

MEDIA COVERAGE MANUAL



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Index

	page
PREAMBLE	1
GENERAL RULES	1
WOMEN'S AND MEN'S EUROPEAN CHAMPIONSHIPS (WECH, MECH)	3
ALL OTHER CHAMPIONSHIPS + TOP CUPS (CSPECH, MSPECH, U22WECH, U18WECH, U18MECH, U15WECH, U15MECH, MESC, WEPC)	6
Other Cups (CSPECH, WEC, WECWC, EMRYT, Masters).....	9

PREAMBLE

There are various levels of media coverage of Softball Europe (SE) events. From our experience, we know it is not always possible to deliver full services to the fans. However, depending on the importance of the event, and on the organizer's possibilities certain level of coverage is always needed.

This manual describes and sets the rules of media coverage by organizers of the Softball Europe competitions.

GENERAL RULES

Media responsible

The organizer of each event must provide Softball Europe Communications Director with a name and contact details of a person who would be responsible for media matters with regards to the given competition (LOC media responsible/manager).

Photos

The organizer of each event must provide Softball Europe with photographs of all medalists in reasonable quality (photos must be taken on a camera, not a phone!).

At least one photo gallery must be provided (tournament selection).

Official photographer

The organizer of each event shall have its official photographer(s) whose photos shall serve Softball Europe's and the organizer's promotional and presentation needs (social networks, press releases, website).

Softball Europe grants the official photographer with the advantages and special conditions to make sure *they* can deliver the best possible photos. The photos would then be given to both the organizer and Softball Europe. Usage of watermark depending on further discussions between the parties.

The organizers pay the photographer if needed. The photos belong to both the organizer, and Softball Europe.

- **Accounts on social networks**

During the competitions, Softball Europe accounts serve as the official tournament accounts. Facebook events are set by Softball Europe, and the organizers are appointed as co-hosts with the possibility to edit such page.

If an organizer wants to set up its own account, they must discuss with Softball Europe Communications Director first. Setting up their own account may be allowed in certain cases (sponsor needs, city council needs...) but only in the language of the organizer for local purposes.

The organizer may use their own accounts (of the organizing club or National Federation) to inform its followers about the event, to share the official news, etc. It can never be presented as an official outlet.

WOMEN'S AND MEN'S EUROPEAN CHAMPIONSHIPS (WECH, MECH)

These two are the absolute top competitions in the Softball Europe portfolio and a good level of media coverage is obligatory. A member of the Softball Europe Communication Team (SE staff) shall be present.

	description	responsible
Live-streaming MANDATORY	<p>Must be provided. At least the final two days must be brought live to the fans. Ideally, all games (one-camera stream is fine), should be broadcast. When this is not possible, all games from the main field should be broadcasted.</p> <p>These must be broadcasted on Softball Europe channels (baseballsoftball.tv, or Softball Europe YouTube, or Softball Europe Facebook page).</p> <p>If a game is not broadcast by the organizer, national team's media staff is allowed to set up a live-stream on their own.</p> <p><i>SE staff updates SE tournament website, and play by play with links.</i></p>	organizer
Photographs MANDATORY	<p>Depending on the number of teams/fields a sufficient number of official photographers must be provided by the organizer.</p> <p>The photographers shall provide daily selection galleries (or game by game if possible) to Softball Europe.</p> <p>"Photo only" area is set up based on approval of SE staff and Technical Comm.</p> <p>Team photos of all participants must be provided as well (<i>with a branded board by SE</i>).</p>	organizer
Facebook page MANDATORY	<p>Softball Europe is the mandatory page to be used for social media coverage of the event. The person authorized by the organizer would be given the editing rights to the Softball Europe page, or to a tournament page.</p> <p>The amount of contents and its importance levels is described in the table "Facebook content".</p>	SE staff or organizer

