



## Media & Broadcasting Manual



# DIBF Media & Broadcasting Manual

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# Communications

## *General principles*

The Host will work in close collaboration with the DIBF Communications Department on all communications and media-related matters which may include (without limitation):

Prior to the Event: translation of Event Website content, media accreditation, preparation and release of press releases; and During the Event: preparation of daily bulletins, moderation of press conferences, management of Media Area [Mixed Zone, Media Tribune, etc.].

The two parties shall prepare a “Communications Plan” for the Event, in which DIBF shall be responsible for all global communications and the Host is responsible for all local communications relating to the Event in the Host Nation and Host Cities.

The Host must obtain DIBF’s prior written approval for any proposed global communication by any form of media.

DIBF reserves the right to have the final say for all media-related decisions.



## *LOC Media Officer*

The Host shall appoint a reliable, professional and experienced Media Officer in each venue, as an on-site equivalent to the DIBF Media Director, to coordinate all media related matters both ahead of and during the Event.

The Media Officer should be experienced in working with journalists and other media representatives at international sports events and will coordinate all media operations in collaboration with the DIBF Media Director. Furthermore, it is absolutely essential that the LOC Media Officer is capable of communicating in fluent spoken and written English and fluently International Sign as well.

Prior to the Event, his/her activities will include:

- Communicating all Event-related information specifically targeted at the media of the host country and keeping DIBF informed, providing information and photographs of the preparation of the event / host country;
- Together with the Digital Content Manager , verifying that all information appears on the Official Website;
- Coordinating promotional activities from a media perspective with the LOC Promotion Manager;
- Screening host-country media applicants for media accreditation;
- Assisting with the scheduling of the headshot photo shooting.

During the Event, his/her activities will include:

- In coordination with the DIBF Media Director, managing all media areas ensuring the smooth running of media operations;
- Managing the team of media volunteers;
- Answering enquiries and questions regarding the Event;
- Acting as the main point of contact for media of the host country;
- Together with the DIBF Media Director, acting as the point of contact for international media.



## *Media Volunteers*

In view of the skills required and the diversity of tasks, media volunteers have a crucial role to play in the Event. Media volunteers should:

- Be fluent in English, both International Sign and written;
- Have a good understanding of basketball;
- Have experience and/or an understanding of working with/as media (journalism students make perfect media volunteers);
- Be confident and comfortable dealing with stressful situations and possibly some conflict.

The main roles and functions of the media volunteers can be summarized as follows:

- Manage the Media Working Room, ensuring that all required statistical information is available and answering enquiries.
- Survey Media Tribune and photographers' benches.
- Assist in the Mixed Zone.
- Deliver statistical information to the Media Tribune and commentators' positions.
- Escort players and coaches for press conferences/media availability, provide names to moderator (provided press conferences are held).
- Assist in media activities during training sessions.

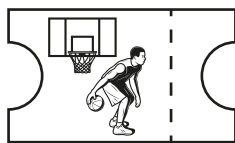


## *Printed Materials*

The content development and layout of the following documents will be defined by DIBF, while the Host shall be responsible for their printing (if required by DIBF) and all related costs:

- Official Programme; [optional in some events]
- Media Manual [optional];
- Other print material.

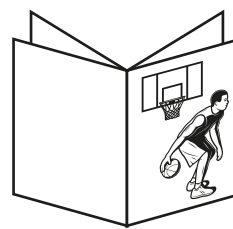
DIBF may opt to produce a “Media Manual”, which shall contain the guidelines and procedures for the Media Areas and all Media activities at the Event. In such case the Host shall ensure that all procedures set out in the Media Manual are followed.



TICKET



POSTER



MANUAL

## **Media Operations**

### *General principles*

The Host shall ensure that the operations within the Media Area comply at all times with what is agreed with DIBF ahead of the Event and communicated to the Media.

### *Media Accreditation*

DIBF and the Host will agree upon the exact timeline for the accreditation process as well as media area capacities no later than three (3) months before the Event. The media accreditation procedure and deadlines will be defined by DIBF.

