

FIS MEDIA SERVICES GUIDELINES

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I . Preface

1.1 Introduction

Media play a vital role in how fans experience FIS events, whether through traditional broadcast, digital platforms, or real-time messaging channels. The visibility and growth of our sport rely on strong, professional media coverage, particularly during premier events such as the FIS World Championships and the FIS World Cup series.

In today's media landscape, digital-first communication, livestreaming, and real-time updates via messaging platforms (e.g., WhatsApp Channels, Telegram) are now integral to the overall media experience. These should be prioritized alongside traditional services.

Providing excellent media services and working conditions that enable active and comprehensive reporting must be a priority for Local Organizing Committees (LOCs). Supporting collaboration between athletes and the media is equally essential, as athletes remain the face of our sport and a key attraction for coverage.

Target media groups include:

- Print journalists (news agencies, newspapers, websites)
- Photographers (photo agencies, newspapers, websites)
- Reporters/commentators (rights-holding TV/Radio)
- Reporters/commentators (non-rights-holding TV/Radio)
- Cameramen and technical staff (all media types)
- Social and digital media teams, vloggers and content creators officially accredited

These guidelines serve as a practical tool for media operations at FIS World Cup and World Championship events. While not all details are required for smaller events, the framework can be scaled according to media presence and available resources.

For questions or support:

Contact the FIS Communication Department at communications@fis-ski.com

1.2 How to use these guidelines

This toolkit is organized into chapters that provide structured guidance for the planning and preparation of media operations. It is designed to support both the strategic setup and the smooth delivery of services during the event.

Communication strategies must now support both on-site media and remote audiences equally—through real-time social media updates, and efficient content distribution via platforms like Content Exchange and Digital Asset Management systems.

Each chapter includes:

- A brief description
- key objectives
- Essential requirements
- Practical implementation
- Helpful recommendations and best practices

1.3 Event levels

These guidelines apply to four levels of FIS events:

- **Level 1:** Small events with minimal media presence
- **Level 2:** Medium World Cup events (30–50 media attendees)
- **Level 3:** Large World Cup events or Finals (50+ media attendees)
- **Level 4:** FIS World Championships

Adjustments can be made based on event size, available resources, and venue complexity.

Note: Separate FIS Guidelines exist for **TV production**. This guide focuses on general services and infrastructure provided to **all media categories**.

1.4 Key abbreviations

Term	Definition
LOC/OC	Local Organizing Committee
WSC	World Ski Championships
WC	World Cup
MMC	Main Media Centre
TD	Technical Delegate
NSA	National Ski Association
RH	Rights Holder Company owing TV/Media rights
HB	Host Broadcaster (produces interview for the live feed)
CIS	Computer information system
OB	Outside Broadcast (technical truck or van used for live production)
Mix Zone	Designated interview area for athletes and media post-race
PO	Press Officer
NRH	Non-Rights-Holding Broadcaster
RHB	Rights-Holding Broadcaster
ENG	Electronic news gathering (mobile camera crew)

II . Media organization

2.1 Description

The Local Organizing Committee (LOC) should establish the overall media organization and appoint key personnel at the very beginning of the planning process—ideally 6 to 8 months before the event. From the outset, planning must consider the full spectrum of media needs, including traditional outlets (TV, radio, print) and digital platforms (online, social media, livestreaming, and remote coverage).

In smaller events (Level 1 and Level 2), multiple media-related roles may be combined, but a focus on digital communication must be ensured.

2.2 Overall Objectives

- Deliver a first-class, modern media service that supports both on-site and remote audiences.
- Ensure staffing is digitally competent and collaborative, covering all major media categories.
- Foster clear, timely communication between LOC, athletes, media, and stakeholders.
- Integrate environmental and digital sustainability practices across media operations.

2.3 Must-haves

All major roles must be assigned early, trained, and embedded within the LOC.

Chief of media

- Member of LOC leadership, be fluent in English, and have experience in sports and event media operations.
- Oversees all media operations and coordination
- Always available to the FIS media coordinator and the media
- Inform stakeholders with all the relevant information regarding the event

Chief of photographers

- Manages photo zones, safety, workflow
- Coordinates with FIS and Host Broadcaster
- Always available to the FIS media coordinator and the photographers

Mixed zone coordinator

- Builds and manages the Mixed Zone according to the pre-approved layout
- Maintains constant communication with the FIS Director of Race Operations
- On-site and available throughout the event
- Ready to make real-time adjustments as needed for smooth operations

Social media & digital content manager

- Manages presence across digital platforms
- Ensures flow of content via social, video, and messaging channels (e.g., WhatsApp, Telegram)

Other key roles and volunteer team

- Fill key roles for MMC management, accreditation, transportation, information and accommodation.

For smaller events, a single person may take on multiple roles but digital comms must still be prioritized.

