Event Media & Broadcasting Guide

international **canoe** *federation*

Always moving forward

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INTRODUCTION

The purpose of the Event Media & Broadcasting Guide is to illustrate the requirements and guidelines to ensure successful media operations at a canoeing event.

The guide covers all areas of media operations and the facilities required for media to operate efficiently at the event. It details media planning, organisation and structure of media operations, accreditation and field of play operations. A chapter is dedicated to the issues of broadcasting and event websites.

The Event Media and Broadcasting Guidelines are applicable to all events from World Ranking Series Events, World Cups and Junior World Championships to Non-Olympic World Championships and Olympic discipline World Championships. There are minimum requirements for each type of event, a breakdown of which can be found in the Appendix I to this Guide.

Please contact the ICF headquarters if you require additional information.

SECTION 1   EVENT MEDIA PLAN

The ICF Media and Public Relations Manager requests the full collaboration of the Organising Committee (OC) Media Manager on the overall ICF media strategy. Each event is an integral part of the ICF media strategy, and compliance with it is of great importance for the growth of canoeing throughout the world.

ICF events are channels by which the organisers and the ICF are able to promote and showcase the sport of canoeing globally. The ICF Media Strategy includes tools and activities that can be implemented worldwide to increase the visibility of the sport.

Before the event, the OC should be prepared to maximise ticket sales (if applicable) and general local spectator interest by effectively reaching the target audience and arousing public support. This is done by stimulating interest through education and promoting the event locally with advertising and other promotional campaigns. Each organiser is required to actively promote the event within the host country.

Part of the event media plan should include the dissemination of media releases, reviews, athlete quotes, results distribution and management of the event website.

1.1   Before the event

1.1.1 General Promotional and Educational Activities
Certain activities held before the event will enhance awareness of the upcoming competition. This should increase spectator numbers at the event.

Activities could include:

- Distribution of information on canoeing and the event being held;
- Having a presence in other events in the local area. For example, a stall in a local exhibition, or festival, or at another sporting event;
- Promote the sport of canoeing to local schools by providing teaching material (for example, on the participating countries), hosting school trips around the venue, organising canoe activities for school children;
- Initiate a mascot programme. Launch the project to local designers and launch a competition in local schools to find a name;

- Start a Facebook page or twitter account for fans around the world to join and to be kept informed about the event.

1.1.2 Image and Logo

The OC must conceptualise an original visual identification of the event. This includes an event logo and coherent set of style guidelines, such as font and brand colours. The event logo must appear alongside the ICF logo on all formal printed material including the following:

- admission tickets for spectators and ticketing promotional material
- official programme
- daily programmes
- official poster
- starting lists and results of events
- accreditation request forms
- accreditation cards
- parking permits
- newsletters, magazines and other such documents
- publicity information packs, banners, flags and other promotional printed material
- correspondence papers, envelopes, business cards, attaché case and other office material
- invitation cards, menus and other printed material regarding receptions and formal activities
- final results book (including graphic design aspects)
- final report
- media guide
- team manuals, accommodation forms and financial forms
- athlete registration forms

The OC will ensure that the visual identification of the event is standardised and used in the same way on all published material. This would include all publications, advertising, posters, websites, banners, flags, promotional products etc.

The image and logos for the event must conform with the ICF Style Guide without exception.

1.1.3 Information for the Media before the Event

As a general rule, the ICF is responsible for the world media distribution of information and communication whilst the OC is responsible for all national and local media communication activities. The ICF media team will be happy to help out with preparing media releases for distribution by the OC.

Below is a list of stories that should be disseminated to the different media:

- The ICF's decision and selection of the host city
- The selection of the venue for the event (if not already determined in the initial decision)
- The launch of the programme along with a detailed schedule
- The employment of key personnel on the Organising Committee
- Whenever major sponsorship contracts are signed
- The choice of official hotels
- An update on participating countries
- Quotes from officials and board members
- Announcement of the ticketing plan
- Results of other ICF events during the year

A month before the event, then every week, the OC should publish news which can include the following:

- A general presentation of the event, e.g. details of the Opening Ceremony
- Rankings of athletes that year
- Present some of the top paddlers
- Talk about past events
- The history of canoeing in the host country

A week to two weeks before the event:

- A press conference should be scheduled that will involve local athletes so that the press can build hype and general excitement surrounding the competition.

Always remember:

- To make the best of all your information;
- Be creative with your promotion and inform all types of media;
- To create a media guide or welcome kit to journalists (also with the practical information such as, accreditation, transport);
- That not all journalists are familiar with canoeing, so it is recommended that some publications be created such as, facts and figures, photographs, overview of rules; a fact sheet about ICF and NF (e.g. membership, activities);
- Every press release should always reiterate the event dates and the venue;
- To fully collaborate with the ICF Media Manager in order to develop material that will benefit the NF, the OC and the ICF.

1.2   During the event

OC Role

The main media task of the OC is to ensure that their (the media's) operational needs are met and to provide them the information they need in a timely manner.

The OC is directly responsible for national media while the ICF will take care of the international media.

The OC should plan for a distribution system through a media database that will allow for quick delivery of any documents or materials to the different stakeholders.

Often media does not attend the event but will write articles or commentate on what happens during the competition. It is important that quality information is released quickly during and after the competition so these media outlets can be kept informed.

ICF and the OC can work together to get quotes and interviews from athletes and officials before and during the competition to help give substance to media stories.

Media releases should be available in the local language and English transmitted to the national media and to other stakeholders.

The ICF media officer, if on site, will be happy to help out with drafting media releases for local media.

The OC should prepare for the ICF a press review of clips (paper or electronic) of national media coverage that can be used to help give exposure to the event internationally.

1.2.1 Documentation: Availability and Distribution process

In the Media Room, the following documents must be available at all time:

YESTERDAY'S	TODAY'S	PERMANENTLY
Detailed results	Today's start lists	List of countries
	Today's results intermediate	List of participants
	Today's results finals	Statistics
	Tomorrow's Start lists	Transportation schedule
	Competition Schedule	Official Communications

The results team will produce the start lists/results which must be delivered electronically and in hardcopy to the media centre. The results team will also publish the results / starts lists on the ICF and event website in the correct ICF approved format and make result lists available

to the media in a soft-copy pdf format. A sample of a results template can be found in Appendix II.

The distribution of media documents produced and released by the ICF Media and Public Relations Manager, the OC or the Result Team is organised from the OC Media Bureau. These documents must also be delivered or transmitted to:

- The media in-boxes (Media Centre)
- Media stands
- ICF TV Team
- Host broadcaster
- OC competition office
- VIP rooms (if applicable)
- ICF President, BoD and Secretary General

These documents can also be sent electronically and / or produced in hard copy.

1.2.2 Electronic Results & Social Networking

The OC can work with a communications partner to develop a Mobile Web Application giving spectators instant results direct to their mobile device or website (E.g. iPhone, standard mobile phone, standard web browser). All applications must be approved by the ICF and conform with ICF style guide.

Spectators can also be able to receive results by text message by sending "results" to a designated number. The service should be free and only standard text messaging rates apply.

The OC should make use of various social networking tools. Instagram, Facebook and Twitter are three obvious outlets that keep fans informed and interested. The ICF Facebook pages and Twitter pages can be used for communicating event messages by the OC if they so wish, however, this will be solely in English.

1.2.3 ICF Website

The ICF Media and Public Relations Manager at Headquarters will also produce and publish on its website the following information:

- Biographies (currently being updated)
- Event preview, reviews, official communication
- Interviews, mixed zone quotes, press conference quotes
- Rankings
- Photos

- Live results

The ICF website contains biographies of canoeing athletes and the OC can refer to them at any time on www.canoeicf.com. The OC must therefore ensure that there are sufficient computers and internet access in the media centre. OC can also make copies of the biographies of finalists to distribute to the media.

It is imperative that an adequate wi-fi service is available, properly tested before the event. Remember, there will be many more demands on the wifi during an event then there will be two days before competition, so don't assume because the internet seems fast when you are the only person using it that it will be as fast when you have three photographers trying to download and send pictures.

Pictures taken by the ICF official photographer that are used on the website can also only be used by the OC for media articles, and not for commercial purposes.

1.3   After the event

To evaluate the success of the media component of the event, the OC will need to put forward tools to measure this success.

- Compile a press-folder with all the OC's publications / pictures / web statistics.
- Compile press-folder with publications from national and international media.
- Write a report of the entire media organisation and allow for a smooth Transfer of Knowledge to the next event organisers. It can be included in the final report of the event.

