3.1	Flash Quotes Service	- 8 -
5.3.2	Media Center Lockers	- 8 -
5.3.3	Media Center Catering	- 8 -
5.3.4	Technical Support.....	- 8 -
5.4	Media Center Opening Hours.....	- 8 -
6	The Mixed Zone	- 9 -
7	The Press Conference.....	- 9 -
7.1	Press Conference Operations	- 9 -
7.2	Press Conference Room	- 9 -
8	The Finals Venues.....	- 10 -



9	Photo Operations	- 10 -
9.1	Pool Photographers.....	- 10 -
9.2	Non Pool Photographers	- 10 -
9.3	OC Photo Procedures	- 11 -
10	TV and Radio Operations	- 11 -
10.1	TV Rights.....	- 11 -
10.2	ISSF TV.....	- 11 -
10.3	Third Party Broadcaster.....	- 11 -
10.3.1	Camera positions for third party broadcasters.....	- 11 -
10.3.2	Cameramens of third party broadcasters	- 12 -
11	Press Office Operations	- 12 -
11.1	First Phase: before the event is granted.....	- 12 -
11.2	Second Phase: 1 year before the event	- 12 -
11.3	Third Phase: 6 to 9 months before the event.....	- 12 -
11.4	Fourth Phase: 6 to 4 months before the event	- 12 -
11.5	Fifth Phase: 4 to 2 months before the event.....	- 12 -
11.6	Sixth Phase: 1 months before the event.....	- 13 -
11.7	Seventh Phase: 1 week before the event	- 13 -
11.8	Eighth Phase: Event time	- 13 -
11.9	Ninth Phase: After the event.....	- 13 -
12	Fees	- 13 -
13	List of Docs available from the ISSF Headquarters.....	- 13 -



1 Introduction

The ISSF and the national shooting federation should recognize the considerable contribution of the media for popularizing and reporting on the activities in sport shooting; whereby the reportage on the large world championship or world cup event provides the highlights of a continuous process. Therefore, the guarantee of an effective media service during the organization of such an event should be given high priority.

Every Organizing Committee must understand and effect the complete integration of Media and Television within the organization of the event in turn, particularly on the common areas of:

- **Facilities and Service**
- **Space allocation**
- **Accreditation**
- **Accommodation and Transportation**

An Organizing Committee Media Department, in which all media types are represented according to interest, should be formed at an early point of the organization to be able to start work.

The Organizing Committee Media Department should have regular contact with the appropriate media organizations and with the ISSF Communication Manager.

The following regulations are binding for ISSF World Championships and ISSF World Cups.

Should additional information be required please contact the ISSF Headquarters.

Many thanks for your valuable collaboration and support.

2 Organization / Personnel

The Organizing Committee appoints a Communication Manager who is familiar with the shooting sport disciplines and knows the needs of the media. Further Communication personnel can be appointed if required, to take care of photographers and broadcasters, if needed. OC Communication personnel works under the supervision of the ISSF Communication Manager.

2.1 The Organizing Committee's Communication Manager

An OC Communication Manager must be designated for each Championship. This person is the member of the OC staff who manages OC media services.

The OC Communication Manager should contact the ISSF Communication Manager as soon as possible after his designation.

We recommend to select an English speaking person, in known with the shooting sport, and familiar to the OC organization.



2.1.1 **OC Communication Manager Responsibilities and Duties**

OC Communication Managers are responsible for completing the following:

- **Issuing invitations and media accreditations to media persons.**
- **Providing up-to-date information and results to the accredited media.**
- **If the ISSF Communication Manager and/or ISSF Photographer is unable to attend the WC, the OC Communication Manager will be requested to provide the ISSF with news of the competition, on a daily basis, with photos of medal winners in action and the awards ceremonies.**

2.2 **The Organizing Committee's Photographer**

The ISSF hires a sport photographer to cover its main competitions and events for all the following purposes.

Additionally, upon request of the ISSF, the OC of major championship should hire a professional sports photographer who will work with the ISSF Communication Manager, the OC Communication Manager and the ISSF Photographer in covering the competition.

In case of large events, such as World Championship, the Organizing Committee should also hire a Photo Manager in order to design the photo positions and to take care of photographers needs during the event.

2.2.1 **OC Photographer Requirements**

In case an additional OC Photographer is in charge of competition, coverage of awards and VIPs visits on the venue are the main field of work for this photographer. The details and the coordination of the coverage will be done in cooperation with the OC Communication Manager and the ISSF Communication Manager.