2.4 Best Practices

To maximize efficiency, reach, and sustainability across all event levels, the following best practices are recommended:

- Real-time communication tools:
Use WhatsApp Channels or Telegram Groups for instant alerts, updates, and internal coordination. Telegram is the primary FIS channel for Alpine Skiing, simply share the link with your accredited media.
- Audio distribution via SoundCloud:
FIS Media Coordinators upload top 3 athlete quotes after each race. Ensure your media team knows where to access the SoundCloud link for quick use.
- Cloud-based media sharing:
Provide access to a centralized platform (e.g., MediaHub, Dropbox) for photo and video distribution. You can also establish a virtual media centre with all essential documents and assets for accredited media.
- Hybrid media operations:
Offer a well-equipped onsite media room while also maintaining a robust communication system for media working remotely.
- “Way of working” plan:
Define a clear operational framework that includes:
 - Budget overview
 - Timeline and key milestones
 - Service levels (including social and digital media deliverables)
- Strategic collaboration:
Work in close coordination with:
 - National Ski Associations (NSAs)
 - Rights holders
 - The FIS communication department

2.5 Sustainability

Define a Digital and environmental sustainability policy, addressing the following strategic pillars:

1. **Sustainable media environments:** Ensure that media spaces and facilities are designed and managed to reduce their environmental footprint.
2. **Resource-efficient equipment and operations:** Promote the use of equipment, logistics, and production processes that optimize energy and material resources.
3. **Digital transformation for sustainability:** Support the shift to digital solutions that minimize material consumption and emissions.
4. **Sustainable mobility and logistics:** Encourage responsible transport choices and the efficient location of media hubs to reduce travel impacts.
5. **Biodiversity and natural heritage protection:** Integrate respect for local ecosystems and biodiversity into all media-related activities.
6. **Stakeholder engagement and awareness:** Actively inform, train, and engage media staff and partners on sustainability objectives and responsibilities.
7. **Monitoring and continuous improvement:** Track environmental performance, measure impacts, and commit to ongoing improvements through data-driven action.

Based on these pillars, consider implementing the following practical initiatives:

1. Sustainable media facilities

- Use reusable or recycled materials for setting up media areas and press rooms.
- Provide separate collection points for e-waste alongside general recycling bins.
- Minimize single-use materials, including plastic, in broadcast catering and facilities.
- Install refillable water stations to minimize single-use plastics in media facilities.
- Favor locally sourced, seasonal, and predominantly vegetarian food with minimal packaging in broadcast catering.

2. Energy efficiency and temporary structures

- Use energy-efficient production equipment (e.g., LED lighting, energy-rated equipment).
- Choose thermally insulated temporary structures (such as media tents) to reduce heating needs.
- Source renewable energy for broadcast facilities and temporary structures.
- Prefer pellet-based or other low-carbon heating solutions (e.g., HVO100) instead of diesel for temporary buildings.
- Limit or avoid generator use, and if unavoidable, use biofuel or HVO (hydrotreated vegetable oil) instead of fossil diesel.
- Set up efficient power stations with shared power strips to reduce excess cabling and energy waste.

3. Sustainable mobility and logistics

- Encourage the use of shuttles, public transportation, carpooling, or walking.
- Place media centres as close as possible to key venues and public transportation hubs to reduce travel.
- Plan and optimize staff travel, preferring trains or shared transport over flights where possible.
- Share transport for equipment and coordinate logistics with other partners to reduce emissions.
- Use green-certified accommodation for staff where overnight stays are required.

4. Digital practices

- Share media files using lightweight digital tools.
- Offer online press kits to reduce print materials.
- Use digital instead of printed materials (e.g., schedules, media guides).
- Ensure high-quality, reliable Wi-Fi coverage to discourage the use of personal hotspots.

5. Biodiversity and nature protection

- Promote messages of nature conservation through the media.
- Encourage respect for marked trails, and avoid off-trail areas that may host sensitive flora and fauna.
- Minimize noise and other forms of disturbance.
- Train media staff on environmental procedures and biodiversity protection.

6. Waste management and awareness

- Encourage waste separation and recycling at all media facilities, including cigarette waste (for example, by distributing portable ashtrays as a giveaway).
- Provide separate e-waste collection points alongside standard recycling facilities (as above, already included in point 1).
- Communicate environmental messages during coverage to raise awareness among viewers.
- Donate leftover food from media catering to local organizations to minimize waste and support the community.

7. Sustainability standards, engagement and reporting

- Provide clear sustainability guidelines in the media guide for staff and partners.
- Inform and engage media representatives on sustainable practices, and appoint a dedicated sustainability contact person.
- Apply recognized sustainability standards (e.g., ISO 20121 for events or Albert Certification).
- Measure and report the carbon footprint of broadcasting and media activities (using the FIS CO2 Calculator or equivalent tools).

- Monitor and transparently report sustainability performance after the event to support continuous improvement.

If you're interested in learning more about this important topic, take a look at the **Snowball Sustainability Guide** — a valuable resource outlining how snow sports can evolve toward a more sustainable future:

👉 [Read the full guide here](#)

III. Media Facilities

3.1 Main Media Centre (MMC)

3.1.1 Description

The Main Media Center (MMC) is the operational hub for all media activity during the event. It functions as a second office for journalists, photographers, and digital content creators, and should provide excellent, safe, and comfortable working conditions.

- The MMC should be as close as possible to the finish area.
- If the MMC is located more than 15 minutes' walk from the finish area, the LOC must either provide a Sub-Media Center (SUB) with essential facilities or ensure an efficient and frequent media shuttle service to and from the MMC.
- At major events (Level 4), an International Broadcast Center (IBC) must be set up for rights-holding broadcasters.
- MMCs must be equipped to host press conferences with a proper audio system, a backdrop, good lighting, and should be ready to stream them live when needed, to support both onsite and remote media coverage.