1.4   Crisis Management in your Media Contingency Plan

The OC must have a contingency plan in place in case of event crisis or emergencies. The emergency can come in many forms, so this means establishing a chain of command and a list of officials who need to be involved in all communications concerning the crisis. All the key people should know the plan and know how to implement it.

When a crisis hits, the most important thing to do is not panic. Follow the procedures set and at all times, maintain a close relationship with your media personnel. If you communicate regularly it will show that you are not panicking and that you are still in control, in other words the OC is managing the crisis.

The crisis management team should include ICF management, OC management, local authorities, OC media representative.

1.5 Media Conferences

Media conferences can happen before, during or after an event. It really depends on the needs of the OC or ICF. Media conferences are not always favoured by journalists as they are looking for private interviews rather than collective ones. However, it can still be a useful tool to make an important announcement. It is possible for the OC and the ICF to hold a joint media conference.

Press conferences are also the preferred form of media event for athletes/officials who may be short of time, especially in the lead-up or during an event.

1.5.1 Requested Media Conference

On request, the OC, the ICF, or any participating federation may ask to hold a media conference. Procedures must be put in place by the OC to accommodate these requests.

Crews at rear of press
Conference Room

1.5.2 Opening Media Conference or Media Briefing

The media briefing is an opportunity for the ICF and the OC to welcome the media and to give an overview of the facilities, the venue and the participants. The OC President and ICF President should attend this media conference. Sponsors and/or OC partners can also be invited to join. A media reception hosted by the OC usually follows the conference.

1.5.3 Medallists' Media Conference

Competitors must always wear their uniforms and medals and other ICF sponsors' gifts during the media conferences. However, presentations of other products are not authorised during a medallists' media conference.

Procedures with Doping Control Athletes drawn for doping control must report for award ceremonies and then attend the media conference. They

need to immediately report back to doping control. For more information, please consult the ICF Doping Control Regulations.

1.5.4 Media Conference Facilities

If held during an event, a media conference must take place in an area near the Media Centre. This area must be equipped with a sound system and simultaneous translation or translators. The OC must ensure that:

- Participants are correctly introduced with their full name as well as the name of their federation/country and the role they play in canoeing.
- Where possible, provide nametags on the table in front of each participant. Check spelling and correct title.
- There is a backdrop with the ICF/OC and sponsor logos. The backdrop must be approved by ICF.
- That cameras and photographers are positioned at the back of the room.
- Select a moderator, usually the OC Media Manager.
- That the conference starts in English followed by a translation into the national language. OC interpreters must be available at least for English and other important languages.
- An audio recording of the conference may be useful.

SECTION 2   ORGANISATION AND STRUCTURE OF MEDIA OPERATIONS

Media is a core component of any sporting event. A Media and Communication Strategy can have a positive impact on the exposure and image of an event and increase the interest that surrounds it.

2.1   OC Media & Communication

The local Organising Committee (OC) must set up its media & communication programme and designate the person responsible for the programme, the OC MEDIA MANAGER, at least **6 months** prior to the competition. His/her role and responsibilities must be defined within the organising committee and he/she must build relationships with all national and local media, NF media contacts, continental associations, national entities, local clubs and the ICF Headquarters. Generally, the responsibilities of the MEDIA MANAGER are as follows:

- Promotion of the event
- Messaging
- Facilitate media news
- Website and publications
- Photography
- Relations with all Media (eg. operations and logistics)
- Television activities (optional)

The OC MEDIA MANAGER will build a team that will include:

1. PHOTO CHIEF:
The Photo Chief will be responsible for;
- Overall operations for photos
- The photo room
- Photography positions
- Technical assistance

2. MEDIA MANAGER ASSISTANT:
- Supports the Media Manager before and during the event
- Assists the journalists and media during the event
- Operates the media info desk during competition

3. ICF ASSISTANT:
- Assists the ICF media team (English speaking)
- This role could be part of media manager assistants activities

4. PUBLICATION ASSISTANT:
The Publication Assistant provides support for:

- Editing, quotes, press conferences, distribution of documents, web publishing

5. WEBMASTER AND IT ASSISTANT:
   - Webmaster for OC, technology support, internet access, local network,
     phones / fax / copiers / power supply

6. RESULTS ASSISTANT:
   - Results copies, distribution (coordinated with results team)

7. TV ASSISTANT:
   - Provides support to broadcasters including host broadcaster, ICF TV team and international TV companies.

2.2 ICF Media Team

For World Championships and World Cups, ICF generally has the following five (5) media representatives:

- ICF media and public relations officer or designee
- ICF official photographer
- ICF TV team (includes producer, editor and camera operator)
- ICF official media partners

At most other events, the ICF team includes the ICF Media and Public Relations Manager and the ICF official photographer. The ICF and the Organising Committee must work together before, during and after the event. During the events, a short meeting will be held every day between the OC Media Manager and the ICF Media and Public Relations Manager.

SECTION 3   MEDIA FACILITIES

The media centre includes all equipment and material set up for accredited media. It is obvious that the overall organisation of the space, the services, the infrastructure, the technical facilities and time available will influence and guide the OC Media Manager in his/her decisions and actions. However, the OC will find the following minimum requirements that must be applied at the event.

3.1 The Media/Press Centre

Journalists at the Event

Press Centre

Internet access, printers, etc…

The following minimum technical facilities must be provided:

- A room for the written press and photographers. Organisers should count all their national/local accredited press plus up to 20 international media groups. International media presence is usually lower at World Cups and higher at World Championships.
- There should be a Media Info/Help Desk.
- TV with live feed of the competition.
- Live results if available for the competition.
- Each person should have a desk (at least 1m long) and a chair.
- An in-box to get information, results, and start lists, updates, etc.
- User-friendly guides to set up the telephone, rate cards, fax, high speed internet connections.
- Power supply (220 V or 110V / 50 Hz).
- Provide computers with (free) internet access for research.
- Provide printers and paper.
- A high speed copy machine located in a separate room to avoid disturbance.
- Snacks and drinks available.
- Provide the members of the media family with an official price list of the different services.
- A cloakroom with adequate supervision.

- Lockers.

Generally,

- No internet or energy fees are charged in the media centre or in the press stands.
- Telephone rental should be available for a fee and calls will be charged to user.
- As a rule, the room should be opened at least 1h30 before and 3 hours after the competitions. The OC needs to ensure that transport for the media reflects their working hours.

Journalists may wish to communicate at all hours of the day or night with their offices in different time zones.

3.2   The OC Media Centre Operations and Media Info Desk

OC media personnel and media info desk are there to assist accredited members of the media and is the central hub for media operations. The media desk should be staffed at all times during the event. The number of staff on hand will vary according to schedules. It is recommended that the OC media manager's office be located in close proximity.

One of the main tasks of staff and volunteers in the media centre should be focused on welcoming the members of the media. The staff should be trained to provide information on the competition and be able to answer any questions concerning media logistics (transport, reservations, confirmations, flight ticket changes, relations with any official supplier for the event, hotel reservations, visas and passports, and social programme).

Automated translating software or translators should be available on site at all times to translate quotes, reports and remarks that were recorded from press conferences or briefings, as well as provide assistance during press conferences. Translations are generally provided in English and in the host country's language.

In addition, the OC must ensure that a technical person is available at all times to solve any problems that might occur during the course of the event with communication tools, networks and hardware.

The OC should also provide media representatives with a tourist programme, information on the local transport system, and a list of restaurants and their opening hours.

The OC should also have reference material regarding the competition, local history and interesting facts.

3.3   ICF Media Desk

The OC must provide the ICF media team with the following facilities and material
- Desks and chairs with work space for 5 people
- 2 Stations with high speed internet (DSL 256k up and 512k down at minimum)
- Power supply
- Printer (If not a shared one in close proximity)
- An in-box for both the media & PR manager, ICF photographer and the ICF TV crew

The ICF media office must be inside the media centre.

3.4   Other facilities

A relaxation area including a cafeteria, adjacent to the media centre should be provided to media representatives. The OC media manager should ensure that all prices are clearly displayed and are reasonably priced. The cafeteria should offer hot and cold menus and must remain open until at least 1 hour after the end of the last competition. This can be a shared facility with other stakeholders.

