

The role of the volunteer team in media operations is to provide assistance to journalists, and to keep information flowing in time to meet their various deadlines. The goal of the media operations team is to allow journalists to work in a friendly atmosphere where all the information is at their fingertips, and they can focus on covering the event. The Media Operations Supervisor must have experience in media relations/operations and have local media contacts. In this position, the Media Operations Supervisor will act as the local media contact and will help to generate local stories in the community and nationally.

As the media operations supervisor, it is best if you do not assign yourself a specific role in the volunteer schedule, as your role will be to oversee, delegate and assist in this area where required, in addition to being on-site for most of the duration of the event. You should plan to be available and onsite starting with the first or second day of set-up (date to be confirmed with Skate Canada staff contact.)

The Media Operations Supervisor will select an individual to be designated as an assistant to relieve you from your post to ensure reasonable hours throughout the event.

Principle Duties prior to the event:

- ◆ Help to create a local contact media list.
- ◆ Have a strong knowledge of how the media works and be familiar with standard practices.
- ◆ Pitch stories to local media with the direction from the staff contact.
- ◆ Help coordinate local PR and promotional events in support of local media coverage.
- ◆ Assist with recruitment, scheduling, and training of media volunteers.
- ◆ Seek a volunteer Photo Chief*. This person must have a strong photographic background
- ◆ Must attend LOC conference calls and trainings, and volunteer training sessions.

Principle Duties to oversee during the event

- ◆ Assist in the production of the media folders (inserting athlete biographies, event schedules, etc.)
- ◆ Monitor media online (access explained on site) and print all media articles related to the event.
- ◆ Provide ideas for local content media stories and coordinate interviews.
- ◆ Post all media articles about the event on the media center walls.
- ◆ Ensure that there are adequate copies of all media material (e.g. start orders, competition results) on the media information table. Make additional copies for the media information table when necessary.
- ◆ File media information in media file folder.
- ◆ Assist with the media mixed zone (making sure that the athletes who are requested go to the mixed zone.)
- ◆ Assist with general press conferences (media registration, attendance confirmation, distribution of folders.)
- ◆ Assist with the post-event press conferences – escorting athletes finishing in the top-three to the media room
- ◆ Assist with setting up interviews with athletes (following the interview request form process).
- ◆ Other duties may be required on-site such as help with set up and tear down of media center

Volunteer Requirements

Volunteers with strong administrative skills, computer skills and customer-service skills will enjoy this role. As well, people who have a media relations or public relations background who are comfortable with journalists will excel in this area. Volunteers usually rotate through the various assignments in the media area except for the photo chief.

- ◆ Presence in the media centre from approx. 8:00 a.m. to one to two hours after the last competition is over.
- ◆ Handing out press kits as journalists arrive in the reception area within the Media Centre.
- ◆ Serving as 'runners' to deliver information to journalists at their desks and in broadcast booths.
- ◆ Organizing start orders and results, scanning newspapers/online publications for articles about the event.
- ◆ Posting articles in the Media Centre, and distribution of articles to key people.

- ◆ Searching the internet daily for articles and posting them, as well as information and messages for journalists.

General Media Conferences

- ◆ Welcoming media: take attendance and distribute media kits
- ◆ Running hand-held microphones to journalists to ask questions during interviews

Post-Event Media Conferences

- ◆ Escorting skaters to post-event press conferences
- ◆ Running hand-held microphones to journalists to ask questions during interviews

Arena

- ◆ Acting as photo stewards to monitor photographer areas
- ◆ Keeping media seating clear of volunteers, skaters and spectators as required

***Photo Chief – Volunteer Position**

- ◆ Take pictures of various portions of the event. A shot list will be provided but may include, arena set up process, the press conferences, media mix zone, media room, venue set up, all programs and sponsor initiatives, hotel set up, different social functions taking place (looking for examples of décor, set up, candid shots of speeches and presentations etc.). This will require the photo chief to be available at times to be determined (will be able to drop in for short intervals around specific photo opportunities).
- ◆ Skate Canada staff lead will provide a shot list of items the Photo Chief needs to shoot.
- ◆ Provide images to Skate Canada contact both during and at the conclusion of the event (volunteers can identify photos as they are taken).

Interview Request Forms

Journalists can arrange longer in-depth interviews with athletes using the interview request form sheet. These sheets will be accessible to the journalists in the media centre. The journalists will fill out the appropriate information on the form and submit it to one of the media centre volunteers. The volunteer will then make a copy and file it in the media file and bring the original to the appropriate team leader mailbox (usually located in the skating lounge). Once the team leader has brought back the form, the volunteer on duty will inform the journalist of the date/time/location of the interview.

Media Mixed Zone

The media mixed zone is an area located close to the skater's off where journalists have the opportunity to interview skaters as soon as they get off the ice after their performances. The purpose of the mixed zone is for journalists to get short interviews (usually lasting about five minutes), or "quick quotes" after the performances. A volunteer is stationed at the mixed zone on a regular basis to inform the athletes (if requested by a journalist) that they are to go to the mixed zone for an interview. Both TV and print media make use of the mixed zone. If every media outlet wants to interview a particular athlete, the order is as follows. The order is subject to change and will be confirmed onsite:

1. Host broadcaster
2. Other international rights holders
3. Print / non-rights holding electronic media

Note: Priority is given to broadcaster from skater's home country after host broadcaster.

Press Conferences:

Press conferences will be held following each portion of each event (ISU events only). The conferences will feature the top-three finishers. An opening and closing press conference may also be scheduled.

Daily Checklist

- Ensure that all media have accreditation and are aware of their access points (i.e. routing through back of house), seating area and mix zone location.
- Ensure that all telecommunication requirements are functional (fax, phone, and internet).

- Forward interview requests to the team leader boxes (found in the skating lounge).
- Coordinate interviews as required
- Answer telephone inquires, fax results as applicable.
- Post all media articles about the event on the Media Centre walls

Skate Canada Staff Contact

Skate Canada staff contact information will be provided to you in the planning process.