3.1.2 Overall Objectives

- Deliver first-class media facilities that support efficient, real-time coverage.
- Support both traditional workflows and digital-first media operations.
- Integrate environmental and digital sustainability principles.

3.1.3 Media Centre – Essential Requirements (Level 3/4)

1. Staff & Volunteers

- 1 Media Centre Manager (overall responsible)
- Approx. 1 volunteer per 20-30 workstations / 3 to 6 volunteers on average, 10 to 18 for larger events
- Tech Support staff for ENG crews / photographers

2. Workstations

- Space for at least 75% of accredited media (excluding TV tech/production staff)
- Tables: 1.0–1.2 m per person
- 2 power sockets per position
- Free and stable Wi-Fi
- LAN line available on request (especially for video/photo teams)
- High-speed printer/photocopier

3. Dedicated areas

- Separate space for photographers
- Separate space for ENG crews
- Reserved media offices (Level 4, optional, at media's expense)
- Lockers or secure storage for equipment

4. Digital services

- Monitors with live race feed and leaderboard
- Flash quotes / start lists / results lists
- QR codes for media kit downloads
- Telegram / WhatsApp sign-up station
- Access to video/audio highlights

5. Additional Services

- Reception / info desk
- Hot beverages and meal options nearby or inside the MMC
- Controlled access via accreditation checks

6. Indicative Numbers per Media Category

These figures are based on feedback collected from several LOCs and observations during past events. They must be adjusted depending on the scale and type of competition, media demand, and venue capacity.

Category	World Cup races	WCS & WC Finals
Accredited media	40 - 200	up to 400
Parking spots	30 - 80	Up to 200
Working spots in the media centre	40 - 100	Up to 100 - 170
Commentary booths	5 - 20	
Accredited photographers	20 - 50	Up to 80
ENG crews	5 - 30	Up to 75
Written press	20 - 70	Up to 200
Media centre surface area	100 - 200 m2	Up to 500 m2
Volunteers (media operations)	3 - 6	10 - 18

Recommended Add-Ons

- Quiet zone for video editing
- 1:1 interview space (booking-based)
- Live weather display and race updates
- Media lounge or informal working space
- Basic medical/first aid station

3.1.4 Best practices

- Prepare media kit (digital first) include press releases, maps, schedules, and all other relevant information
- Coordinate signage and wayfinding
- Ensure professional access control to all media areas through strict accreditation verification and clearly defined security zones.
- The Media Center should open no later than the official arrival day for teams and remain open through the evening of the last race day, until the final journalist has completed their work.
- Adapters for European plugs and extension cords are frequently requested; a supply should be available at the Media Center reception

3.1.5 Sustainability

- Following the digital and environmental sustainability policy:
- Use thermally insulated tents or other temporary structures to reduce heat loss and keep energy use low.
- If tents are used, heat them with pellet-based systems and or HVO100 to cut CO₂ emissions by over 90% compared to diesel heating.
- Provide clearly labelled bins for plastic, paper, organic, and electronic waste to make recycling easy. Set up a special battery recycling station in the media room.
- Install refillable water stations to avoid single-use plastic bottles.
- Share all event schedules, maps, and documents mostly in digital form through cloud platforms, apps, or QR codes. If printed materials are needed (like press kits), use recycled or certified eco-friendly paper.
- Promote sustainable actions, such as carpooling and respecting protected natural areas.

3.2 Mixed Zone

3.2.1 Description

The Mixed Zone is the critical area where athletes and media interact immediately after competition. It is the single most important working area for the media and it's therefore important to give media a good visibility of live action and creating a smooth flow and easy access to the athletes.

3.2.2 Overall objectives

- In coordination with the Director of Race Operations, create a finish area plan that ensures smooth athlete flow and allocates TV/radio box sizes based on rights holder requests.
- During the race, coordinate the work with FIS representatives
- Ensure fast, controlled access for media to athletes with proper athlete flow.
- Ensure strict security in the Mixed Zone, as it is essential that only accredited working personnel have access to maintain a professional and controlled environment.
- Enable immediate content creation for both digital and traditional media.

3.2.3 Must-Haves

- The MZC and/or Chief of Media must be present in the Mixed Zone before the competition starts and remains throughout.
- Proper access control including security checkpoints and accreditation verification.
- Sufficient space for rights-holding TV/radio, written press, and photographers (if appropriate).
- Visible CIS screen for immediate race results.

- Clear signage and well-defined pathways for both athletes and media representatives.
- Wi-Fi installed for instant content upload by media representatives.
- Provide a system transport for the winner or the top 3 from the mixed zone to the press conference (if a press conference is held) or for the doping control.

