



IIHF World Championship Media Guidelines

Positive media coverage is vital to the commercial success of every IIHF tournament. Every designated media working facility at the IIHF Ice Hockey World Championship should have the following standards in place to provide an efficient, convenient and professionally organized environment for media. In order to assist the Local Organizing Committee's (LOC) media department, the IIHF Marketing and Communications Department has provided the guidelines below.

1 Championship Press Office

1.1 Press Officer

The Press Officer must be a person with excellent skills in both spoken and written English (and in the local language), with public and media relations experience, strong local media contacts, and a comprehensive understanding of the needs of international media working at a top-level sporting event. Other desirable qualifications include a familiarity with ice hockey and previous work at a top-level ice hockey.

The IIHF Communications Department will correspond primarily with the Press Officer on all media operations matters in the months before the event.

Main pre-Championship duties:

- Assisting the IIHF Communications Manager with print, web media, and photographer accreditation.
- Ensuring that IIHF Media Tribune requirements are met (Section 2.2)
- Establishing with the Photo Manager all still photography positions in the venue (section 2.3)

On-site, the Press Officer with the Organizing Committee staff members will work with team media managers, journalists, players and coaches or other official team members. They will organize and supervise post-game press conferences and mixed zone interviews, provide statistical and tournament information to media, and distribute IIHF media releases to all accredited journalists.

Main duties during the Championship include:

- Taking care of daily media needs and requests
- Supervising distribution of tournament-specific media information (cancelled practices, press conference announcements, etc.)
- Printing and distributing media releases
- Ensuring that the Media Centre is open during posted hours
- Assisting team media manager needs and requests

It is highly recommended that OC media staff communicate using radio sets.



1.2 Media Centre Staff

The Media Centre staff runs the day-to-day operations of the Media Centre; assisting with journalists' needs, answering telephone calls and emails, ensuring that enough statistical copies are available, keeping order in the Media Centre, running the information desk and executing other tasks assigned by the Press Officer. The media centre staff are responsible for the distribution of tournament info and statistics to media and must update the pigeonholes (compartments with info on schedule, rosters, game sheets, etc) throughout the championship.

Photo Manager: Each venue must hire an experienced photo manager that will be dedicated to assisting photographers and serving as primary liaison to the arena and OC staff for photography needs. The photo manager is responsible for assigning photo positions, providing bibs to photographers, ensuring photographers shoot only from the photo positions, and securing access for photographers to the catwalk (if there is one) above the arena in order to set up remote cameras.

1.3 Information Package

The Press Officer should create an information package for all accredited media. Included in the package should be: a city guide, the Official Championship Program, public transportation information, media hotel and restaurant contact information, other local attraction information, and contact numbers to all team hosts. The package may also include souvenirs from the championship. The content of the Information Package must be approved by the IIHF.

2 Media Working Areas

2.1 Media Centre

The Media Centre should be as close as possible to all of the following, in the following order of importance:

- Press Conference Room
- Mixed Zone
- Media Tribune
- Media Lounge
- Media Parking Area

The LOC shall provide a room offering acceptable working conditions for up to 300 accredited journalists and reporters. Journalists require a minimum of one-meter desk/table space each. The minimum number of working spaces in the Media Centre in any arena is 300 (this can be less for lower-division tournaments with smaller numbers of accredited media).

The opening hours of the Media Centre shall be from the start of the first on-ice practice of the day or 09.00, until two hours after the conclusion of the last game of the day or approximately 24.00 hours. The Media Centre chief must take into consideration reasonable requests from media to extend opening hours.

The Media Centre shall have air conditioning and heating installed and provide working space with phone and electricity plugs for up to 300 accredited print media journalists. An adequate amount of monitors (minimum four large screen TVs) with a live signal of all games shall be placed around the Media Centre. An adequate number of pay-telephones, fax machines, Internet connections and permanent Internet terminals shall be available for the usage of accredited media representatives. Wired and wireless internet shall be provided with the appropriate bandwidth (2 megabytes per second for print, 20 megabytes per second for photo per client) for the number of media representatives available. Internet should be offered free-of-charge or at a reasonable price.

The Media Centre shall also provide a well-functioning service desk enabling quick connections and collecting fees for lines and transmissions, services for Internet access, photocopies and supplies for cell phones.