Twitter MANDATORY	The SE account is used to inform about daily results, schedules, and tournament news.	SE staff or organizer
Instagram MANDATORY	The SE account is used to inform about daily results, schedules, and to show the atmosphere on site.	SE staff or organizer
Website OPTIONAL	The organizer may set up a website with information for spectators and fans. This may be done only upon approval of Softball Europe. <i>Softball Europe website is updated each day with daily summary by SE Staff.</i>	organizer (SE approval)
Graphics MANDATORY	Daily results and schedule graphics are prepared, updated, and shared across all tournament channels. <i>SE prepares and provides the design and templates.</i>	organizer o SE staff
Contact person for media MANDATORY	The organizer’s media responsible person shall serve as a contact person for local media (invite them, communicate, provide service). Rules for media staff must be created together with SE media staff. <i>SE media staff is the contact person for National Federations’ media staff, and staff from abroad.</i>	organizer and SE staff
Press room MANDATORY	Press/media room/office must be provided – a room with tables, Wi-Fi, sockets, copies of line-up cards and rosters must be available.	organizer
Accreditations MANDATORY	<i>Accreditation registration process is handled by SE.</i> The organizer may register local media on their own. The organizer receives a list of accredited people from SE, prepares badges according to the list, and distributes them during the competition. National Teams’ media staff receives their badges at the TC meeting if possible. Bibs distributed to photographers together with the accreditation badges. <i>SE provides bibs.</i>	organizer and SE staff

Extra content OPTIONAL	Any extra content (videos, interviews, photos for sale...) are optional and dependent on the organizers' possibilities.	organizer
Supervision MANDATORY	<i>SE staff is on site supervises and coordinates media coverage of the event. They solve possible problems, make decisions, discuss with TCs if necessary.</i>	SE staff

ALL OTHER CHAMPIONSHIPS + TOP CUPS (CSPECH, MSPECH, U22WECH, U18WECH, U18MECH, U15WECH, U15MECH, MESC, WEPC)

All championship tournaments are the most important “product” of Softball Europe. They are the event that everybody works for, they are the purpose of players’ hard work. Therefore also the media coverage needs to be taken care of. The “product” must be sold.

The “level 2” tournaments’ media coverage takes into account also possibilities of smaller organizers.

	description	responsible
Live-streaming DESIRABLE	<p>If possible.</p> <p>Ideally, all games (one-camera stream is fine), or all games from the main field should be broadcast.</p> <p>These must be broadcast on Softball Europe channels (baseballsoftball.tv, or Softball Europe YouTube, or Softball Europe Facebook).</p> <p>If a game is not broadcast by the organizer, media staff of a national team is allowed to set up a live-stream on their own.</p> <p><i>SE staff updates SE tournament website and play by play with links.</i></p>	organizer
Photographs MANDATORY	<p>Depending on the number of teams/fields a sufficient number of official photographers must be provided by the organizer. The photographers shall provide daily selection galleries to Softball Europe.</p> <p>“Photo only” area is set up based on approval of SE staff and Technical Comm.</p> <p>Team photos of all participants must be provided as well <i>(with a branded board by SE).</i> – ONLY CHAMPIONSHIPS</p>	organizer
Facebook page MANDATORY	<p>Softball Europe is the mandatory page to be used for social media coverage of the event. The person authorized by the organizer would be given the editing rights to the Softball Europe page, or to a tournament page.</p> <p>The amount of contents and its importance levels is described in the table “Facebook content”.</p>	SE staff or organizer

Twitter MANDATORY	The SE account is used to inform about daily results, schedules, and tournament news.	SE staff or organizer
Instagram MANDATORY	The SE account is used to inform about daily results, schedules, and to show the atmosphere on site.	SE staff or organizer
Website OPTIONAL	The organizer may set up a website with information for spectators and fans. This may be done only upon approval of Softball Europe. <i>Softball Europe website is updated with a preview, summary after round robin, and after the finals by SE Staff.</i>	organizer (SE approval)
Graphics MANDATORY	Daily results and schedule graphics are prepared, updated, and shared across all tournament channels. <i>SE prepares and provides the design and templates.</i>	organizer or SE staff
Contact person for media MANDATORY	The organizer's media responsible person shall serve as a contact person for local media (invite them, communicate, provide service). Rules for media staff must be created together with SE media staff. <i>SE media staff is the contact person for National Federations' media staff, and staff from abroad.</i>	organizer and SE staff
Press room DESIRABLE	Press/media room/office should be provided – a room with tables, WIFI, sockets, copies of line-up cards and rosters must be available. The size depends on the number of accredited personnel.	organizer
Accreditations DESIRABLE	<i>Accreditation registration process is handled by SE.</i> The organizer may register local media on their own. The organizer receives a list of accredited people from SE, prepares badges according to the list, and distributes them during the competition. National Teams' media staff receives their badges at the TC meeting if possible. Bibs distributed to photographers together with the accreditation badges.	organizer and SE staff