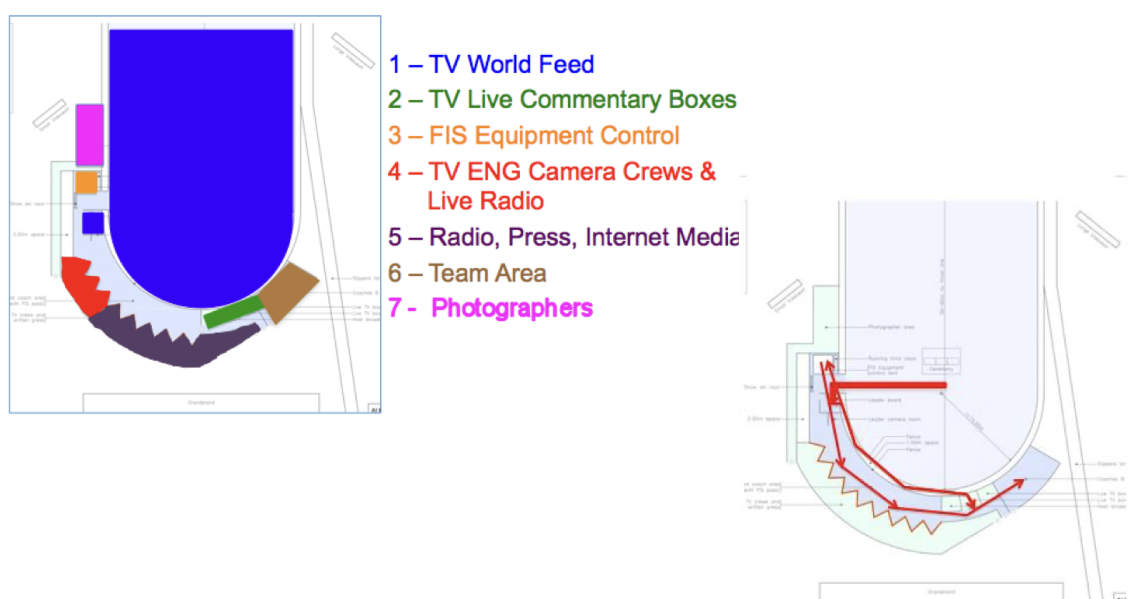
3.2.4 Best practices

- Install TV and/or CIS screens for real-time results
- Arrange warm drinks during cold weather for media and athletes.
- Consider weather conditions: use rubber mats or sawdust on snow to prevent slips and keep feet warm.
- Maintain a strong Chief of Media presence with good media relations skills.
- Access only to necessary areas based on accreditation—enforce strict access control with professional security.
- Coordinate closely with FIS by attending the production meeting before the event to understand finish area procedures, review athlete flow from the exit gate to the award ceremony, and involve doping control and ceremony teams to align on timing and logistics.

3.2.5 Sustainability

Encourage waste separation and recycling in this area as well, considering in particular the distribution of portable ashtrays as promotional items. These can greatly help manage cigarette waste properly, which is often discarded on the ground.

Best practice Alpine Finish Area Layout



3.3 Media Service

3.3.1 Description

Media Operations is responsible for managing the Main Media Center (MMC), Sub Media Centers, Mixed Zone, and information services before, during, and after the event, while delivering a modern media service that includes written features, flash quotes, race previews, and dynamic social media content.

3.3.2 Overall objectives

Deliver fast, accurate, and versatile information to support media output across all channels (print, online, audio-visual, social).

3.3.3 Must-Haves

- Media guide (maps, contacts, program, digital format preferred).
- Upload of all information to:
 - Event website media section
 - Digital distribution points
 - WhatsApp group or Telegram for media information

3.3.4 Best Practices

- Provide written features, race previews, and summaries in English (additional languages a plus).
- Join the FIS Telegram Media chat in order to have all the latest information
- Promote Facts & Figures documents before each race weekend
- Holding a post-event press conference is no longer mandatory; the decision should be made in consultation with the FIS Media Coordinator based on relevance. If held, ensure a proper setup and assign an experienced moderator with strong sport knowledge and language skills.
- Provide daily press clippings (Level 4) with source and date.
- Free newspaper service
- It's always a good idea to organize an informal get-together or media dinner to foster relationships between journalists, teams, and organizers in a relaxed setting. Also you can consider small media gifts

3.3.5 Sustainability

Distribute media guides, daily start lists, and race schedules electronically as default; only limited printed copies available onsite or print out QG code (directing to the needed documents) and attach them in strategic areas.

3.4 Photo Service

3.4.1 Description

Photographers are essential stakeholders in promoting ski sports. Their specific needs must be understood and addressed with professional planning and operational solutions.

Reliable working conditions and strong connectivity are essential to enable photographers to transmit images in real time and ensure content is immediately available for social media and other platforms. A dedicated Photo Manager must oversee all aspects of this service and ensure seamless coordination with other areas.

3.4.2 Overall Objectives

- Provide optimal photo positions and safe working environments.
- Ensure fast image upload capabilities for real-time distribution.
- Support photographers through organized services and clear communication.
- Coordinate all photo-specific logistics before, during, and after the event.