2.3 **Further possible functions and responsibilities:**

In case of bigger events, the Organizing Committee should also consider issuing:

- **Responsible for electronic and print media**
- **Responsible for Media Centre (sub media center, if separated ranges for rifle/pistol and shotgun)**
- **Final range and mixed zone access controller**
- **Responsible for the press conference**

3 **Media Accreditation**

Media should get an accreditation for the event through the ISSF Headquarter. A media registration form is available for the Organizing Committee to download on the ISSF website to collect the required information from the media willing to be accredited.



4 Media Services

4.1 Media Representatives Accommodation

The Organizing Committee is responsible for reserving reasonably priced hotel accommodation for registered media representatives. Special consideration should be taken for requests. Single rooms (bed and breakfast) are preferable. The price of the quarter must correspond to the standards of the room and the usual price framework.

4.2 Media Representatives Transportation

Free local transportation from/to airport, hotel and shooting range should be arranged for accredited media representatives. Journalists can also be included in the general transportation service, but the fact that the journalists have to work longer at the shooting venue should be taken into consideration so that they can return very late after the competitions have ended or after the award ceremonies.

4.3 Media Representatives Press Kit

A Press Kit should be prepared by the OC Communication Manager in accordance and with the support of the ISSF Event and Communication Managers, to be given out at the accreditation or the info desk as they offer valuable assistance for the work of all accredited media representatives:

- **General Information Brochure (should include: Useful addresses, telephone numbers, technical information, contact person(s)).**
- **Venue and facility plans (with marked areas for the press people)**
- **City map**
- **Bus schedule (airport–hotels–shooting venue)**
- **Competitions Timetable**
- **Brief description of all events**
- **List of participants (entry list by nation with starting number)**
- **World Ranking Lists, World Records, Quota Places List**

5 The Media Center

The media center should be centrally located in the shooting complex. An entrance for cars and reserved parking space should also be in the near vicinity.

The Organizing Committee Communication Manager and his team prepare the working rooms to accommodate the number of registered journalists with the most up-to-date equipment. A clearly marked bulletin board serves as an information area and additional mail boxes for each journalist should be arranged, so the up- to-date information's are always available.

It may be necessary to provide a Sub Media center for major championships, if the competitions of the different disciplines are not



allocated on the same venue – or at a great distance from one layout to the other. Such a sub media center must be similar equipped.

5.1 Accreditation / Access Control

The Media Center is strictly reserved for journalists and media staff.

Media Representative should be welcomed at the entrance of the Media Centre, and should be given their accreditations and other relevant information's (press kit, if existing).

There must be access control in place to ensure that only accredited media are allowed in the Media Center. Coaches and athletes must also be allowed in for interviews and media conferences, if requested by a media representative.

5.2 The Press Room

The Press Room is exclusively for press, TV and radio journalists. As a rule of thumb approx. 75 % of the total number of accredited journalists needs a working place.

5.2.1 Press Room Working Spaces

Each working place inside the Press Room should be equipped with:

- **Table (approx. 1.5 x 1 m)**
- **Chair**
- **Power outlets**
- **Broadband internet connection, via LAN or Wireless**

5.2.2 Photographers' Working Spaces

Photographers need, if possible, a separate room or a separate part of the Press Room. A closed/guarded room to store bulky photo equipment during the day and overnight should be available near to the photographer's workroom.

5.2.3 Copying Machines

At least one powerful copying machine is needed. Copy machines should be in a separate room. Plan a copying service for media representatives.

5.2.4 Telephone / Fax Connections

At least one public telephone and one fax should be available in the Press Room for journalists.

5.2.5 Internet

In the Press Room – as well as in the whole Media Center and the sub media centers - a wireless LAN or cabled LAN should be provided for free to the working media representatives.

The capacity of the Internet line must be measured according the number of accredited media workers. DSL speed line is a minimum requirement.



5.2.6 Cell Phones

Good reception for cell phones in each room must be guaranteed. Consult with telecom provider and test. Provide amplifier, if possible.

5.2.7 Printer

A wi-fi printer or a LAN printer or at least a printer service should be available in the Press Room, free to use for media representatives.

5.3 Media Center Services

5.3.1 Flash Quotes Service

At larger competitions such as the ISSF World Championships, brief "Flash" interviews taken by OC Communication Personnel in the mixed zone, should be distributed as informative bulletins immediately after the competition, a quick handout of the flash quotes should be available in the press rooms.

