



## COMPETITOR MEDIA GUIDE

Version September 2022

### 1. General

- 1.1 This Competitor Media Guide (CMG) outlines the media environment that will be in operation during IKA events, and sets out how competitors will engage with media and their associated obligations
- 1.2 The CMG shall apply from the day before registration until the day after prize giving.
- 1.3 By participating in the event, competitors grant to the Organizing Authority, the sponsors of the event, the International Kiteboarding Association and their World Sailing classes, and World Sailing, the right in perpetuity to make, use and show, from time to time, and at their discretion, any motion pictures, live, taped or filmed television, audio as well as still-photography and other reproductions of the competitor during the period of the competition, without compensation.
- 1.4 The Notice of Race (NoR), Sailing Instructions (SIs) and other supporting documents on penalties, clarify the media obligations where penalties will be applied. These are referenced by [SP] (standard penalty) or [DP] (discretionary penalty) in these documents
- 1.5 Supporting documents that will provide more information to competitors include tracking system and on-board camera guidance documents.

### 2. Media Representation

- 2.1 IKA has appointed its own internal media personnel, IKA Media. IKA Media in that respect is the host broadcaster for the event and will produce and distribute unbiased on-demand video coverage and TV news rough-cuts for international distribution. IKA Media has priority media access to defined areas on the Venue and the Competition Areas, including the launching area and the mixed zone (if so defined).
- 2.2 IKA has established a service with staff reporters who will generate generic news and social media content including competitor quotes that will be made available to all media outlets.
- 2.3 Other media may be present at the venue but is limited to the mixed zone and controlled media boats.
- 2.4 The movement of media boats will be controlled on all courses to ensure minimal disturbance to racing, with additional restrictions for the Medal Series area.
- 2.5 The following media boats will be present at the competition:
  - 2.5.1 Host broadcast: Green flag with letters "HB"
  - 2.5.2 Photo journalists: Green flag with letters "PR"
  - 2.5.3 Other media: Green flag with letters "PR"

### 3. Access to IKA Media footage, Timing and Scoring Data

- 3.1 Competitors and coaches may not request IKA Media to provide television footage or timing and scoring data for the purposes of protests or redress cases. The Organizing Authority may request that IKA Media to provide television footage or timing and scoring data where it may help determine the outcome of a protest or redress case at the request of the Protest Committee.

#### **4. Competitor Media Responsibilities**

##### **4.1 Before competition/before racing:**

- 4.1.1 [SP] All athletes shall be available for recording moving headshots and / or profile pictures at the time specified in the NoR/SI. If no specific schedule is published by the Organizing Authority, the time for this recording / shooting is 1500-1800 hours local time on the day before the first scheduled race.
- 4.1.2 [SP] Athletes may be required to attend press conferences / interviews on training and racing days.
- 4.1.3 [SP] If provided, Competitors shall collect and securely fit the tracking device before racing each day as instructed.
- 4.1.4 [SP] Competitors shall permit an on-board camera or dummy camera to be mounted when requested to do so.
- 4.1.5 [SP] The top competitors in each event shall attend the leader bib ceremony as requested.

##### **4.2 Sailing out and pre-start:**

- 4.2.1 Competitors may be photographed whilst sailing to their Course Area. A competitor may signal to be left alone by holding an arm out with a palm-facing open hand showing towards the media boat(s) concerned.
- 4.2.2 The media are excluded from the Course Area before racing from the time when the orange flag is displayed on the Race Committee boat. This restriction does not apply to host broadcaster boats.

##### **4.3 During racing: Media and spectator boats are restricted to the designated areas specified in the Support Team Regulations.**

##### **4.4 End of race: Host broadcaster may request on-water interviews from competitors.**

##### **4.5 Return to shore:**

- 4.5.1 [DP] Competitors shall walk through their designated mixed zone on return to shore or be available in the launching area for photographs but are not obliged to speak. Reporters and Social Media Editors from IKA Media will work in the mixed zone and/or launching area to gather competitor comments for flash quotes.
- 4.5.2 If applicable, National Olympic Committee (NOC) and Member National Authorities (MNA) press attachés shall be permitted to meet their competitors on the pathway of the mixed zone, but this is limited to the press section only. Press attachés must be wearing their identification (distributed by the Organizing Authority) and must abide by the agreed rules of conduct.
- 4.5.3 Competitors may be asked to be available for interviews outside the formal mixed zone and media conferences, on either training or competition days.

##### **4.6 [SP] The top three competitors overall as well as individual race winners (if applicable) may be required to attend a media press conference each day.**

#### **5. Additional Medal Race / Medal Series Requirements**

- 5.1 [DP] Competitors shall be available in the pit lane at the time specified in the Medal Race / Medal Series amendment and may accept to do interviews with media representatives, at the discretion of the competitor.
- 5.2 [DP] Competitors shall launch and land their kites only in the designated medal race / medal series launching area.
- 5.2 [DP] Individual race winners may be interviewed live on the water immediately after the finish.
- 5.3 [DP] Individual race winners shall return to shore in front of the designated mixed zone and remain available for post-race interviews until being released.

## **6. Victory Ceremonies**

### **6.1 Wet Podium**

- 6.1.1 Victory Ceremonies will be held as soon as reasonable possible. Competitors will be informed about the exact timing.
- 6.1.2 Competitors shall wear their event bib and bring their board displaying their nationality flag, to the stage for presentation. No other flags will be allowed on stage.

### **6.2 Dry Podium**

- 6.2.1 Victory Ceremonies will be held at the time and place stated in the NoR/SI.
- 6.2.2 Competitors are requested to be at the stage no later than 15 minutes before the start of the ceremony.
- 6.2.3 Competitors shall line up by the stage and be ready to go on the podium when their name is called.
- 6.2.4 Competitors shall bring their board, displaying their nationality flag, to the stage. No other flags will be allowed on stage.
- 6.2.4 During the Victory Ceremony, accreditation must either be temporarily surrendered to the victory ceremony coordinator or hidden out of sight.
- 6.2.5 No participant in the Victory Ceremony shall have mobile phone, camera, headphones, sport equipment or other items on them during the ceremony.
- 6.2.6 Competitors should be wearing their NOC/MNA uniforms.
- 6.2.7 No one other than competitors and those who are part of the Sport Presentation Victory Ceremonies team may be part of the Victory ceremony.

## **7. Additional Information**

- 7.1 IKA, the Organizing Authority or World Sailing may also request that competitors attend additional interviews and social media activities that may take place outside of the venue.