3.4.3 Must-Haves

- **Chief of Photographers:** Appoint a dedicated and experienced individual, ideally a professional ski competition photographer, well-known within the sports photography community. This role must be separate from the Chief of Media and not combined with any other LOC responsibilities to ensure full focus on photographers' needs and field-of-play coordination.
- **Access control:**
 - Verification and approval of accreditation requests.
 - Additional accreditation is required for access to the field of play, and only photographers or agencies on the official Priority List are granted slope access. For those not on the list, access may be granted based on a joint decision with the FIS Media Coordinator. A maximum of 30 photographers are allowed on the slope at any given time. All photographers must accept the on-course access rules and sign the waiver.
 - Use visible credentials such as bibs or armbands.
 - In the FIS Nordic disciplines special access credentials provide access to limited space positions. The FIS media coordinators provide assistance for clarifying such positions and help manage access.

- **Pre-event planning:**
 - Cover safety regulations, athlete flow, ceremony guidelines, and field access.
 - Review and communicate limited-access positions.
 - Ensure all photographers are properly equipped for slope access and fully briefed on the rules — including where and when to enter, the importance of punctuality, and the requirement to remain in their assigned photo position for the duration of the race.
- **Photo workspaces:**
 - Provide spacious working desks (minimum 1.20m wide per person).
 - Prioritized seating for major agencies (AP, Getty, Reuters, etc.).
- **Photo positions:**
 - Design layout in coordination with TV production and Race Operations.
 - Discover and map new and existing strategic photo locations (finish area, ceremonies, leader box).
 - Reserve top spots for priority media.
 - For World Championships, plan a dedicated photo room for official medal winner portraits and set up a photo podium at the medal ceremony to ensure high-quality coverage. Collaborate with FIS and SRS.
- **Connectivity & Tech:**
 - Provide LAN cables or Wi-Fi at key locations.
 - Ensure high-speed upload access.
 - Collaborate with sponsors for camera repair and equipment support.
- **Support services:**
 - General coordination of all photographer matters.
 - Guidance of photographers on the slope and allocation of positions.
 - Daily distribution of additional accreditations for slope inspections.
 - Reserved parking near MMC and Finish Area.
 - Offer a secure storage solution within the MMC.
 - Ski passes for race slope automatically delivered with accreditation for FIS priority lists A1 and A2
 - Printed start lists available upon request
- Distribute and enforce adherence to the FIS Photographers' Guidelines: <https://assets.fis-ski.com/f/252177/x/ca00c8d7b0/fis-photographers-guidelines-v5.pdf>
- Distribute and enforce adherence to the FIS Guidelines for Access to Restricted Areas: <https://assets.fis-ski.com/f/252177/x/cb4d4a9b00/access-to-restricted-areas-at-fis-alpine-world-cup-events-guidelines.pdf>

3.4.4 Best Practices

- Facilitate real-time upload from Finish Area and Mixed Zone.
- Collaborate with tourism and sponsors for enhanced service delivery.
- Serve warm drinks/snacks to photographers in position.
- Distribute side event information to enrich photo storytelling.
- Create a dedicated WhatsApp or Telegram group with all accredited photographers to manage on-site updates, last-minute changes, and real-time requests efficiently.

3.5. TV/Radio Service and Infrastructure

3.5.1 Description

Providing high-standard technical and ergonomic infrastructure to broadcasters is vital for a successful event. Events today require coordination across live TV, streaming, and mobile reporting platforms.

3.5.2 Overall objectives

- Ensure excellent working conditions for rights holders and other broadcasters.
- Provide reliable infrastructure, security, and support for TV, radio, and streaming operations.
- Support the Host Broadcaster's production needs and align with FIS requirements.

3.5.3 Must-Haves

- **Infrastructure & Access**
 - Heated, well-equipped commentator cabins.
 - Commentators platform built according to Tv/media manager & FIS Director of Race Operation specifications, with safe cabling and weatherproofing protection.
 - TV compound (and IBC for major events) located near the Finish Area if possible. In cooperation with HBC
 - Additional accreditation required for field-of-play access (clearly visible via bibs or armbands) with a maximum of 80 Host Broadcaster staff and 30 accredited media and TV rights-holders allowed on slope at any given time
 - Clearly defined start/finish zones for social media/live stream broadcasters.
- **Technical Requirements**
 - Sufficient power supply, with backup solutions.
 - Reliable internet and mobile network capacity, supporting simultaneous live TV and digital reporters.
 - Minimum 1000 Lux lighting for night races (per FIS TV Production Guidelines).
 - Sound checks pre-event with host broadcaster to balance audience and TV audio.
 - Continuous technical support during setup and peak hours.
- **Logistics & Operations**
 - Assign dedicated shuttle service and preferred parking for broadcast crews.
 - Ensure smooth accreditation pickup (prepare for group pickups; accept group uploads and have accreditations already printed)
 - Provide volunteers/runners during the setup phase.
 - Plan and support Mixed Zone layout and access in cooperation with FIS and the Mixed Zone Coordinator.

3.5.4 Best practices

- Coordinate early with the host broadcaster for the HB Guide and document support.
- Do not underestimate heating and power needs in cold weather.
- Offer power-efficient and battery-based solutions where possible.

3.5.5 Sustainability

- Prioritize the use of low-emission and environmentally friendly fuels for generators, such as HVO100 or solar-powered generators. Whenever possible, use energy from the grid instead of generators to minimize emissions.
- Employ LED lighting for all broadcasting and camera setups to reduce energy consumption.
- Collaborate closely with event contractors to recycle cabling and infrastructure materials, establishing designated collection points for non-reusable or hazardous waste.
- Minimize transportation logistics by consolidating equipment at centralized hubs, optimizing shuttle routes and schedules based on media needs.
- Encourage TV and radio service providers to use energy-efficient cameras and equipment certified by recognized standards, such as EPEAT or TCO Certified devices.