3.5   Media Representative Feedback

Below you will find feedback received from media members attending major international sporting events. The OC media manager should pay particular attention to the following points:

First impression is important...		...suggest having a welcome desk at airport
Transportation...		...from airport, hotel, venue
Media Positions...	⟷	...must be set up
Working room...		…is set up and quiet
Food & Beverage...		... is available on site

SECTION 4   ACCREDITATION FOR MEDIA PERSONNEL

All media and broadcasting representatives must be accredited at ICF events. Individuals will be given access to the relevant areas to fulfill their duties or role as media or broadcaster.

4.1   Media identification / Categorisation

Highlighted are the most represented accreditation categories at an ICF event.

BROADCASTERS & MEDIA
Senior Executives of Rights Holders
Production, Support and Technical Personnel of Right Holders
Senior Executives of Host Broadcaster
Production, Support and Technical Personnel of Host Broadcasters
Printed and Electronic Media (Journalists, Commentator, Photographers)
Media Personnel from National Canoe Federations

4.2   Event Accreditation Process for National Media

The following process applies to national media or broadcasters of the host country.

After receiving their accreditation forms from the OC, the national media (from host country) must send their accreditation application form directly to the OC media manager according to the procedures specified by the organising committee.

The OC should maintain a consolidated list of accredited media on an excel spreadsheet with the following format:

- Category
- Name and first name
- Country
- Duty (e.g. journalist, photographer, cameraman, technician etc.)
- Media name (agency, newspaper, network etc.)
- Email
- Phone number

The list will be communicated to ICF regularly, starting 4 weeks prior to the event. One week prior to the start of the event the OC will prepare the accreditations.

Accreditation cards will be distributed on site at the event (unless other agreements are specified) showing the following information:

- Category and zones
- Name and first name
- Country code (optional)
- Duty (e.g. journalist, photographer, cameraman, technician etc.)
- Media name (agency, newspaper, network etc.)

Late registration will be discussed on a case by case basis. In the event where media capacity has been reached, accreditation may be denied.

The ICF can at any time deny accreditation of a media member or broadcaster, and can remove an accreditation should they not comply with ICF statutes or the moral code of the sport.

4.3   Event Accreditation Process for International Media

The ICF will provide the OC with a list of international media personnel who will, if they haven't already applied, be sent an accreditation form for the event by the OC. The international journalists and photographers will submit their application directly to the OC.

The list of accredited international media personnel will be communicated between OC and the ICF regularly, starting 4 weeks before the event.

The list of accredited international media personnel will be maintained on an excel spreadsheet with the following format:

- Category
- Name and first name
- Country
- Duty (e.g. journalist, photographer, cameraman, technician etc.)
- Media name (agency, newspaper, network etc.)
- Email
- Phone number

Accreditation Cards will be distributed on site at the event (unless other agreements are specified) showing the following information:

- Category and zones

- Name and first name
- Country code (optional)
- Duty (e.g. journalist, photographer, cameraman, technician etc.)
- Media name (agency, newspaper, network etc.)

4.4   Documentation for Media and Broadcasters

When receiving his/her accreditation card at the accreditation centre or the welcome desk, the journalist or media representative should receive from the OC a media kit containing the following documents:

- The Official Programme / Media Guide of the event with the detailed schedule of competition.
- Contact phone numbers for the OC Media Manager and ICF Media and Public Relations Manager.
- A list of the countries and participating athletes.
- Information on the event (World Cup/World Championship history, etc.).
- Basic information on canoeing.
- List of all OC personnel, VIPS, ICF board members present on site.
- Site plan, including media work areas.
- Programme of non-sporting events such as briefings, media conferences, official parties, receptions, important visits, etc.
- Transportation schedule.
- Maps, venue plan and tourist programme.

SECTION 5:   WORKING POSITIONS IN THE FIELD OF PLAY

Tony Estanguet interviewed by ICF TV Crew

The media set-up must be in place for all finals and is left to the organiser's discretion during the qualification period. It is important to have feedback and input from local members of the media so that the OC can effectively plan for any needs that may arise during the event.

5.1   ICF Work Station in the Field of Play

The OC must provide two (2) specific positions for the ICF media manager /ICF webmaster (or ICF photographer). These stations should be set up with power supply and Internet connection.

The OC will need to collaborate with the ICF TV team and ICF photographer to agree on specific locations for the camera crews to obtain the best views of the competition.

5.2   Press Stands

Press stands are necessary so that print media representatives can write as they watch the competition. Press stands need to be strategically located, be secured and provide a perfect view of the competition. Ideally they should be able to see the finish line, be close to the mixed zone and be able to see scoreboards/video boards to have the latest competition information. ICF discourages any plans of "reserved seating" for the media in the public area.

In any case, organisers should provide:
- Chairs and tables
- Power bars, power/electricity for laptops and internet connection
- Live results electronically

Press stands are allocated according to need and media importance as follows:

1. Members that request internet and full set up (table, chair and telephone)
2. Major world news press agencies
3. Major national and international media
4. Specialised magazines
5. Other independent members

5.3   Working Positions for Photographers

As a general rule:

Photographers can go freely behind the media line during qualifications and behind the advertisement boards during the finals.

Photographers cannot obstruct the view of TV cameras and they should not be in the background of television pictures.

The photographers must wear a bib that ICF/OC will provide.

Photographers are not allowed to use flash lighting during the competition.

The OC should plan for:

A general lay-out of the field of play that will clearly define the media zone and the zones accessible by the media.

Appropriate signage should be in place within the media zone to ensure efficient circulation flow.

An area for photographers at the front row of the press conferences should be ensured.

Where conditions allow, OC should plan for priority positions for photographers from major international news agencies (Reuters, AFP, AP, etc...) and the ICF official photographer.

At Medal Ceremonies:

Medal ceremonies need to be planned so that TV crews and photographers are not obstructed by officials, flower bearers. etc. The area reserved for the TV crew and photographers should face the stage and be in line with the athletes while facing the flags. An appropriate backdrop should be in place (e.g. water or crowd).

After the national anthems, athletes should be invited on the podium for photographers to take a few pictures. As indicated in the ICF protocol manual, the OC should plan for a medal ceremony rehearsal and ensure that the ICF's official photographer and a representative from the TV crew are present.

Two separate areas should be planned for TV crew and photographers as they have different needs.

All functions should be in synchronisation and under no circumstances should the medal presentations and races overlap each other. The OC must ensure that races and medal presentations do not occur at the same time and the OC should be respectful of both activities as they form an integral part of the ICF event. During the live broadcast close communication must be ensured between the race officials, the medal ceremony team and TV.
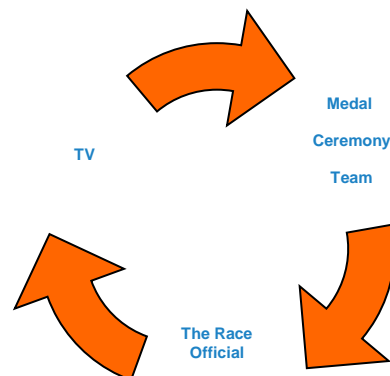
5.4   The Mixed Zone

The mixed zone offers the media a dedicated place to talk to the athletes immediately following the competition. The OC media manager is responsible for the mixed zone in close collaboration with the ICF media manager, ICF TV team and the host broadcaster (if available).

In planning for the mixed zone, the OC should ensure that:

- It is strategically placed at the athletes' exit of the field of play;
- It is in a quiet area in order that the audio can be recorded easily.
- There are no obstructions for movement of either the media or the athletes in the mixed zone area.
- It respects the order of priority of the media group
    - Host broadcasters
    - Television rights holders
    - Right holders for radio

- o Press and photography
- o Other media
- The OC needs to first set up the TV crew, then radio and finally the written press.
- Staff members need to be trained to manage the flow of athletes through the zone and ensure that only the accredited people necessary are in the zone.
- There must be a suitable backdrop to the mixed zone (Eg. sponsor board, field of play, crowd).
- The ICF backdrop and sponsors board are positioned for optimal TV coverage and visibility.

ICF Logo should always be in the centre of Backdrop

The mixed zone should have a physical barrier between the media and the athletes. Each athlete is allowed to take one additional person to help with interviews into the mixed zone (E.g. coach, translator, NF media manager, agent).

If several media are waiting for the same athlete, the OC media manager must ensure the athlete gives adequate time to each media. The mixed zone operations should not affect the running of the overall competition. At times athletes may not be able to give interviews as they are required for other activities (E.g. ceremonies, other races). In this case the athlete should present himself/herself at a later time where the media can interview that person again.