5.3.2 Media Center Lockers

Large and secure lockers should be made available for media representatives.

5.3.3 Media Center Catering

Coffee, mineral water, soft drinks and sandwiches must be provided (for free or reasonably priced) to media representatives. Small meals, soup, pastry or warm snacks and fruit - changing from day to day - should also be offered at low prices.

5.3.4 Technical Support

An IT specialist should be available in the Media Centre to eliminate problems.

Technical material such as LAN cables, connectors, plugs, adapters, extensions should be available.

5.4 Media Center Opening Hours

The media center shall be opened:

- **One day prior to the first training day**
- **At least one hour prior to the competition until five hours after the competition (8 a.m. to 11 p.m.)**
- **On the last competition day the service shall be provided until every media representative can finish his work under normal circumstances**

All services, including internet, power and printing, should be in place until the last media representatives leaves the Media Centre.



6 The Mixed Zone

A Mixed Zone hail should be set up next to the field of play.

Right after the award ceremony, athletes should be available in the Mixed Zone, where they will answer journalists' questions.

OC officers will guide the three medalists to the mixed zone, and will control the access to the area, which is exclusively open to media.

Media will be accommodated in the mixed zone in this order: ISSF TV, ENG/non rights holder TV, Press, Photographers.

Interviews with the TV can be used by OC Communication personnel to produce flash quotes for the print media (the service can be offered at larger championships to the agencies and newspapers with early deadline).

The Mixed Zone will provide a proper background as described in the ISSF Corporate Identity and Design Guidelines document.

7 The Press Conference

At larger events, such as the ISSF World Championships, the ISSF could request to the Organizing Committee Communication Manager to set up press conferences, with athletes or authorities.

7.1 Press Conference Operations

The OC Communication Manager is responsible to conduct the Press Conferences.

The OC Communication Manager is responsible for the organization and the transport of the athletes to and from the press conference.

A Schedule of Press Conferences should be prepared before the competition, displayed in the Media Center, and communicated to accredited journalists in advance if possible.

7.2 Press Conference Room

The Press Conference Room should be equipped as following:

- **Table and chairs for the interviewed protagonists**
- **Chairs for media representatives**
- **Platform (50 cm) for TV cameras on the opposite end of the room**
- **Power outputs for cameramen**
- **Wireless Internet**
- **Good light system**



8 The Finals Venues

- **The Finals Hall and the Finals Range should comply with the indications given in the “ISSF Corporate Identity and Design Guidelines” available for download at the ISSF Website www.issf-sports.org**
- **The Finals field of play must be kept free of the public at any time (also after the last shot). Access control should be in place at Finals.**
- **Reserved seats must be available for accredited journalists, where they can follow the events and speak to athletes and coaches.**
- **Special places are reserved and set up for the photographers and the TV**

9 Photo Operations

The photographers may be divided into two groups: the "pool" - being the number allowed to occupy the special (prime) positions approved by the ISSF next to the field of play, and the "non-pool" being all other photographers. This division into categories is mandatory for final competitions and may be required for qualification rounds only at larger World Championships.

9.1 Pool Photographers

Pool photographers, choose among the accredited photographers basing on priorities and in accordance with the ISSF Communication Manager, will be given identifying, numbered bibs. The special (prime) "pool" positions would include: in field of play at finals. The "pool" positions must not interfere with the working possibilities of the "non- pool" photographers nor the views of the other sections of the media.

9.2 Non Pool Photographers

As this category cannot work from the special (prime) positions, particular care must be taken to allocate unobstructed views of the most important areas. These positions which should provide high, low and special angle (according to the event). Allocated positions should not be obstructed subsequently by mobile TV cameras, film units, officials or "pool" photographers during competitions and award ceremonies. Outdoors - the positions, particularly for the "non-pool" must be with the sun behind the photographers. Indoors - regard must be given to the light-levels being high enough to work with long lenses. The further the photographic positions are away from the competitions the greater amount of light is required (doubling the distance increases by four times the amount of light required to work efficiently).