IV. Media Logistics

Description

Media logistics must be carefully planned in coordination with the LOC's overall logistics team, but the responsibility and oversight of all media-specific needs rest with the Media Service team.

4.1 Media Accreditation

4.1.2 Overall objective

Ensure that all accredited media receive the correct access and support according to their professional role and technical requirements.

4.1.2 Must-Haves

- **Personnel**
 - Appoint an experienced Media Accreditation Supervisor and collaborate with FIS for any questions.
 - The Chief of Media must hold full-access accreditation.
- **Accreditation platform**
 - Use an online accreditation system with clear deadlines.
 - Move towards fully digital accreditation with dynamic QR code access where feasible.
 - Include in the accreditation form:
 - Proof of professional status (press card/reference).
 - Ask each outlet to indicate the type of media they represent and provide details about the coverage they plan to produce during the event.
 - Working space needs.
 - Special technical support (e.g., LAN cable, high-speed internet).
 - ID photo.
- **Communication & confirmation**
 - Send automated responses and status updates for all accreditation requests.
 - Clearly communicate the location of the media accreditation desk, along with detailed instructions on how to access it (parking, signage, public transport, etc.)
 - Vet applications through direct contact if unknown (email/call to verify who they are and what outlet they represent).
 - Be respectful of working media—avoid granting access to non-media personnel.
- **Access control & zone management**
 - Apply the FIS Accreditation Zones and Categories matrix.
 - Media representatives are welcome to attend the TCM. Teams will have priority for space, but if the room allows, media are welcome to join.
 - Distribute appropriate cards, bibs, armbands and field-of-play access only to verified individuals.
 - Written press representatives are not authorized to participate in the Media Inspection on the race slope; only the TV Media Inspection will be permitted. The list of individuals allowed on the slope will be prepared by the Host Broadcasters and submitted to FIS for approval, in order to ensure that only accredited and experienced TV crew members are granted access. This measure is in place primarily for safety reasons, as it is important to keep the race course fully controlled to reduce risks and to guarantee that the inspection can be carried out smoothly and without incidents.
 - Use a media-only accreditation desk, preferably located within or near the Main Media Centre (MMC).
 - Prepare accreditation lists for the media team before the first event day.

- **Logistics**

- Provide reserved parking for media accreditation pickup—no car pass required prior to collection. Inform local police as needed.
- Ensure smooth handling of additional or late requests for credentials and access materials.

Standard FIS Accreditation Zones (Media Zones in Bold)

01.	Team area	07.	Timing / Data area
02.	Industry area	08.	Priority lift access
03.	Media area	09.	Team hospitality
04.	Photo area		
05.	Tv / Radio area		
06.	Media Centre		

4.1.3 Best Practices

- Invites journalists to join the various media groups for the event. (The LOC group, if one exists, and/or otherwise the FIS group)
- Build relationships with **new media contacts** through direct outreach.

Keep accreditation distribution professional, secure, and timely.

4.2 Media Accommodation

4.2.1 Description

Media representatives require reasonably priced, well-located accommodation that supports both their work and rest needs. Accommodation logistics must be communicated early to help them plan their visit. Clearly state whether the LOC offers any special media deals, provide alternative booking options if not, and ensure there is a dedicated contact available to support media with questions or assistance

4.2.2 Overall objective

Ensure accessible, affordable, and suitable accommodation for media representatives, based on their professional needs and working hours.

4.2.3 Must-Haves

- Appoint a Media accommodation officer who works closely with the Chief of Media and is informed about media needs and accreditation status.
- Prepare a priority list if needed
- Provide reasonably priced and well-located accommodation options, shared before a set deadline (recommended: 60 days prior to the event after which support cannot be guaranteed).
- Communicate clearly via the event website, invitation letters, accreditation forms, and newsletters.
- Media are responsible for covering their own accommodation costs unless otherwise agreed. Prices offered should never exceed those available to regular guests during the same period.

4.2.4 Best practices

- Build long-term relationships with hotels and resorts that welcome media.
- Offer repeat/frequent journalists preferred lodging options where possible.
- For large media groups or TV teams, negotiate shared-room discounts to manage costs.

4.3 Transport & Parking

4.3.1 Description

Reliable and convenient transport and parking logistics are crucial for ensuring smooth media operations. Particular attention should be given to media working hours, heavy equipment, and limited access to key venues. Ensure that information on airport transfers is communicated clearly and in good time, and support environmentally friendly mobility solutions.

4.3.2 Objectives

- Ensure convenient and efficient access to all relevant locations for accredited media.
- Minimize delays and confusion through clear planning, signage, and communication.