2.2 Media Tribune

The LOC must provide 300 seats per game for accredited print media journalists (less for lower-division tournaments depending on number of accredited media). All media seats must be equipped with desks/tables for notepads or laptops. Each space in the tribune should be equipped with wired Internet and/or secured high-speed wireless Internet to accommodate the appropriate capacity of media. The Media Tribune must be clearly marked, separated and guarded so that access to the tribune by spectators is not possible. The Media Tribune seats should be combined into one single block, with easy access to and from the media working areas, in particular the mix zone.

2.3 Photo Positions

The LOC must provide space for 100 photographers in the arena including a minimum number of 20 positions at ice level. The photo positions shall be approved by the IIHF.

Photo positions cannot be placed too high up in the arena and must have a clear line of sight to the ice. Positions that are partially obstructed by protective netting or any other arena construction will not be approved. It is recommended that photo positions are spread between ice level and lower bowl seating of an arena. Photo positions should also not create an obstructed view for nearby spectators.

The LOC must provide an office space for the IIHF photographers in each arena with access to Internet. The LOC shall reserve preferred exclusive areas on the ice level (incl. between the player benches) and in the spectator area to be used by the official IIHF photographers. If a position between the benches exists (the “suicide box”) then unblocked access to the ice must be ensured so that IIHF photographer can shoot with a clear line of sight (example: any glass must be removed and placed behind the box to protect spectators if needed).

Clear glass must be put in place at each of the ice level positions, and kept clean and free of markings as much as possible during the tournament.

The IIHF holds the exclusive right to grant the permission to use strobe lights at the Championship.

The LOC in cooperation with the IIHF must obtain clearance from security and any other relevant authorities to permit access by designated photographers to the catwalk area located above the ice. The LOC should devise a daily schedule whereby photographers using the catwalk to install remote cameras can access the catwalk area. This procedure should be done under the supervision of the LOC and the IIHF photo representative on-site.

2.4 Media Lounge

An area must be set aside for media to be able take a break and have refreshments. A basic level catering should be available to the media throughout the day. If possible, more significant dining should be made available at a reasonable price. Coffee and water must be provided free of charge.

2.5 Information Distribution

Well-marked pigeonholes must be provided to distribute championship information from the IIHF statistical service, media releases, announcements, and practice times.

The Press Officer should also create a mailing list of accredited journalists in order to give quick notice for short-notice media announcements such as media availability sessions, practice time changes, and practice cancellations.



2.6 Lockers

The LOC must provide photographers with a minimum of 30 safety lockers.

3 Accreditation Procedure

3.1 Accreditation

The Press Officer and IIHF Communications Manager will set a predetermined date to open accreditation for the tournament. Each participating member federation has a quota for print media, photographer and Internet journalist positions at the championship. The IIHF Marketing & Communications Department reviews the quota annually and determines the quota numbers in cooperation with the press officers of the host nation and the participating teams.

The applications will be returned to the Press Officer at the latest two months before the championship, and a summary of applications will be sent to the IIHF Communication Department. The IIHF Communication Dept. along with the Press Officer has the final approval of all media credentials. All applications for television and radio broadcasting will be forwarded to the IIHF Commercial Partner.

3.2 Entitlement to accreditation

All submitted media accreditation applications are subject to approval by the IIHF and the local organizer. Print accreditations are, in general, granted to professional and working media who are assigned by their editor to cover the championship, and who have confirmed that they are not working for television or radio companies and will not be filming video for the web. The detailed accreditation policy is outlined in the document IIHF Accreditation Guidelines.

3.3 General access policy

All accredited media shall have free access to all team practices, game day skates and games. All accredited media shall have access to the media centre, the media tribune (press box), the mixed-zone and the media interview room. If the number of reporters exceeds the number of seats in the media tribune or if an unusual number of media is expected to the mixed zone or to the media interview room, the organizers may make priority arrangements.

3.4 Media Accreditation Centre

The Media Accreditation Centre must be located either within or in the vicinity of the Championship Arena. It will open at the latest two days before the Championship starts, and will stay open through the event. The opening hours should be from 08.00 till 20.30 daily, depending on the game schedule.