As a matter of principle, in order to ensure exposure of the Event – both quantitatively and qualitatively – DIBF is responsible for the decision process for international applicants (i.e. all countries except the host country), while the Host shall be responsible to vet domestic applicants. However, DIBF reserves the right to have the final say for all media accreditation decisions.

Unless communicated otherwise all Media Accreditation is done by DIBF Media Director.



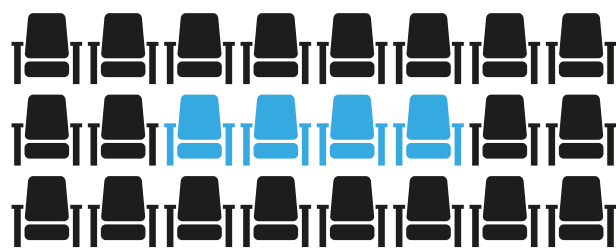
# Media tribune

As a matter of principle, seats in this Media Tribune shall not be reserved and seating shall be made on a “first come, first served” basis. Seats shall be reserved for the DIBF Communications team.

Additionally, for high-demand games for which there is a risk of insufficient space, DIBF reserves the right to reserve a small number of seats for major media outlets and for media of the countries participating in the specific game. Similarly, DIBF reserves the right to create, whenever necessary, a seating chart for a portion of the Media Tribune that will be reserved for priority media [for example news agencies and main daily or sports newspapers].

Behaviour within the Media Tribune shall be befitting of members of the media and shall respect journalism ethics and standards.

In particular there shall be no cheering and clapping, while flags and excessive symbols of support for any specific team are also not permitted.



RESERVED

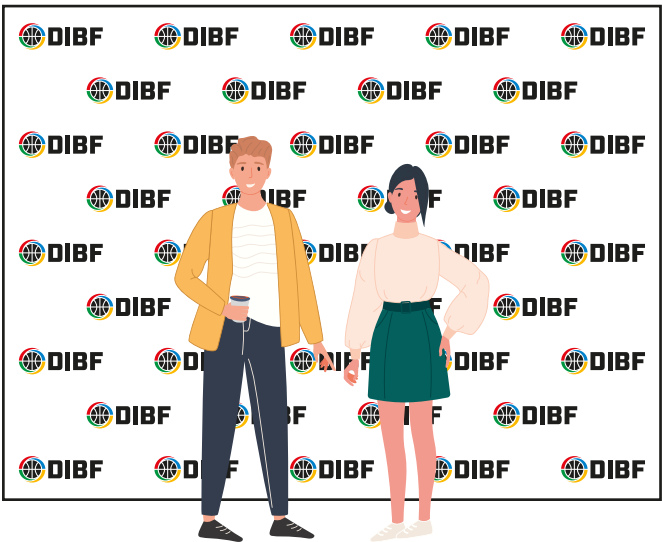
## TV Flash Interviews

If applicable, TV flash interviews shall be conducted by Rights Holders only and shall take place in the Flash Interview Positions [between the court and the Mixed Zone].

## Mixed Zone /Interview area

The Mixed Zone / Interview area is an area specifically set up at either end of the court on the path of the team’s way to the dressing room in order to offer opportunities for the accredited media and players/ coaching staff to come face to face at the end of each game for interview purposes.

Following the conclusion of games, players and coaches shall always leave the court via the Mixed Zone corridor, with media approaching the barrier in order to conduct interviews. In principle, media in the Mixed Zone should be able to access media facilities without needing to cross the players’ corridor.



During Mixed Zone activity, access is restricted to media [on the one side] and teams [on the other]. All players and coaches must pass through the Mixed Zone corridor. While encouraged to give interviews, neither players nor coaches are under obligation to do so. DIBF/LOC staff and media volunteers will be on hand to coordinate Mixed Zone activity. The teams’ press officers should also provide Mixed Zone coordination according to specific needs defined with the DIBF Media Director.

## *Media Working Room (optional)*

If a working room is provided by the LOC in the venue then a minimum of one (1) media volunteer shall be on hand at all times to manage the Media Working Room and to cater to the questions/ needs of the media.

Although exact opening times shall be agreed in the lead-up to the Event, it should be noted that the Media Working Room will be expected to remain open from the morning [at least an hour before the first game] until late in the evening/night [at least one (1) hour after the last game].