4.3.3 Must-Haves

- **Media Shuttles:**
Provide shuttle services when the walk between media facilities (MMC) and race venues exceeds 15 minutes.
 - Prioritize small, flexible vehicles.
 - Critical times: before and after the race.
 - Shuttles from the Mixed Zone to Press Conference area when needed.
 - Ensure hybrid timetables that support early starts and late departures.
- **Reserved Parking:**
 - Reserved Parking: Approx. 30–80 spots, up to 200 at larger venues
 - Limited parking at race arenas for photographers and rights-holders.
 - Sufficient parking at the MMC for all accredited media.
 - Priority given to photographers due to heavy equipment needs.
 - Never distribute more permits than available spaces.
- **Airport Transfers:**
 - Include clear information about airport transport in the media invitation and guide.
 - Coordinate airport transfer options if needed, especially for title events or remote locations.
- **Clear Communication:**
 - Install signage for all shuttle and parking services.
 - Communicate timetables, pickup points, and access rules well in advance.
 - Define and share the procedure for distributing parking badges (onsite vs. pre-event).

4.3.4 Best practices

- Prepare a parking priority list in coordination with LOC management (media, teams, sponsors, etc.).
- Offer discounted transport or shuttle rates for accredited media (aim for 10–20% if possible), especially for those traveling by public transport from their home country or arriving via public transport from the airport. Providing clear information on available options and any negotiated discounts can significantly ease their journey and encourage more sustainable travel choices.
- When athletes need shuttle services after the race—for press conferences, anti-doping tests, or other obligations—assign a dedicated coordinator and establish a nearby, discreet pick-up point to minimize walking distance and avoid crowds.

4.3.5 Sustainability

- Promote carpooling to decrease the number of individual vehicles used during the event.

- Utilize electric or hybrid shuttles for media and staff transportation, coordinating schedules closely with event timings to minimize idle times and maximize efficiency.
- Consolidate travel schedules and maximize shuttle capacity during peak hours to avoid unnecessary trips.
- Encourage use of public transport, walking, and cycling as preferred mobility options whenever feasible.
- Plan media center locations strategically near key venues and public transportation hubs to minimize travel distances.
- Optimize staff travel by prioritizing trains or shared transport over flights wherever possible, to reduce the carbon footprint associated with air travel.
- Implement a robust data collection system to monitor travel-related emissions, enabling targeted actions to further reduce environmental impact.

4.4 Media Catering

4.4.1 Description

Providing proper catering for media representatives is essential to maintain energy, focus, and morale during long working days. Ensuring accessible, affordable, and nutritious options—along with continuous hydration—supports productivity and professionalism in the media environment.

4.4.2 Overall Objectives

- Keep accredited media well-fed and hydrated throughout the event.
- Offer variety, convenience, and affordability while considering environmental sustainability.

4.4.3 Must-Haves

- Free water, tea, and coffee available at all times in the MMC.
- Ensure quick and efficient service, and if possible, designate a dedicated dining area within the Media Centre for media representatives.
- Food variety: especially important for full-day events—go beyond repetitive sandwiches.
- Light snacks available in Sub Media Centers.
- For larger events (Level 4), meals may be offered at a cost, but prices should remain reasonable, and the quality of food should reflect the value and offer a variety of meals. For all other events, meals should be provided free of charge to accredited media.

4.4.4 Sustainability

- Following the [FIS Snowball guide](#), in the Food and Catering section you can find a comprehensive list of best practices, here we report the fundamental ones:
- Serve mainly vegetarian or vegan food and serve food which has ingredients grown / produced locally, within the host region;
- Use food supplied from further afield which is sustainable, fair trade and ethical, guaranteeing that producers get a fair price for their goods;
- Minimize single-use plastic by using only reusable tableware and install water fountain to avoid single use bottles;
- Optimize catering by calibrating food amounts according to the number of media people presents to minimize food waste, then reallocate surplus food to charitable organizations.

4.5 Media Technology

4.5.1 Objective

Provide a reliable, fast, and secure technological environment to support media work across all zones.

4.5.2 Must-Haves

- Ensure robust technical support by assigning a dedicated IT Coordinator who understands the specific technology needs of media. This person should actively track and manage incoming technical requests—such as LAN connections and high-capacity photo upload setups.

In addition, ensure that IT staff are present on-site during setup days and at key moments (e.g., race finishes) to promptly address any connectivity, power, or equipment issues.

- Ensure strong and reliable internet connectivity by providing free Wi-Fi for all accredited media. Prioritize wired (LAN) connections for photographers and rights holders, especially in high-traffic areas such as the Mixed Zone and Main Media Centre. Anticipate and plan for peak demand, particularly during post-race periods.
- Dedicated high-speed internet connections available upon request (can be charged at cost).
- Separate the Wi-Fi networks for journalists and photographers/video reporters to optimize performance. This ensures that those handling large file uploads—such as photos and videos—have faster, more reliable connections without interfering with general media traffic.
- Strong and consistent mobile network coverage throughout the venue.

- Reliable electricity supply with appropriate backup systems.
- Where feasible, implement QR-code based digital information boards instead of traditional pigeonholes.
- High quality sound system for press conference

4.5.3 Best practices

- Use the event as an opportunity to invest in or encourage improved local internet infrastructure.
- Collaborate with telecom partners for optimal venue coverage.
- Prioritize reliability and performance over offering “free but weak” access.

V. Communication

5.1 Event Website – Media Room

5.1.1 Objectives

Provide professional, timely, and comprehensive information to both on-site and remote media before, during, and after the event.

