



# Media Operations

Observer Programme

Day 3 – 17th Feb 2011

Presented by Jana Kramářová

Media Operations Manager



10. ZIMNÍ EVROPSKÝ OLYMPIJSKÝ FESTIVAL MLÁDEŽE 2011  
10<sup>th</sup> EUROPEAN YOUTH OLYMPIC WINTER FESTIVAL 2011



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Media Operations Coordinator



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Media Operations Manager



## Section Overview

- 🎨 Media services
  - press, internet, radio, TV and photo reporters
- 🎨 Main Press Center : in Tipsport arena
  - Opening hours: 12th - 19th February, 8:00 – 21:00
- 🎨 Subpress Centre: in the Olympic Village
  - Opening hours: 13th - 18th February, 8:00 – 21:00
- 🎨 5 Media Points:
  - at particular sports venues: Vesec, 2 at Ještěd, Břízky, Rejdice
- 🎨 Opening hours: 13th - 18th February, always an hour before and after a competition as well as official trainings
- 🎨 Professional services and background are arranged for media (wi-fi, start/result lists etc., refreshment...)

## Media entry forms

- 🎨 Media entry form at [www.eyowf2011.cz](http://www.eyowf2011.cz) in section Media
  - Start of media entries 15th November 2011
  - Deadline for media entries 31st January 2010
- 🎨 Almost 100 media representatives accredited



## Media Accommodation

- 🎨 We have not arranged accommodation for media. Media representatives booked accommodation by themselves directly through an agreed tourist partner of the OC
- 🎨 Journalists taking part as an NOC delegation member are accommodated in the Olympic Village



## Transport

- 🎨 Accredited media representatives may use the official EYOWF 2011 transport service to travel to all the venues, the Main Press Centre and the Olympic Village and public transport for free with their accreditation card



## Press Centers Work Content

- 🎨 Issuing previews before each discipline
- 🎨 Issuing starting lists, standings, results etc.
- 🎨 Making flash interviews with sportsmen
- 🎨 Working out winners ´profiles
- 🎨 Ensuring press conferences with outstanding guests during the Festival
- 🎨 Providing all necessary, important and useful information to journalists







## Volunteers

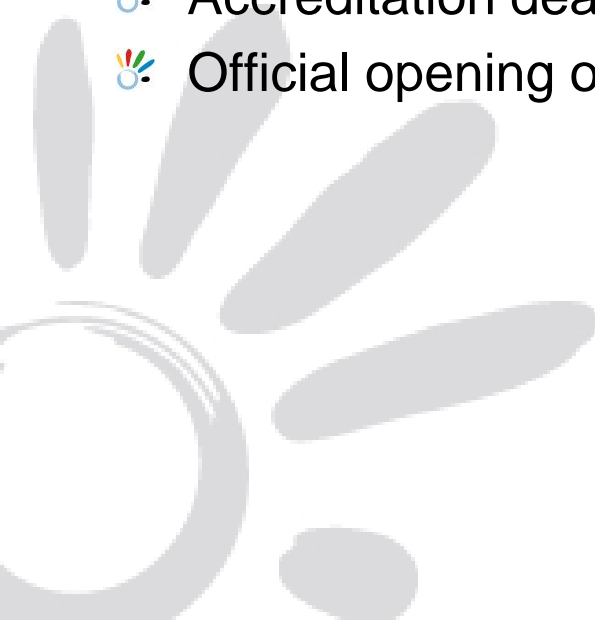
- 🎨 14 students of journalism, marketing or languages
- 🎨 Participated in several trainings
- 🎨 Realized practical tasks – interviews, sports previews etc.





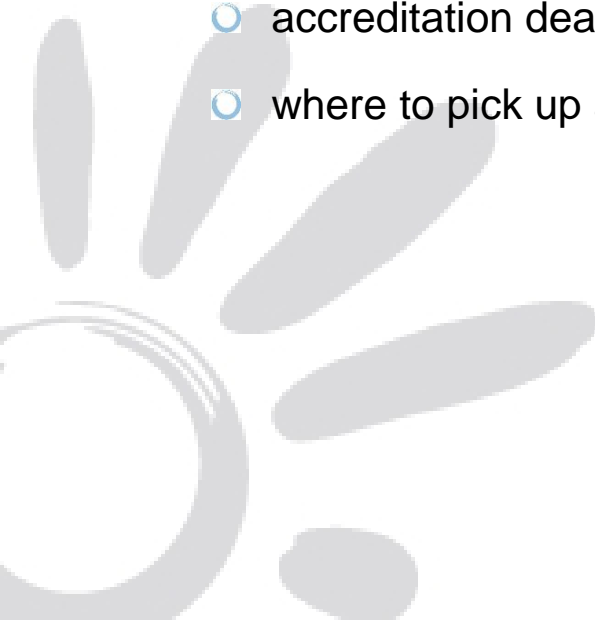
## Major milestones

-  Booking areas and equipment for Press centers and Media points Oct 2010
-  Volunteers' addressing and first meeting Nov 2010
-  Accreditation start-up and media addressing Nov 2010
-  Volunteers' training Dec 2010
-  Accreditation deadline Jan 2011
-  Official opening of Press centers and Media points Feb 2011



## Key Challenges

- 🎨 Preparation, launching and functionality of the online accreditation form
- 🎨 Ensuring suitable areas for Media Points at the venues
- 🎨 Reminding journalists all information
  - accreditation deadline
  - where to pick up an accreditation card etc.



## Recommendations

- 🎨 Be precise and put together all the data continuously into well arranged charts
- 🎨 Keep all the communication with OC members, media, volunteers etc. in written evidence
- 🎨 Communicate regularly with volunteers, motivate them and get them ready
- 🎨 Communicate intensively with journalists