SECTION 6   EVENT WEBSITE (WEBCASTING & LIVE RESULTS)

Live results must be available at www.canoeicf.com. The goal is to send as much traffic as possible to the canoeicf website. For livestreaming;

- Up until 2017, ICF has used the PlanetCanoe YouTube channel to stream all World Cup and World Championship sprint and slalom events.
- During 2017, a new format, using state-of-the-art meta-video technology, was trialled on the www.canoeicf.com website.
- Following the success of the trial, the ICF has decided to further expand use of the new format in 2018.
- At the same time, there will be a reduction in the use of YouTube, as the ICF looks to maximise its potential to attract advertisers and to better control the distribution of the canoeing product.
- The OC will not be permitted to livestream their event on any other channel. All live coverage of the event must go through the canoeicf site.

SECTION 7   BROADCASTING

Recognising the exceptional nature of television media and the considerable strategic impact on viewers of sporting events, the ICF is devoting special resources to television. The ICF is committed to ensuring International TV coverage for all ICF Canoe Sprint and Canoe Slalom World Championships and World Cups to ensure a mass audience and spotlight on our sport.

A production plan will be discussed with each organiser to obtain the best footage from each event. Please refer to this production plan and other information received from the ICF.

For ICF Canoe Sprint and Slalom World Championships additional specifications for broadcasting requirements may be imposed under the EBU agreement with the ICF. Please see the ICF host agreement for further details.

7.1 Competition Schedule and Broadcasting

The competition schedule is the most critical element for broadcasters. In reality, the competition schedule should be dictated by the broadcasting

schedule and the ICF has the ultimate responsibility of the competition schedule and TV programming.

It is imperative that a strong relationship is built between the OC, the ICF and the TV representative. During the planning stages the OC must ensure they keep broadcasters informed of all issues and decisions regarding scheduling. Final decision on competition scheduling and timing of events rests with the ICF.

''Gru'' camera at arrival area – Canoe Slalom

7.2   Planning Strategy

To ensure maximum exposure of canoeing, the competition schedule must take into account the competition times of other sports on TV, the time of day, the days of the week and the impact on the different time zones around the world. There needs to be an overall balance between the number of medals awarded daily and the number of events taking place at any other time to ensure the maximum exposure worldwide as possible of canoeing events.

Broadcasting needs to see that planning has been done to attract spectators to the venue. It is better to scale down the size of the venue than to see empty stands. TV camera positions must be considered in relation to getting the best pictures of the event, showcase the speed and excitement, the bodily movements of the athletes, spectator shots, panoramic views and ceremonies.

7.3   Look of the ICF Championships

From an event standpoint, the organisers must understand that the look of the competition has a critical impact on TV perception. Great care should be placed on the aesthetic of the Championships, World Cup or other ICF events. Another important aspect that needs to be considered when planning for an ICF event is the colour scheme around the competition site or field of play, as well as other presentations such as medals.

The ICF logo must be strategically placed around the venue to identify the event internationally. Organisers must remember that they have been granted the privilege to host an ICF event. The ICF logo should be incorporated on bibs, flags, and banners, and all must be prominently displayed at the venue at all times. It is important to pay special attention to the backdrop where the TV cameras will film.

7.4   Coverage Plan

The ICF sets minimum standards for television production for canoe sprint and canoe slalom. Due to the fact that each venue is different these standards need to be customised to get the best television production. The ICF, OC and host broadcaster will decide the positioning of cameras for the best overall TV coverage of the event.

The OC must draft a TV Production Plan based on the ICF requirements and submit this to the ICF for approval. The final production plan will be agreed no later than 3 months before the actual event starts.

7.5   Run Sheets

Whilst event timing is important, attention should be paid to the timing during the event as well. When an event is being filmed, the run sheets must be adhered to. The run sheets show a minute-by-minute breakdown of the event including pre-show, introduction of athletes and event, competition, conclusion of races, breaks, ceremonies and closing shots.

The run sheet must be available for the ICF TV crew, host broadcaster, the ICF, the chief judge and the TV coordinator, as well as the team working on the ceremonies and sport presentation manager. Any changes must be communicated to all, once the TV Director and the ICF have approved them.

A sample Run Sheet can be found in Appendix III.

7.6   OC TV Coordinator

The OC should appoint a TV COORDINATOR to deal with the ICF TV requirements and other broadcaster requirements.

The TV Coordinator should help with communications between the chief judge, the ICF and the TV director. This communication is imperative, especially if the broadcast is live.

Please note that all TV crews should be accredited and wear a bib or other identifying clothing (provided by ICF/OC). The ICF TV crew will be wearing ICF uniform so that they are easily recognisable.

The ICF and OC will invite the Olympic Broadcasting Services to attend each World Championship competition as observers of the television production.

7.7   ICF World Cup Concept

The ICF World Cup format is simple. A producer, a journalist and an editor will travel to the event and provide the ICF with a 10 minute news show and a 26-minute highlights package for international broadcast from the local host-broadcaster's feed.

The ICF TV team will conduct various interviews with athletes and officials during the World Cups that have international perspective to achieve a more personalised and exciting product for the worlds media.

The 10 minute news show is available immediately after the completion of the competition to all international TV companies.

The resulting footage is essential in the development of canoeing as a whole. For this reason the ICF asks that the OC provides as much assistance as possible to the ICF TV team leading up to and during the event so that they can facilitate their important work.

ICF Cameraman

7.8   Minimum TV Requirements

In order to give some guidance to the TV Producer the ICF has developed some basic principles for ICF TV production. The details of the TV production must be worked out between the host broadcaster and the ICF.

To ensure a high quality product generally filming will consist of local area sites, wide angle venue shots, crowd, athlete preparation, start preparation, the races, the finish, athletes celebrating after race and ceremonies.

7.8.1 Canoe Sprint TV Requirements

7.8.1.1 Overview of TV Production

The international signal begins on the hour 3-5 minutes before the start of the first race. It should open with a generic opening sequence of canoeing (which is available from the International Canoe Federation), followed by event, course and weather graphics and general views of the course and surrounding area to finally lead to Phase 1 of the race scenario.

7.8.1.2 Race Scenario

Phase 1: Start

Two (2) minutes before the advertised start time, competition specific coverage of the race begins. During these 2 minutes a full frame start line up graphic should be used followed by individual athlete/boat introductions. Each boat should be presented individually for a minimum of 3 seconds with a graphic to allow the commentators time to introduce the athletes. Other shots from the side of the course or from behind the start should also be used to show the viewer the order of the boat lanes.

Phase 2: Master Shot (Parallel vehicle)

Race (Vehicle shots from river bank): The actual race should be covered from vehicles on a parallel road where available.

The positioning of the master shot, from the parallel vehicle is crucial to the success of the coverage. The master shot must be slightly more than 90 degrees to the bow on the front of the leading boat throughout the race to show the relative positions of the boats during the race and to have the faces of the athletes in the camera frame.

If this camera strays behind 90 degrees parallel to the race then issues will arise and the viewer will not be able to determine who is leading the race. There are situations when the master shot moves from the desired position and the ICF can offer guidance to a director on this during detailed discussion when planning coverage.

Phase 3 : First Half of Race

During the first half of a race, a director should endeavour to show all the boats in respect to who is leading the competition. Any close up of a boat should give commentators sufficient time to comment on its speed,

technique and stroke rate. The director should ensure that each nation is seen at some time during the race.

Phase 4: Second half of Race

During the second half of a race, a director should concentrate on the position of the leading boats/athletes (generally leading 3 or 4 boats). Beauty shots including close up shots of racing bow work very well as do close ups of blades, pulling back to reveal athletes. Head on shots of the leaders or favourites add an extra dimension including body, muscle and paddle movement, but this angle should not be used extensively in the actual race footage as the viewer loses the orientation of the race. As a minimum the last 150m should be exclusively dedicated to the leaders of the race until the first three boats finish the race.

Phase 5 : Finish

There should be a camera directly in line with the finish line of the course. The finish should be clearly marked on television with a virtual line, and coverage should show all boats across the line where possible. Further cameras should capture the reaction of the first three boats across the line with close up shots to show the emotion after the race.

- **Intermediate Timing shots**

Hard (static) cameras are required at the 750m 500m, and 250m points and the images provided by these intermediate static cameras are used to show the timing graphics. Consideration should be given to the position of the ICF timing graphic when framing these images.