## *Press Conferences (optional)*

In principle, at DIBF events all games shall be followed by official press conferences; however, in the events, this is optional depending on venue infrastructure and demand and the number of accredited media.

If press conferences do take place then the following apply:

Post-game press conferences usually begin 15 minutes after the end of each game and take place in the Press Conference Room.

Each press conference shall be conducted by a moderator officially appointed by DIBF or the Host and attended by the head coach of each team as well as one player from each team [top scorer or any outstanding players from the game in question]. Any specific player may be requested to appear at a postgame press conference. A media volunteer will be required to obtain the name of the attending player and provide it to the moderator. Media availability requires at least one player per team and both head coaches to make themselves available for comment/ interview in the designated area [Mixed Zone or Media Availability Area]. In case of demand, they shall make themselves available for a set period of time.





## *Distribution of information*

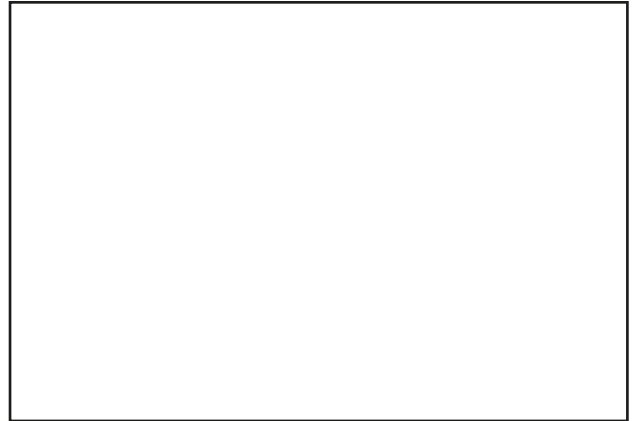
Accredited media shall receive a regular flow of information throughout the Event, including all competition-related data.

DIBF will provide accredited media with all information in digital form, via e-mail and/or for download via a dedicated URL.

Accordingly all media areas should provide information for media on how to access all the above information online. As an example, information for print-out may include:

- Team rosters;
- Game statistics;
- Standings and results;
- Accumulated statistics;
- pare copies of all media-related documents such as the Media Manual (if applicable).

All details regarding online information/ statistics and the printing of statistics sheets will be provided by DIBF in the lead-up to the Event.



## *Official Event Photographers*

At the event, OC will provide and cover the costs for one (1) photographer per venue for all events. These photographers are responsible for providing the DIBF Communications department as well as the Host with pictures of each game. A precise brief will be prepared by the DIBF Communications department.

All photographs will be uploaded to the DIBF Photo Gallery and will be made available to the Host. DIBF is also making pictures available free of charge to media outlets for the Event. All photos must be credited “dibf.org”.

Contrary to other accredited photographers, the official photographers have access to all areas including, for example, the field of play during the Closing Ceremony. Accordingly, it is important that the arena security be made aware of the specific nature of the official photographers.



## *Accredited Photographers*

While the game is on-going, the photographers are not permitted to move to the other side of the court. This is only allowed during the breaks between quarters and at half- time. In any case, shooting from the side-lines is strictly forbidden.

## *Photographer Bibs*

In order to simplify security procedures and clearly identify the accredited professional photographers, DIBF will provide photographer bibs.

An appropriate number of bibs will be shipped to the Host, who shall be responsible for distributing them to accredited photographers.

Photographers shall wear their bibs at all times during games, while the appropriate measures must be in place to ensure that only accredited photographers wearing a bib access the photographer benches. The distribution and collection of the bibs shall be coordinated by the LOC Media Officer, who will implement a convenient distribution and collection system. **After the last game of the Event, the Host is responsible for collecting all bibs and handing them back to the DIBF Media Director.**



## *Remote Camera Positions (Optional)*

Remote cameras, placed on the backboards or on the catwalk / arena roof, and operated by remote control, are available to photographers upon request and according to availability. Authorisation shall be delivered upon specific request to the DIBF Media Director, while cameras may only be mounted under DIBF's supervision.

