

MEDIA TEAM GUIDELINES

1. Media Staff of the LOC

- A dedicated Media Manager will serve as the primary point of contact with European Aquatics on all media-related matters.
- A dedicated Photo Manager will oversee all photographic workflows.
- A dedicated Mixed Zone Manager will oversee the workflow of the Mixed Zone during the whole competition.
- A team of Volunteers should be recruited to provide essential support to the media team, including:
 - Printing starting lists and other event-related materials.
 - Distributing starting lists, results, and other documents in the media center.
 - Assisting with other operational tasks as needed to ensure smooth media workflows.
- We recommend having a dedicated Social Media Officer, to create content for the LOC in the National Federation social media channels.

2. Public Relations

- Press Conferences / Media Events

Must include:

- A room of appropriate size for number of media registered.
 - Podium, Table and chairs for speakers (format can be discussed)
 - Sponsor backdrop.
 - Microphones and sound system, set up and tested in advance.
 - An MC able to manage Q and A in English and local language.
 - Translation of speakers – English and local language (ideally simultaneous).
 - Athlete as well as political representatives.
 - Refreshments (water and coffee) for attendees.
- The LOC should develop a comprehensive promotional media plan focused on national media:
 - Pre-Event: Develop a content calendar for press releases, social media posts, and promotional campaigns to generate buzz.
 - During the Event: Deploy a dedicated team to manage live updates, real-time content production, and interactions with media representatives.
 - Post-Event: Share comprehensive reports, including competition outcomes, engagement statistics, and thank-you messages to stakeholders.

3. Facilities

- Media Tribune
 - Located with the best view of the field of play, offering protection from adverse weather conditions.
 - Equipped with seating and desks, with priority positions for TV and Radio commentators, divided in:



- Written press – 80 seats of minimum 80cm desk space
 - TV and Radio – 40 seats partially/fully equipped for commentary provided with monitors for live feeds and Competition Information Systems (CIS). Minimum 150cm.
- Reliable high-speed broadband with a minimum upload speed of 100 Mbps, including both Wi-Fi and cabled internet options.
- Easy and direct access to the media centre and mixed zone.
- Drinking water stations available for media representatives.
- Media Centre
 - A workspace large enough to accommodate approximately 100 desks.
 - Fully equipped with:
 - Reliable high-speed broadband with a minimum upload speed of 100 Mbps, including both Wi-Fi and cabled internet options.
 - 100 lockers for photographers with keys.
 - Power outlets and printers for media use.
 - Print and digital access to relevant event statistics and information.
 - Volunteers will ensure timely printing and distribution of starting lists and results.
 - Located near the press tribune and mixed zone.
 - An office for the Local Organising Committee Media Manager and team.
 - An office equipped for 4 people dedicated to the EA Media Director and team.
 - Refreshments, including water, coffee, and snacks, readily available.
- Mixed Zone
 - Sized at approximately 20 meters (TBC after the EA Media team's respective site visit).
 - Divided into four distinct sections (positioned in this order).
 1. TV rights holders.
 2. Radio.
 3. Written press.
 4. TV non-rights holders.
 - Designed to ensure smooth athlete-media interactions while maintaining appropriate flow and separation between groups.
 - TV section should include a view of the competition pool.
 - There should be approximately 10 dedicated desks/seats for National Federations Press Attaches, equipped with reliable high-speed broadband with a minimum upload speed of 100 Mbps, including both Wi-Fi and cabled internet options.
 - Incorporates a backdrop featuring European Aquatics-approved branding.
 - Backup power supply available for uninterrupted operations.

4. Accreditation

- Accreditation categories will include:
 - Journalist.
 - Photographer.
 - TV rights holder.
 - TV non-rights holder.
 - Host broadcaster.
- European Aquatics will assist with international media accreditation announcements and approvals.
- A timeline for application and approval will be clearly communicated to all stakeholders.



5. Accommodation/Transportation

- Accommodation for media representatives should:
 - Be reasonably priced (as specified in the agreement between EA and the host) and located within walking distance of the venue.
 - Include recommendations for two or three hotels offering different price points and star ratings (3 or 4 stars) to cater to varying budgets and preferences (as specified in the agreement between EA and the host).
 - A separate media hotel is not mandatory but is recommended if capacity allows.
- If accommodations are not within walking distance, the LOC should provide dedicated transportation or consider offering access to public transport system:
 - Frequency and vehicle size will be determined based on the number of media attendees.