- **200m Races**

These races are completed very quickly therefore the speed of Television production needs to be rapid. There is not time during the race for many close ups. The director should concentrate on the leaders with the Master Shot using the hard camera at the start and finish. On completion of the race the winners should be identified with other cameras located in the finish area. Slow motion camera's and replay action are very important for the 200m races particularly if there is a photo finish.

7.8.1.3 Alternative Canoe Sprint shots/beauty shots/Host athletes

- If during the course of the race, a high wide shot is used from behind the start or finish, such an image should carry a graphic showing the boat/lane order so that the viewer does not lose his understanding of the positions/geography of the race.

- Slow motion and super slow motion pictures should follow to show the beauty of the sport as well as the intense effort of the competition. A super slow motion could be installed directly in front of the finish area at a speed of a 75   p/s quality feed for an impressive close-up. This camera should concentrate on lanes 3 / 4 / 5 as these are likely favourites for the race.

- As a rule the leaders of the race must be followed until the race is complete regardless of what position the host nation athletes are in during the race. Directors can switch to the host nation athlete during the race however, in the last 150 metres the lead athletes must be filmed exclusively until the race is complete.

- Live filming of host nation athletes, if not leading the race, should not exceed 20% of the race coverage.

7.8.1.4 Camera Requirements

In order to ensure that live coverage of the ICF Canoe Sprint World Championships is of adequate technical standard an ideal configuration of 13-14 cameras should be used as follows:

Location	No of cameras
Start 90º	1 Hard camera
250 m 500m 750m	3 Hard cameras
Finish area	2, of which 1 is hand held on the landing place
Finish line	1 shutter camera, 1 hard camera
Parallel vehicle	1
Catamaran	1
Super Slow motion	1 to 2 (among listed cameras)
Ceremonies/wide shot/crowd/beauty	2 (One hand held)
Beauty shot (elevated from behind Start or Finish line)	1

However, should the number of cameras be reduced due to venue configuration or for World Cups, the minimum configuration should be as follows;

Location	No of cameras
Start	2, 1 of which hard camera
500m 750m 250m	3 hard cameras
Finish area	2, minimum 1 of which hard cameras
Parallel vehicle	1
Slow or Super Slow motion	1(among listed cameras – Optional)
Ceremonies/wide shot/crowd/beauty	2 (one hand held)

A minimum of 7 cameras would be required for an ICF World Cup. The Appendix IV to this manual shows an example of camera configuration.

The following items require additional consideration:

- Camera stabilisation on vehicles.
- Tracking speed of leading boats particularly as competition distances results in boat speed changes. Vehicle camera must be slightly ahead of leading boat.
- Camera positioning at intermediate distances and finish line in particular.
- Audio requirements including audio from the water/boats (that means attention paid to the choice of the marshalling boats – minimum level of engine noise)

7.8.1.5 Other Requirements

In addition to the items specified by the technical requirements the following will be provided by the ICF or the OC:

- Suitable catamarans as specified above with experienced drivers. These catamarans are under the control of the TV director and are allowed to move freely in the competition area following a set of established rules which respect the competition and competitors but allow comprehensive, good quality television coverage.

- If parallel vehicles are to be used, the parallel road will be prepared and maintained to meet broadcaster's needs and will be kept clear of spectators.

- Broadcasters should have exclusive access to start and finish pontoons.

- Consultation with the broadcaster regarding the timetabling of competitions with specific regard to the position of the sun, obstacles along the course (trees or buildings), nature of the area/terrain and general technical issues.

7.8.2 Canoe Slalom TV Requirements

7.8.2.1 Philosophy of TV Production

The television production plan for canoe slalom must be adapted to the configuration of the venue. It is not possible to establish a standard plan as each course differs in its geographical features.

Canoe slalom is a dynamic sport often in dramatic settings. Television production can use these items to produce dramatic and impressive TV pictures. Camera positions are vital in optimising the technique of the sport.

It is **VITAL** that the TV director works with the International Canoe Federation to determine the final camera locations in relation to the gate setting for the course. This will be done in the last two days before the actual competition. The Federation can advise the director where the interesting parts of the course or the technically difficult sections will be.

7.8.2.2 Principles

Certain basic principles can be applied to the television production to achieve a high calibre canoe slalom transmission.

- The cameras shots should follow the same bank or side of the athlete throughout the length of the course.

- Wide camera angles are required as the trajectory of the athlete through the gates as he/she manoeuvres down the course is very important for the audience to understand the athletes' progress.

- Ideally the camera should be at all times in front or alongside of the athlete as he/she negotiates the course. Views of the athlete from behind (eg. showing back of head of athlete) must be avoided unless it is a beauty shot of the course.

- The director can alternate the camera shots using the different levels of water, wide angle and close up shots which can produce beautiful and dramatic pictures. In general the master shot should have the face and upper torso of the athlete as well as the mid section of the boat in the picture.

- The vertical plans (E.g. cranes or cable cam), make it possible to judge the skill of the athletes passing through the gates and are excellent tools to showcase the sport as they keep the perspective of the boat trajectory as the athlete negotiates the course.

- A polecam is an ideal camera technique that can be used to cover the passage of an athlete down parts of the course or to negotiate a gate close to the bank.

All cranes or cameras that move over the water should not interfere with any of the athlete or restrict the movement of the paddle or boat of the athlete.

A high crane at the starting area of the course makes it possible to have good coverage from the close-up during the preparation through the start line until the first gate on the course and if positioned right can have a beauty shot of the overall slalom course.

7.8.2.3 Race Scenario

Phase 1: Start of an athlete's run

Close up frontal camera view of the athlete must be provided with enough time for the commentator to give a small biography of the athlete and interesting facts. Microphone to pick up the starting buzzer can be used.

The starting camera can pan the course and film the athlete from the start to the first gate of the course.

Phase 2 : During the Course

The athlete must be tracked down the course with the boat being in shot from the front or the side as much as possible. Cameras can be positioned to film several gates in a row if the riverbed is relatively straight.

It is important that the camera angles are kept wide enough that the trajectory of the boat and the athlete can be seen by the viewer. This is usually accomplished by keeping the gate poles in view. Tight close ups

of the athlete during the run are not advised as the viewer loses the perspective of the athlete's location on the course. The tight close ups can be used in replays after the run.

Occasionally, athletes will have already started on the course whilst the director is using other footage. In this case it is ok to pick up the athlete whilst into the course, however the name of the athlete should be shown on screen with his correct time and penalties displayed.

Should the athlete have hit or missed a gate earlier in the run which was not shown live the director can show this in the replay after the run is complete as this is often interesting for the viewer.

Phase 3: Finish of the Run

The finish is only one athlete therefore it is not imperative to have a camera at 90 degrees to the finish line. A head on camera shot is required and/or a camera can track from the side of the athlete from the last gate to the finish.

On completion of the run, the camera should show a close up with a graphic showing the overall time, number of penalties and the athletes name on. The director should concentrate on the face of the athlete for any emotion and then revert to replays of the run including slow motion and beauty shots.

At intermediate times during the competition and at the conclusion of the race a beauty shot should be shown of the course with the overall results and penalties displayed long enough for the commentators to make some analysis.

Where the athletes are medal contenders the federation / OC will try and position the athletes to facilitate camera shots should there be a change in the results and any emotions by the athletes can be recorded.

7.8.2.4 Alternative Canoe Slalom shots/beauty shots

- A view of the whole course can often be used as a beauty shot or the warm up/warm down areas.

- Waterproof remote cameras can be placed at water level however, they should be used as beauty shots and are not reliable pictures to follow the athlete during the course. In addition, splashes and water spray often make these shots unreliable for viewers to follow the race but show the dynamic nature of the sport

- Slow motion and super slow motion pictures show the beauty of the sport as well as the intense movement of the boat and water during

the competition. A super slow motion can be installed directly in front of a technical move or a water feature to enhance the production.   The benefit of a 75 p/ s canes a focused on the close-up of the athletes can be useful replay footage.

7.8.2.5 Camera requirements

In order to ensure that live coverage of the ICF Canoe Slalom World Championships is of adequate technical standard a minimum configuration of 7 cameras should be used as follows:

Location	No of cameras
Start line	1 high camera or wide angle camera taking in preparation, start and first gate
During the Course	3 hard cameras minimum
Finish area	2 cameras. One handheld for interviews
Slow or Super Slow motion	1 (additional listed camera)
Ceremonies/wide shot/crowd/beauty	1

Generally, a minimum of 5 cameras are required to produce an ICF Canoe Slalom World Cup event.

7.8.3 Medal Ceremony Procedure and TV Broadcast

One of the essential element of ICF competition is the medal ceremony in which outstanding achievements are acknowledged and celebrated.