9.3 OC Photo Procedures

The OC Communication Manager, or his Photo Manager, should:

- **Allocated the of bibs for “Pool” and “Non-Pool” photographers (if necessary)**
- **Organize a photographer briefing to advise photographers of all conditions.**
- **Control the access and the behavior of photographers on the field of play**
- **Note the stands reserved to photographers at finals, ceremonies and press conferences**
- **Pay attention to special photographer needs (technical requests, reparation services, power outlets).**

10 TV and Radio Operations

Main base for the TV service are the “ISSF Guidelines for Organizing ISSF Championships” and the “ISSF TV Requirements”. Both documents can be requested to the ISSF Headquarters at munich@issf-sports.org

10.1 TV Rights

The host federation or organizing committee is not permitted to sell any TV rights of ISSF championships without permission of ISSF. ISSF owns the rights of the competitions conducted in its name.

10.2 ISSF TV

ISSF has established its own ISSF TV Production to support the Organizers of major ISSF Championships in reaching the goal to get the shooting sport into the Television.

The TV team consists of 4-10 people who will work to film the competitions. All TV-video equipment will be brought by the team, but the Organizer must support the ISSF TV production providing services and installations as described in the “ISSF Guidelines for Organizing ISSF Championships (point 7.4)” and in the “ISSF TV Requirements”. Both documents can be requested to the ISSF Headquarters.

10.3 Third Party Broadcaster

Third party broadcasters are generally accepted by ISSF at its major competitions. In the eventuality of broadcasters requests to film the event, the Organizing Committee should get in touch with the ISSF for a correct media rights management and in order to accommodate third party cameras on the field of play.

10.3.1 Camera positions for third party broadcasters

Camera positions are to be discussed and prepared with the ISSF TV experts, the ISSF Communication Manager and with the ISSF experts, in order to make an exciting and informative broadcast possible. The same applies to Radio commentary positions.



10.3.2 Cameramen of third party broadcasters

ISSF TV cameramen are the only authorized “pool” cameramen at ISSF competitions. Third party broadcasters’ cameramen will be given a BIB, and will not be able to access the field of play.

11 Press Office Operations

The following suggested plan of procedure for the Press Office procedures applies to most major shooting events, such as the world championship. As for the organization of a world cup, this may be simplified considerably.

11.1 First phase: before the event is granted

Before the event is granted, the International Shooting Sport Federation and the national shooting federation should work out information and guarantees on the media service with the help of a questionnaire, which contains the standard requirements of the media. Secondly, they should assure themselves that the basic needs of the electronic media are met if radio or television coverage is planned.

11.2 Second Phase: 1 year before the event

Three quarters of a year or 1 year beforehand, contact should be made with the media organizations in charge, the national sport journalist federation as well as with the AIPS special committee for shooting sport and the International Shooting Sport Federation in order to establish a Media Department, nominate a media chief and examine the organization of similar past events in cooperation with the ISSF Communication Manager.

11.3 Third Phase: 6 to 9 months before the event

Six to nine months beforehand, the duties of the media and a time schedule can be planned in detail. The first meetings and inspection visits with the delegate can begin. Then, the final decision can be made on the number of press seats to reserve in the media center, the means of communication, accommodation, and means of transportation.

Draft of accreditation documents, draft of the first information bulleting should be made and questionnaires mailed to the respective media representatives to gather information on their needs.

11.4 Fourth Phase: 6 to 4 months before the event

Six to four months ahead of time, applications for accreditation should be mailed out with special requests on the types of communication. Reservation forms for accommodation and other informative bulletins should also be enclosed.

11.5 Fifth Phase: 4 to 2 months before the event

Four to two months ahead of time, the accreditation and communication requests as well as hotel reservations must be received. A possible meeting with the ISSF Communication Manager would be necessary here.



11.6 Sixth Phase: 1 months before the event

One month beforehand, the applicant's accreditation should be confirmed and the second informative bulletin should be sent out. The necessary work places, means of communication and further preparations can now be firmly designated.

11.7 Seventh Phase: 1 week before the event

The last week beforehand: End of accreditation, last instructions to the media personnel.

11.8 Eighth Phase: Event time

The competitions and actual work of the media can now begin and proceed during the event.

11.9 Ninth Phase: After the event

The closing phase immediately after the events has ended: a résumé of the work accomplished could be drawn up here, and a final report on the media service could also be made for future events.

12 Fees

It is forbidden for the Organizing Committee to charge fees for the use of any of the described media services and venues.

13 List of Docs available from the ISSF Headquarters

- **Layout of the Final Ranges for Rifle, Pistol, Shotgun**
- **ISSF Guidelines for Accreditation, Finals Ranges and Victory**
- **Guidelines for Organizing ISSF Championships**
- **ISSF TV Camera Positions**
- **ISSF TV Requirements**