5.1.2 Must-Haves

- A clearly marked “Media section” section on the event website.
- Content available in English and the local language.
- A short post-event media report including key stats, facts & figures, highlights, and summaries.
- Embedded links to key platforms, including:
 - Telegram channel for real-time updates
 - SoundCloud or podcast/audio clips for media reuse
- Media accreditation details (application links, deadlines, requirements)
- Shuttle and transportation schedules
- Press conference times and locations if some are planned
- Downloadable Facts & Figures, Media Guide, and course descriptions
- The media guide should serve as a comprehensive reference, including all essential information such as accommodation contacts or suggestions on where to stay, accreditation details (where to collect them and how to access the location), the weekly schedule, media centre opening hours, any side events or activities, and relevant links to FIS platforms or communication channels. It should also include parking or access options near the race hill, rules and guidelines for media during a World Cup event, key contact information, social media links, detailed profiles of the

race hills with key names and historical highlights, as well as any other practical information that could help media prepare for and navigate the event smoothly.

- Daily race schedules and any last-minute changes
- Important local contact numbers, transport options, and links to local partners (airlines, car rental, etc.)
- Photo and video galleries, including:
 - Animated race course previews
 - Fresh racer interviews
 - Press conference videos
 - Audio interview files for radio reuse
- Designate a dedicated website/communications coordinator.
 - Consider partnering with media students or journalism schools to assist with content creation, editing, and multimedia production.
 - Assign a skilled editor for producing and uploading short video clips and social content.
 - Coordinate behind-the-scenes and “making-of” stories with a designated team.

5.1.3 Best practices

- Create short promotional clips and teasers that can be used for:
 - Social media and online campaigns
 - In-venue big screens
 - Partner promotional use
- Use behind-the-scenes coverage to showcase the organization of the event and the athlete experience.
- Coordinate with FIS to provide special accreditation (e.g., camera stickers) for any student or guest video teams working on content.
- Use the event website as the primary source of verified and up-to-date information for the media—on-site and globally. Prioritize easy navigation, clarity, and mobile responsiveness.
- Consider creating a dedicated sustainability section that clearly communicates the measures implemented by the event to reduce its environmental impact, as well as showcasing local sustainability projects and initiatives.

5.2 Public Relations (PR)

5.2.1 Objectives

Build visibility and media interest in the event before, during, and after the races through clear, consistent, and strategic communication. Strengthen public support and increase coverage by developing positive relationships with all stakeholders and media representatives.

5.2.2 Must-Haves

- Develop a comprehensive Media Plan that includes:
 - Press release schedule (pre-event, daily during event, post-event)
 - Stakeholder communication timeline
 - Official media invitation
 - Create and distribute targeted stories and press material before and during the event. Promote key athletes, local heroes, and storylines.
 - Ensure the event website remains the main source of information. Use it to publish press releases, photos, videos, contact info, schedules, and event updates.
 - Pre-event and event-week communication
 - Assign a dedicated staff member or use media monitoring tools to track and analyze coverage across online platforms, print media, television, and radio. After the event, compile a concise media impact overview as part of your post-event reporting. Share this summary with FIS and use it to evaluate success and improve future events.
- Work closely with your Marketing and Web teams to strengthen the event's brand and ensure consistent messaging across all platforms.
- Ensure welcoming communication and outreach to both local and international media
- After the final race, publish and distribute a concise event summary—including key figures such as spectator attendance and broadcast reach, along with quotes from athletes and stakeholders—on your website and to all media contacts.

5.2.3 Best practices

- Focus on storytelling: highlight athlete journeys, local engagement, volunteer efforts, and behind-the-scenes insights.
- Engage both fans and media with versatile content: video snippets, social clips, athlete soundbites.
- Instead of a traditional press dinner, consider a short networking reception featuring former athletes, legends, or key officials. Include an interview corner or photo backdrop for added media value.

5.3 Social Media

5.3.1 Description

Social media offers interactive, web-based communication where fans, media, athletes, and organizers share content and connect globally. Platforms include Facebook, Instagram, X, TikTok, YouTube, and others, enabling varied content such as videos, photos, blogs, and microblogs. Consistent, engaging activity is essential for success.

5.3.2 Objectives

- Increase event awareness and positive media coverage
- Connect personally with fans and target groups
- Build a community and give the event a distinct voice
- Reach audiences where they actively gather online

5.3.3 Must-Haves

- Appoint a dedicated Social Media Manager or team working year-round (students can be involved)
- Develop a comprehensive social media strategy
- Establish official event channels
- Link and cooperate with FIS, athletes, other World Cup organizers, and the local region or tourist office
- Provide content in both English and the local language

5.3.4 Best practices

- Assign skilled personnel knowledgeable about the sport and fluent in English
- Publish behind-the-scenes content, athlete interviews, race highlights, and inside information
- Use event-specific hashtags and collaborate with athletes and influencers to boost visibility
- Engage with the audience by responding to comments, posting regularly, and encouraging conversations
- Avoid spamming and respect copyrights by properly crediting all content
- Offer special incentives like small media awards for outstanding social media coverage

Thank you for your collaboration and commitment, we wish you the best of luck for a successful event and look forward to working together throughout the season.