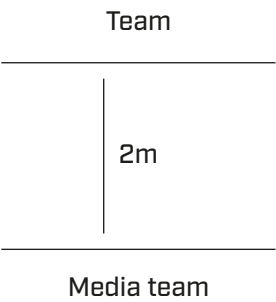
A maximum of two [2] cameras can be mounted behind each backboard. In cases where demand exceeds available positions, a so-called pool position will be implemented. However, the installation may not, under any circumstances, have any effect on the performance of the relevant game equipment or on the security of the players.

In all cases, photographers are responsible for ensuring that remote control equipment complies with local radio frequency laws.



*Photographer Area for Ceremonies*

For the Closing Ceremony and the distribution of the medals, a special area, which will be located in the two (2) metre boundary line either in front of the Scorer’s Table or the opposite side, shall be assigned to accredited photographers [with the exception of the Official Photographer(s)]. Accredited photographers must not be permitted at any time to enter the field of play during the Closing Ceremony.



*Videos*

The DIBF Communications Department may decide to bring a video crew on site, to enhance the coverage of the Event.  
Any filming / video coverage plans by the Host shall be presented to DIBF for approval well in advance of the Event.



*Player Headshots and Team photos/videos*

Prior to the start of the Event [i.e. Day -1], a headshot photograph shall be taken of each Player as well as of each member of the Teams’ coaching staff. These headshot photographs and video clips will be used, among other purposes, for player profile pages on the Event Website and TV graphics purposes, while they will also be made available to all Accredited Media.

Player headshots and videos will be taken by the Official Photographers and/or DIBF video crew and shall be coordinated by the DIBF Media Director.

The Host is responsible for providing and covering the costs for the set-up and equipment of the studio for taking Player headshots. The room/location for the photo session for each Venue (Official Hotel or competition Venue) is to be proposed by the LOC Media Officer to the DIBF Media Director for approval.

### *Team Photographs Before the First Game*

A photograph of each team will be taken on the court prior to its first game of the Event.

Team photographs will be taken 10 minutes before tip-off as per the FIBA game run-down. Photographs will be taken from the centre circle, with each team standing in their official game uniforms (no warm-up t-shirts, etc.) on their respective free-throw line, with numbers clearly visible.

During the team photo session, all accredited photographers may enter the Freedom of Panorama (FOP) to take photos, under the instructions of a member of the DIBF Communications team.

*10 min before game*

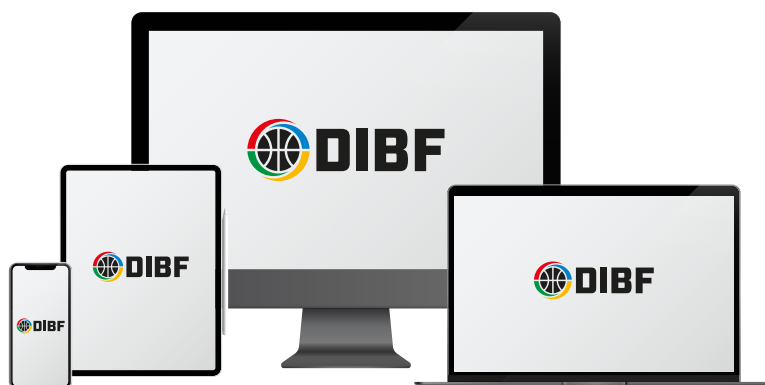
# Event Website, Social Media, Digital

## *General principles*

The Official Event Website is one of the most powerful promotional tools of the Event: it is its flag-bearer globally and acts as the Event's shop window.

The Event Website is entirely developed by DIBF in line with the "look and feel" of the Event. Its content is developed by DIBF and may be at least bilingual (English and the language of the host country).

The Event Website and all forms of social media are set up and managed by DIBF solely and the Host is not entitled to set up any other Event or Event-related website. The Event website will be part of the fiba.com domain name and fully identified as an official website.



## *Digital Content Manager (Optional)*

In the event of opting for a local language version of the official website then the Host shall appoint a Digital Content Manager, who will be responsible for managing, updating and controlling the local version of the Event Website and providing translated local language stories for the main Event Website.