In the event where there is TV coverage, the broadcaster or ICF TV have to coordinate with the host organiser to ensure that the ceremony conveys the power and emotion of the moment.

Regardless of the canoeing sport or the venue the medal ceremony need to conform as closely as possible to ICF protocol.

Communication between results, protocol, operations and the broadcasters must be optimal.

A Medal Ceremony Scenario can be found in Appendix V.

7.9 Check for Local / National TV interest

The OC must appoint a host broadcaster to cover the event as outlined in the host agreement. When an agreement is made, the host broadcaster should be informed of the technical requirements as outlined in this document and any subsequent broadcasting agreement the ICF may have (E.g. EBU contract).

The OC should ensure that the host broadcaster is collaborating with the ICF TV crew for international broadcast for World Cups. At all times the OC and ICF should communicate in order to find a synergy that ensures the best possible TV production for both parties. Depending on the OC/host broadcaster agreements, exclusive rights within the territory of the host broadcaster might be given, in which case they should contribute to the production costs.

If any TV companies do cover the event, they must provide the ICF with the details, including:

- The number of programmes and whether they are live, tape-delayed or news articles
- The length of each programme
- Distribution outlets
- Number of viewers

Some TV stations would like to come only for news or interviews specifically to follow their national athletes. It is important to have their contact details and information about what programme they will produce for. The OC should give them access to any feeds available on site (E.g. international feed from the host broadcaster) and the same information as for other media, so that they can edit the competition for their specific needs.

7.10 ICF Standard Graphics

The ICF has produced animated TV Graphics via its services provider Liquid TV. These graphics enhance the TV coverage and ICF insists that local broadcasters use them. The ICF can coordinate the usage and how they should be applied during the show.

The ICF TV graphics are standardised to make canoeing TV programmes easily identifiable to a worldwide audience.

7.11 Standardisation of Result List

To increase our visibility and attract broadcasters, we must standardise the way we report results. By using the ICF graphics in the same way at

each event, interest in the sport will be increased further adding to the improvement of our sport.

Result list templates for canoe sprint and canoe slalom are in Appendix II of this Manual.

7.12 Interviews

Interviews are generally conducted at the end of each race in the mixed zone. The ICF backdrop must be used for TV interviews, when the board is not available a suitable backdrop such as the lake, or trees should be used. The area must be quiet and there must never be people in the background that are working or are distracting to the camera.

Media representatives must seek permission from the NF team leader to interview on the field of play. No interviews should take place in the athlete area unless special authorisation is granted by the ICF. Ideally, the athlete should be invited to the mixed zone or another suitable area located near the venue.

7.13 Behaviour in the Competition Area

Accreditation will be issued to allow entry in the competition zones for television personnel. The ICF expects its own staff (judges, authorities) as well as the paddlers to dress in a fashion respectful of the spirit of canoeing, in their country's uniform and as stipulated in the protocol manual. This rule also applies to anyone from the TV circulating in areas visible to the public or in camera range.

Any broadcast/media personnel that is deemed not to act in conformity with ICF rules or general decency towards athletes or within the venue can have his/her accreditation removed and escorted from the field of play.

7.14 Commentary Positions in the Field of Play

Fully equipped commentary positions must be available on competition days for TV and radio personnel. They must always be placed at the finish line. With canoe sprint it is good to have a truck following the race with the commentator on board watching and commentating as the race progresses. It is possible to locate commentary personnel in the finish tower if there is suitable space.

Commentary positions must have a view of live results and where provided access to a video board or TV screen showing the competition.

7.15 Technical Requirements for TV Crew

The following are the minimum requirements to have a fully SDI 16:9 OB Van on site at ICF events:

1) **Cameras, Lenses and Tripods**
   a) 6 Cameras BVP E10P or equivalent
   b) 1 Camera Super-Slow Motion
   c) 1 x Wide Angle 4.8 Minimum with Servo Remotes
   d) 2 x 21x with Servo Remotes
   e) 3 x 40x with Servo Remotes
   f) 1 x 62x to be used with Super-Slow with Servo Remotes
   g) All cameras must be equipped with a 2-ear headset, mic and sports viewfinders
   h) 7 x EFP Tripods
   i) 1 x RAILCAM or SKYCAM or GLIDECAM 200m minimum
   j) 1 x crane, 9m in height (subject to site survey)

2) **Video Mixer**
   a) 1 serial digital video mixer 16 inputs minimum
   b) 2 M/E
   c) 4 DSK
   d) 4 Key
   e) Multi-Channel DVE

3) **Slow Motion and Graphics**
   a) 2 LSM XT 6 Channels (4 inputs, 2 outputs)
   b) 1 SLSM

4) **Sound Mixer, Mics & Comms**
   a) 32:8:4:2 Digital Production Console
   b) 2 Micro HF
   c) 1 Ear Piece HF
   d) 8 x Omni Directional Microphones
   e) 4 x Directional Shotgun Microphones
   f) 4 x Directional Microphones
   g) 2 x GSM Intercom Beltpacks
   h) 2 x 4 Wire for SNG and Graphics Trucks

5) **VTRs**
   a) 1 x DVWA500P Digital Betacam Edit Recorders
   b) 1 x PDW-1500 XDCam Edit Recorders

6) **Matrix & Distribution**
   a) 2 x SDI Embedded PGM Complete
   b) 4 x Composite PGM Complete with 4 x Analogue Audio

7) **Graphics**

a) 1 x Pinnacle Type Deko SDI
b) 2 x Sony PVM 14" SDI Monitors
c) 1 x Logo Generator

8) **SNG**
a) 1 x SNG Vehicle or Fly-Away with 2 Channel SDI Send/Receive

APPENDIX 1

	World Ranking Series Events All disciplines	Non-Olympic World Cups WWC, DRB, CAP, CFR, CAM	Non-Olympic World Champs WWC, DRB, CAP, CFR, CAM	Olympic Discipline World Cups CSP, CSL	Olympic Discipline World Championships CSP, CSL
Documentation	Official Programme/Media Guide Contact number for Media Personnel List of participating countries and athletes Basic information on the sport of Canoeing Site plan including Media work areas Maps venue plan and tourism info Pre event press release Post event press release Startlist press release	Official Programme/Media Guide Contact number for Media Personnel List of participating countries and athletes Basic information on the sport of Canoeing Site plan including Media work areas Maps venue plan and tourism info Pre event press release Post event press release Startlist press release	Official Programme/Media Guide Contact number for Media Personnel List of participating countries and athletes Basic information on the sport of Canoeing Site plan including Media work areas Maps venue plan and tourism info Pre event press release Post event press release Startlist press release	Official Programme/Media Guide Contact number for Media Personnel List of participating countries and athletes Basic information on the sport of Canoeing Site plan including Media work areas Maps venue plan and tourism info Pre event press release Post event press release Startlist press release	Official Programme/Media Guide Contact number for Media Personnel List of participating countries and athletes Basic information on the sport of Canoeing Site plan including Media work areas Maps venue plan and tourism info Pre event press release Post event press release Startlist press release
		List of ICF Board Members present on site Programme of non-sporting events Daily results list press release Press release on local area	List of ICF Board Members present on site Programme of non-sporting events Daily results list press release Press release on local area	List of ICF Board Members present on site Programme of non-sporting events Daily results list press release Press release on local area	List of ICF Board Members present on site Programme of non-sporting events Daily results list press release Press release on local area
				Transportation schedule Press release on opening ceremony Press release on closing ceremony Medals standing release for journos	Transportation schedule Press release on opening ceremony Press release on closing ceremony Medals standing release for journos Detailed Pre-Event Articles
other comms tools	Logo use ICF logo Dedicated Website	Logo use ICF logo Dedicated Website	Logo use ICF logo Dedicated Website	Logo use ICF logo Dedicated Website	Logo use ICF logo Dedicated Website
				Facebook Page Live Twitter Feed	Facebook Page Live Twitter Feed
					Mobile Web Application for Instant Results PreEvent Press Conference
photography	photographer dedicated photographs for press use	photographer dedicated photographs for press use	photographer dedicated photographs for press use	photographer dedicated photographs for press use	photographer dedicated photographs for press use
		Photographer's space at medal ceremonies Photographer's space at press conferences	Photographer's space at medal ceremonies Photographer's space at press conferences Priority spots given to major Press Photogs	Photographer's space at medal ceremonies Photographer's space at press conferences Priority spots given to major Press Photogs Bibs for photographers	Photographer's space at medal ceremonies Photographer's space at press conferences Priority spots given to major Press Photogs Bibs for photographers
Hardware	specific accreditation for media personnel	specific accreditation for media personnel Wifi Connection	specific accreditation for media personnel Wifi Connection Designated media manager	specific accreditation for media personnel Wifi Connection Designated media manager	specific accreditation for media personnel Wifi Connection Designated media manager
				Media Centre Provisions for journalists Phone lines and access to mobile phone Media welcome desk (in Media Centre) Translators ICF Media Office Café/rest area for journos Provisions for ICF media team	Media Centre Provisions for journalists Phone lines and access to mobile phone Media welcome desk (in Media Centre) Translators ICF Media Office Café/rest area for journos Provisions for ICF media team
					ICF workstation for field of play Press stand
TV		set up for ICF TV Crew	set up for ICF TV Crew	set up for ICF TV Crew	set up for ICF TV Crew
					set up for OB Van and TV crew