4 Media Support

4.1 Media Hotels

The local organizing committee has to provide an adequate number of rooms for media representatives in a 3-star and/or a 4-star hotel that has been approved by the IIHF beforehand. Hotel details, accommodation prices as well as booking details have to be announced to the media before the start of the tournament, at the latest when accreditation opens. Hotel prices have to be reasonable and have to be approved by the IIHF beforehand. The hotel must also provide Internet.

4.2 Transportation Service

The local organizing committee must provide a shuttle service for media representatives between the media

hotels and the Championship Arena(s) for every game played per day with at least the following frequency.

- Pick-up at the hotels so the shuttle bus arrives at the arena at least 1.5 hours prior to each game per day
- Departure from the Championship Arena approx. 1.5 hours after the end of each game per day. If the event is played at different venues in the same city, a shuttle service between venues must also be provided.

4.3 Computer and Printer

The Media Centre must be equipped with computers and printers with access to the Internet. Computers should have the official IIHF championship homepage as the start-up page. The computers are not meant to be a primary workstation and should be used as a reference tool. The organizer is permitted to set a time limit on the computers.

4.4 Photo Copy Centre

A separate office or facility for fast photocopying should be as close as possible to the Media Centre and the office as Championship statistics must be provided by the LOC.

4.5 Photocopiers and Faxes

At least two fax machines should be in the Media Centre (outgoing and incoming). A copier with stapler and sorter must be available in the Media Centre. There must be a procedure to access to a service person in case of malfunction.

4.6 Internet access

High-speed, secure Internet access must be made available to accredited World Championship journalists and photographers in all of the media working areas. Wired internet cables should also be installed, and given priority use to photographers. It is also recommended that wired internet cables be installed at the photo positions located at ice level.

5 Interview Areas

5.1 Mixed Zone

Sufficient space for media interviews in the arenas must be allocated for the Mixed Zone. It should be located as close to the player dressing rooms and the Media Centre and shall be large enough to accommodate all accredited media. It shall be divided into three clearly-marked sections: 1) TV, 2) Web/Radio, and 3) Print Media, to be accessed by the players in the same order.

5.2 Post-game mixed zone

Players and assistant coaches must be made available in the mixed zone area no later than ten minutes after the end of the post-game ceremonies. The general media access period is 30 minutes, calculated from the moment the first player arrives. The media officers of the teams will take interview requests from the media for interviews and the media officers will make them available in the mixed zone.

All players are to be available during the general media access period. If, after a reasonable time, the team's media officer determines that there is no media interest in particular players, they may be excused. All players called to the mixed zone area are requested to wear their official national team jersey. Baseball caps can be worn only if they are part of the official-approved event apparel.

The media officer must inform media whether one of the requested players is selected for doping control.

Rights holders (TV and Radio) have first priority for mixed zone interviews and can interview the players immediately after they have left the ice.

5.3 Press Conference Room

The LOC shall provide a Press Conference Room of international standards for up to 200 persons. The Press Conference Room shall be equipped with one podium for at least five persons, with microphones to be used by speakers and media and at the opposing end another podium for TV cameras. The LOC shall provide assistants with wireless microphones for media to ask questions. The speaker's podium should have a sponsor backdrop supplied by the IIHF Commercial Partner. If possible, it is recommended that in a top division world championship the press conference room be staffed with translators and headphones for media so that simultaneous translation can be done in the local language (depending on media demand).

5.4 Post-game press conferences

A press conference with both head coaches will take place after each game in the Press Conference Room approximately 20 minutes after the conclusion of the game, or following the conclusion of the mix zone. The press officer or a volunteer will escort both coaches from the dressing room to the media interview room.

All press conferences are conducted in the English language, translation to English is mandatory and translation to other languages will be provided depending on the needs of journalists and translation availability. The Press Conference room must be equipped with sufficient number of microphones at a speaker table. A designated area for the photography positions must be organized to enable the media clear view to the speaker table. Only in special circumstances should players participate in the press conference.

5.5 Post-practice interviews

All interview requests after practices shall be forwarded to the team's media officer or team host. Interviews will take place in the mixed zone area of either the main rink or the practice facility. The general media access period after non-game day practices is 30 minutes, calculated from the moment the first player arrives. Any player who leaves practice prior to its conclusion must remain available for the general media access period, unless the team's media officer makes alternate arrangements.