- Ideally, this person should combine: Good understanding of the Internet, comfortable use of content management applications and basic knowledge of Photoshop;
- Strong sense of design;
- Good level of English (written and spoken).
- The Digital Content Manager shall be the main contact person before, during and after the Event in relation to the Event Website and social media and shall regularly communicate with the DIBF Communications team.
- The Digital Content Manager may provide local content (including photos and text) in both English and in local language to DIBF for inclusion in the main Event Website, at DIBF's option, particularly relating to the Host, the Host Cities, the Host Nation, local infrastructure, progress in the preparations, organisation and tourism. Such content may be uploaded by DIBF on the Event Website at DIBF's absolute discretion.
- The Digital Content Manager shall ensure that content on the local website is accurate, up-to-date and consistent, and is aligned with DIBF's communication strategy. No content whatsoever shall be placed online prior to DIBF's approval.
- During the Event, the Digital Content Manager will work with the DIBF Communications team have to translate, or manage translations, of two to five news per day, as well as other DIBF content such as video descriptions.



## *Event Website*

The website/domain dibf.org is protected by copyright and the exact URL of the Event Website is defined by DIBF.

The Host shall ensure that the Event Website URL address and social media channels are included in all publications and print materials produced by the Host for the Event.

The website shall be easily accessible from the websites of the National Federations competing in the Event, by means of links or banners, and DIBF will work so that the URL shall be promoted in all team publications and print materials.

The Host and the teams shall be entitled to use certain features of the website, such as the live statistics of their games as well as video footage published. Any and all use of such features must carry the note: “dibf.org.”

DIBF’s responsibilities shall be summarized as follows:

- Set-up and development of the Official Event Website in accordance with DIBF standards. The Host is not entitled to set up any other Event or Event-related website;
- Reservation of the domain name [URL], if needed.
- Listing of the website on the different search engines;
- Definition of the website structure, features, contents and functionalities;
- Contracting and management of suppliers retained for the website design and development;
- Selection of content provider for texts, photography and videos;
- Supplying appropriate and secure server farm;
- Training of Digital Content Manager and other LOC staff on how to use the CMS (content creation, content update, comment moderation);
- Managing the English version and other languages that are not local (if existing), ensuring that relevant content and official information are up-to- date and accessible;
- Monitoring traffic and performing final traffic reports;
- Insertion of sponsors’ recognition (i.e. banners, logos);
- Insertion of sponsored functionalities (i.e. games);
- Conducting regular meetings with the LOC web staff. Assuring that relevant content, official information, official data, images are displayed before and during the Event;
- Ensuring appropriate security to prevent external unauthorised access (i.e. “hackers”).
- The Host’s responsibilities shall be summarized as follows: Active participation in the specification of the website features, content and functionality;
- Provision of a Digital Content Manager (editor) responsible for the proper running of the Official Event Website in the local language. This person should be and should remain the main contact person before, during and after the Event;
- Provision of local content both in English, International Sign and in local language;
- Provision of a working area during the Event with a fast and stable Internet line, allowing access to all websites, messaging tools and external ftp servers without any restriction;
- Provision of up-to-date and regular content (photos & text) in both English and the local language, particularly in regards to the Host, local infrastructure, progress in the preparations, organisation and tourism;

- Translation into local language and update of all content published by DIBF;
- Close cooperation and communication with the DIBF website team to ensure quality and punctual feedback.

## *Social media*

The promotion of the Event through social media, for instance Facebook, Twitter or any other official social media channel is decided by DIBF solely. The Host is not entitled to set up any Event-related page on any social networks.

An official Event hashtag will be defined and should be used as much as possible. It will help fans to easily find relevant social shares and take part in the discussion about the Event on social networks. Other social media channels could also be activated if needed depending on the Event's region-specific needs and habits.

DIBF's duties and responsibilities related to maintenance and development are established as follows:

- Creation of the pages and names (if necessary);
- Update and promotion of the content related to the Event on these pages;
- Validation of the Event's social media strategy.

DIBF recommends that the Host also uses the National Federation's website and social networks to share DIBF official content relating to the Event and promote the participation of its national team. DIBF will also provide documentation and on-site assistance to encourage the players in the development of their social media presence.









Associate Member



Recognised by FIBA