ICF Event Media Broadcasting Guide

APPENDIX II

2009 ICF Canoe Slalom World Championships
La Seu d'Urgell
Spain
09.09 - 13.09.09

La Seu d'Urgell · Spain
9 · 13 SEPTEMBER

FINAL RESULTS LIST
KAYAK (K1) MEN

13 Sep 2009 Start Time: 13:15

Rank	Bib No.	Name	Ctry.	Time	Penalty Seconds	Total Time	Behind
1	498	KAUZER Peter	SLO	92.84	0	92.84	0.00
2	492	NEVEU Boris	FRA	94.89	0	94.89	+2.05
3	472	JUANMARTI Carles	ESP	95.89	0	95.89	+3.05
4	496	WALSH Campbell	GBR	94.68	2	96.68	+3.84
5	463	SWETNAM Huw	GBR	96.83	0	96.83	+3.99
6	482	OBLINGER Helmut	AUT	96.47	2	98.47	+5.63
7	487	HEYL Brett	USA	99.36	0	99.36	+6.52
8	450	CRESPO Joan	ESP	96.36	6	102.36	+9.52
9	480	RHEINISCH Eoin	IRL	98.95	4	102.95	+10.11
10	475	POLACZYK Mateusz	POL	100.57	100	200.57	+107.73
SEMIFINALISTS							
11	497	LEFEVRE Fabien	FRA	98.35	0	98.35	+2.37
12	484	CIBAK Peter	SVK	98.50	0	98.50	+2.52
13	452	HAYWARD Ben	CAN	98.57	0	98.57	+2.59
14	490	MEGLIC Jure	SLO	95.35	4	99.35	+3.37
15	474	DOBY Mathieu	BEL	98.73	2	100.73	+4.75
16	466	BOUKPETI Benjamin	TOG	98.78	4	102.78	+6.80
17	495	MOLMENTI Daniele	ITA	95.85	50	145.85	+49.87
18	489	HRADILEK Vavrinec	CZE	97.11	54	151.11	+55.13
19	461	PESCHIER Benoit	GRE	94.93	58	152.93	+56.95
20	486	BILLAUT Julien	FRA	98.20	102	200.20	+104.22

Chief Judge

_____
PRONO Jean Michel

CSD Consejo Superior de Deportes

L'esport mou Catalunya
Generalitat de Catalunya
Departament de la Vicepresidència
Secretaria General de l'Esport

Diputació de Lleida

Ajuntament de La Seu d'Urgell

Federació Catalana de PIRAGÜISME

EVENT LOGO

Canoe Sprint World Championships 2009

Lausanne, Switzerland   **08/11/2009**

Kayak Single Men 1000M   **Heat 1**

Results

Rank	Lane	NOC	BIB	Name	Final Time	Final Time Difference	Qualified
1	5	GER	257	DITTMER Andreas	4:20.654	00:00.000	QF
2	4	POL	331	TYSZYNSKI Wojciech	4:21.848	00:01.194	QS
3	8	USA	381	MALLOCH Jordan	4:22.202	00:01.548	QS
4	1	UZB	384	MINKOV Vadim	4:23.150	00:02.496	QS
5	6	FRA	253	HEMONIC Bertrand	4:27.230	00:06.576	QS
6	7	CUB	237	CALDERON Frank	4:30.518	00:09.864	QS
7	9	PHI	323	JEREMIAH Tambor	5:02.330	00:41.676	QS
-	2	CMR	235	MPONDO Ebenezer	DNS	-	X
-	3	MDA	311	ANDRIES Alexandru	DNS	-	X

ICF Canoe Sprint World Championships 2009
Official Results Report

Sponsors logos may be inserted here   08/11/2009

APPENDIX III

Run Sheet

Transmission Procedures

International signal begins 5 minutes prior to Session start.

Session Start

Start of International Signal

00:15	00:00	05:00	Opening Animation	
00:15	00:15	04:45	Venue wide shot	with Sport Title graphic
00:30	00:30	04:30	Venue wide shots	
01:00	01:00	04:00	VT: region and venue scenic shots	
00:30	02:00	03:00	Crowd shots / colour graphic	with Weather conditions
00:30	02:30	02:30	Venue wide shot	with Event Schedule graphic
00:30	03:00	02:00	Crowd shots / colour graphic	with Weather conditions
01:00	03:30	01:30	Competitors preparation and entering Field of Play	
00:30	04:30	00:30	Crowd shots / colour	
	05:00	00:00	Start of Session	

Start of Race

00:15	00:00	02:00	Venue wide shot	with Race title graphic
00:15	00:15	01:45	Venue wide shot	with Start list graphic
01:00	00:30	01:30	Competitor Introductions graphic	with Competitor name/flag
00:15	01:30	00:30	Race favoury(s) iso	
00:15	01:45	00:15	Start line wide shot	with lane/flags graphic
	02:00	00:00	RACE START	

End of Race

			RACE ENDS	
00:15	00:00	02:00	Post race celebration	
01:00	00:15	01:45	Replays	
00:15	01:15	00:45	ISO of race winner	
00:15	01:30	00:30	Venue wide shot	with Race Results graphic
00:15	01:45	00:15	Venue wide shot	
	02:00	00:00	**Next Race or Ceremony**	

Session End

End of International Signal

00:30		00:00	Venue wide shot
00:45		00:30	Highlights of this Session
00:30		01:15	Venue wide shots
00:15		01:30	Closing Animation copyright ICF 2010

Saturday timeline

Time	Activity	Event	Dur.	Time	Activity	Event	Dur.
9:00	pre race (3:00)			9:53	pre race (2:00)		
9:01				9:54			
9:02				9:55	Race 5	K4 Men	
9:03	Race 1	K1 Men		9:56			3:00
9:04			3:30	9:57			
9:05				9:58			
9:06				9:59	ends + replays (2:00)		
9:07	ends + replays (2:00)			10:00			
9:08				10:01			
9:09	pre race (2:00)			10:02	Ceremony (6:00)	C2 Men	
9:10				10:03			
9:11	Race 2	C1 Men		10:04			
9:12			3:55	10:05			
9:13				10:06			
9:14				10:07			
9:15	ends + replays (2:00)			10:08	pre race (2:00)		
9:16				10:09			
9:17	Ceremony (6:00)	K1 Men		10:10	Race 6	K4 500 Women	
9:18				10:11			1:40
9:19				10:12			
9:20				10:13	ends + replays (2:00)		
9:21				10:14			
9:22				10:15			
9:23	pre race (2:00)			10:16			
9:24				10:17	Ceremony (6:00)	K4 Men	
9:25	Race 3	K2 Men		10:18			
9:26			3:20	10:19			
9:27				10:20			
9:28				10:21			
9:29	ends + replays (2:00)			10:22			
9:30				10:23			
9:31				10:24			
9:32	Ceremony (6:00)	C1 Men		10:25	Ceremony (6:00)	K4 500 Women	
9:33				10:26			
9:34				10:27			
9:35				10:28			
9:36				10:29			
9:37				10:30			
9:38	pre race (2:00)						
9:39							
9:40	Race 4	C2 Men					
9:41			3:40				
9:42							
9:43							

9:44	ends + replays (2:00)					
9:45						
9:46						
9:47	Ceremony (6:00)	K2 Men				
9:48						
9:49						
9:50						
9:51						
9:52						