The coaching staff and media officer are entitled to limit game day interviews to 15 minutes. Interview requests on other occasions during the championship shall be addressed to the team media officer. The players and coaches are entitled to decline any requests for impromptu interviews in other areas, such as the team hotel.

In the event of a cancelled practice, the team media officer is responsible for notifying the organizing committee and making arrangements that the head coach and players to meet with media during the designated media availability time. In the event of a cancelled game-day practice, the team head coach should be made available to speak with media. Media availability for cancelled practices is recommended to be held at the arena's mixed zone but can also be held in the team hotel.

5.6 General

Following a practice or game, players who must remain in the dressing room due to medical treatment for any portion of the access period, must make themselves available in the mixed zone area as soon as possible following the conclusion of the treatment. When a player's medical treatment requires longer than 30 minutes, the team's media relation's officer shall make appropriate arrangements for the player to meet the media.



5.7 Right-holder interviews in the mixed zone

All pre-game and post-game interviews, including those during the intermissions by the rights-holders in the mixed zone area, must take place in front of the rights-holders interview area or in front of the official IIHF World Championship back drop area. All players must wear the official playing uniform during all interviews.

5.8 TV & Radio flash interviews

The IIHF recommends the playing teams to participate in flash interviews after the first and second period, if so requested by the broadcaster. The maximum time for a flash interview is 90 seconds. The interviews will take place directly behind the player bench area.

5.9 Dressing room access following the Bronze and Gold Medal Games

Pending the approval of team management, the IIHF will arrange a limited dressing room access (maximum seven reporters) for media following the two medal games. Only media from the country of the team will be allowed into the dressing room and will be escorted by a Press Officer. The dressing room access will be limited to 10 minutes, calculated from the moment the dressing room is opened for access. The team must open the door to the dressing room no later than 15 minutes after entering the room. The reporters will leave the room immediately after the conclusion of the 10-minute access period, upon which the normal post-game procedures commence.

6 Other Requirements/Rules for Media

6.1 Pre-Tournament Media Meeting

The local organizing committee along with the IIHF Communications Manager must set up a meeting with the media and photography venue managers of the organizing committee, the team media officers of all participating teams, representatives of the host broadcaster and the commercial partner Infront Sports & Media as well as of the IIHF one day prior to the start of the tournament in each Championship Arena. The goal of the meeting is to explain the media infrastructure, interview procedures after practices and games as well as the security and access policy for media representatives. The IIHF will provide the local organizing committee with a separate agenda for this meeting. If possible a video linkup should be provided to connect both venues if located in different cities.

6.2 No Smoking

Smoking is not permitted in any media working areas.

6.3 Power Outlets and Electricity

Each working journalist must be provided with at least one power outlet.

6.4 Security

Security is essential at all entrances to media working areas. Security should also be available to escort players and coaches to interviews, where necessary. Security must not impede access to any media members with proper accreditation.



6.5 IIHF Internet Requirements

The IIHF staff writers must have at least two dedicated writing positions in the Media Centre in each championship arena. The positions must be equipped with high speed-connections. The IIHF journalist must also have at least two dedicated seats in the Media Tribune. The exact quantity is to be determined by event.

6.6 Rules for accredited media

Note: Press Officer should post the rules below in the Media Centre and also email them to all accredited journalists before the start of the tournament

The media centre, the press tribune in the arena, the mixed zones and the media interview rooms are areas for working press only and the officials associated with media relations and media services. These are designated areas for working press and must be respected as such.

Therefore media is asked to observe the following rules in order to maintain the respect of these working areas:

- Wearing national team jerseys or any excessive fan apparel in designated media working areas is inappropriate, and accredited journalists who do so will be asked to remove the apparel.
- Excessive cheering and “fan behaviour” in the press tribune and media centre will be strongly reprimanded as it is unprofessional and disturbs other working media.
- Accredited journalists are not allowed to ask players for personal pictures or autographs at any time in any of the designated media working areas. Any journalists doing so will have their accreditation revoked and be removed from the premises.
- Accredited reporters are not allowed to switch accreditation passes without notifying the IIHF.
- Reporters are not permitted to drink alcohol in the media working areas. Any journalist under the influence of alcohol or drugs will have their accreditation revoked and escorted off the premises.

Breach of these rules may result in accreditation being revoked.

For additional information contact:

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