	<i>SE provides bibs.</i>	
Extra content OPTIONAL	Any extra content (videos, interviews, photos for sale...) are optional and dependent on the organizers' possibilities.	organizer
Supervision MANDATORY	<i>SE staff is on site supervises and coordinates media coverage of the event. They solve possible problems, make decisions, discuss with TCs if necessary.</i>	SE staff

Other Cups (CSPESEC, WEC, WECWC, EMRYT, Masters)

The remaining events have their specifics.

They are either slowpitch tournaments, or a B-level tournaments, or development, or a social type of a tournament. Certain level of coverage is always needed, but the demands on organizer are lower here.

	description	responsible
Live-streaming OPTIONAL	<p>If possible. Ideally, all games (one-camera stream is fine), or at least all games from the main field should be broadcast.</p> <p>These should be broadcast on Softball Europe channels (baseballsoftball.tv, or Softball Europe YouTube, or Softball Europe Facebook) unless agreed differently by SE staff.</p> <p>If a game is not broadcast by the organizer, media staff of a national team is allowed to set up a live-stream on their own.</p> <p><i>SE staff updates SE tournament website and play by play with links.</i></p>	organizer
Photographs MANDATORY	<p>Photographs of the medalists and a tournament selection gallery must be provided to Softball Europe.</p>	organizer
Facebook page MANDATORY	<p>Softball Europe is the mandatory page to be used for social media coverage of the event. The person authorized by the organizer would be given the editing rights to the Softball Europe page, or to a tournament page.</p> <p>The amount of contents and its importance levels is described in the table "Facebook content".</p>	SE staff or organizer
Twitter MANDATORY	<p>The SE account is used to inform about daily results, schedules, and tournament news.</p>	SE staff or organizer
Instagram MANDATORY	<p>The SE account is used to inform about daily results, schedules, and to show the atmosphere on site.</p>	SE staff or organizer
Website OPTIONAL	<p>The organizer may set up a website with information for spectators and fans. This may be done only upon approval of Softball Europe.</p>	organizer (SE approval)

	<i>Softball Europe website shows preview and tournament summary by SE Staff.</i>	
Graphics MANDATORY	Daily results and schedule graphics are prepared, updated, and shared across all tournament channels. <i>SE prepares and provides the design and templates.</i>	organizer or SE staff
Contact person for media DESIRABLE	The organizer's media responsible person shall serve as a contact person for local media (invite them, communicate, provide service). <i>SE media staff is the contact person for National Federations' media staff, and staff from abroad.</i>	organizer and SE staff
Press room OPTIONAL	A room with tables, Wi-Fi, sockets, copies of line-up cards and rosters should be available when there are some accredited personnel.	organizer
Accreditations OPTIONAL	<i>Accreditation registration process is handled by SE.</i> The organizer may register local media on their own. The organizer receives a list of accredited people from SE, prepares badges according to the list, and distributes them during the competition. National Teams' media staff receives their badges at the TC meeting if possible. Bibs distributed to photographers together with the accreditation badges. <i>SE provides bibs.</i>	organizer and SE staff
Extra content OPTIONAL	Any extra content (videos, interviews, photos for sale...) are optional and dependent on the organizers' possibilities.	organizer
Supervision POSSIBLE FROM DISTANCE A	<i>SE staff is on site supervises and coordinates media coverage of the event. They solve possible problems, make decisions, discuss with TCs if possible.</i>	SE staff

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