ICF EVENT – World Feed

Sunday timeline

9:00	pre race (3:00)			9:53		
9:01				9:54		
9:02				9:55	pre race (2:00)	
9:03	Race 1	K1 500 Men		9:56		
9:04			2:00	9:57	Race 6	K2 500 Women
9:05	ends + replays (2:00)			9:58		2:00
9:06				9:59	ends + replays (2:00)	
9:07	pre race (2:00)			10:00		
9:08				10:01	Ceremony (6:00)	C2 500 Men
9:09	Race 2	C1 500 Men		10:02		
9:10			2:00	10:03		
9:11	ends + replays (2:00)			10:04		
9:12				10:05		
9:13	Ceremony (6:00)	K1 500 Men		10:06		
9:14				10:07	pre race (2:00)	
9:15				10:08		
9:16				10:09	Race 7	K1 Men 200
9:17				10:10	ends + replays (2:00)	1:00
9:18				10:11		
9:19	Pre race (2:00)			10:12	pre race (2:00)	
9:20				10:13		
9:21	Race 3	K1 500 Women		10:14	(pad)	
9:22			2:00	10:15	Race 8	C1 Men 200
9:23	ends + replays (2:00)			10:16	ends + replays (2:00)	1:00
9:24				10:17		
9:25	Ceremony (6:00)	C1 500 Men		10:18	pre race (2:00)	
9:26				10:19		
9:27				10:20	(pad)	
9:28				10:21	Race 9	K1 Women 200
9:29				10:22	ends + replays (2:00)	1:00
9:30				10:23		
9:31	pre race (2:00)			10:24	(pad)	
9:32				10:25	Ceremony (6:00)	K1 Men 200
9:33	Race 4	K2 500 Men		10:26		
9:34			2:00	10:27		
9:35	ends + replays (2:00)			10:28		
9:36				10:29		

Time			Time		
9:37	Ceremony (6:00)	K1 500 Women	10:30		
9:38			10:31	Ceremony (6:00)	C1 Men 200
9:39			10:32		
9:40			10:33		
9:41			10:34		
9:42			10:35		
9:43	pre race (2:00)		10:36		
9:44			10:37	Ceremony (6:00)	K1 Women 200
9:45	Race 5	C2 500 Men	10:38		
9:46		2:00	10:39		
9:47	ends + replays (2:00)		10:40		
9:48			10:41		
9:49	Ceremony (6:00)	K2 500 Men	10:42		
9:50					
9:51					
9:52					

Proposed Camera Layout

Legend

 Stationary Camera

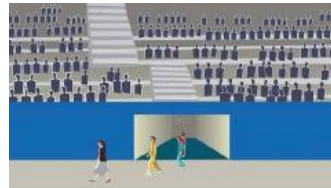 Handheld Camera
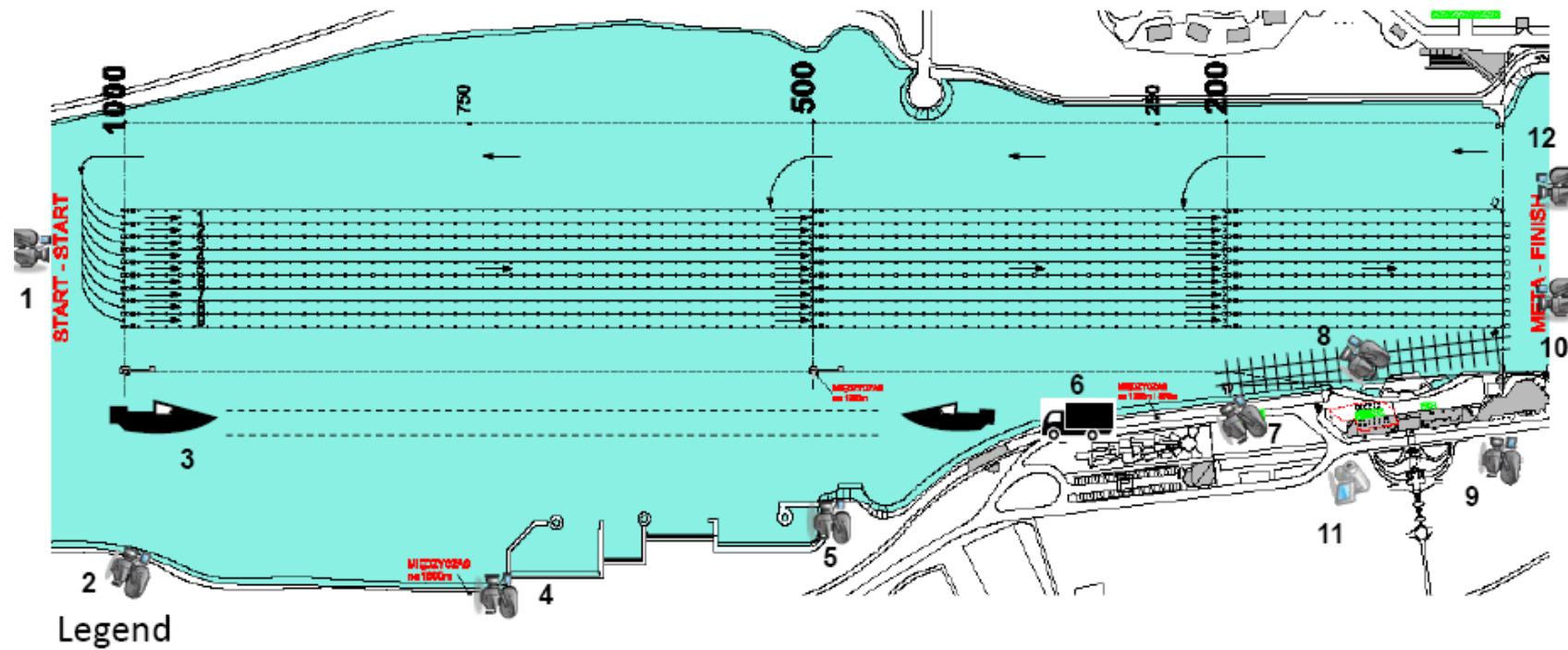
 Car mounted Camera

Camera Legend

- Camera 1 – High Panoramic shot and long view of Start and Course
- Camera 2 – Shows the start, parallel to course
- Camera 3 – Boat mounted camera
- Camera 4 – 750m intermediate static camera
- Camera 5 – 500m start and intermediate static camera
- Camera 6 – Car mounted camera (If Skycam extends past 400m, it can replace the car)
- Camera 8 – Skycam (preferred) or rail cam 210m to the finish line
- Camera 9 – Finish line static camera parellel to course, placed high up
- Camera 10 – Finish lanes, facing down the course
- Camera 11 – Handheld, for athlete interviews, spectator shots
- Camera 12 – Finish lane, slow motion capture (Optional)
- Note: Photo finish output must be provided to broadcasters for additional TV content.

ICF Event Media Broadcasting Guide

APPENDIX V

Medal Ceremony Procedure and TV Broadcast

1 Wide shop of venue – music starts

Ceremony ID Graphic

2 Procession of ICF Members, medallists and medal bearers enter the medal Presentation Area

3 Close-up, hand held camera – Medallists walk and wave to the crowd

4 Medium wide shot – Procession of ICF members, medallists and medal bearers

5 Medium shot – Procession

6 Group shot – ICF Members, medallists and medal bearers

7 Close-up of medallists behind podium

8 Close-up of ICF member presenting and/or VIP – ICF Graphics

9 Close-up of bronze, silver and gold medallist standing on platform when announced

ICF Event Media Broadcasting Guide

Production of International Signal

10 Medium Shot

Bronze, silver and gold medal awarded

11 Close-up of bronze, silver and gold medallist - Medal Graphic

12 Medallists on the podium

13 Gold Medallist faces flags during the anthem

14 Close-up

Country flags of medallists/or flags on pole

15 Close-up

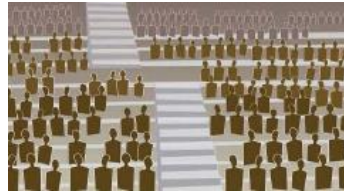Gold Medallist

16 Close-up

Country flag of gold medallist

17 Three Shot

Medallists during anthem

18 Close Up

Country flags of medallists

ICF Event Media Broadcasting Guide

19 Close Up – Gold Medallist at the conclusion of the anthem

20 Wide Shot of the crowd applauding

21 Medium Shot – Medallists posing for photographers

22 Medium Shot low – Exit procession of ICF Members, medallists and medal bearers

23 Close-up, hand-held camera

Medallists Walking

24 Wide Shot

Exit procession

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