

Media Policy

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1 PURPOSE, SCOPE AND APPLICATION

- 1.1 The International Hockey Federation (*FIH*) is recognised by the International Olympic Committee as the sole ultimate governing body for the sport of *Hockey* throughout the world. *FIH's* purpose is to raise the global status and popularity of hockey. The Media Policy (the *Policy*) is adopted and implemented as part of the *FIH's* strategy to unite the hockey community to reach its ambition - a global game that inspires the next generation.
- 1.2 The Policy aims to assist in the management of the relationship between the accredited media covering *International Events* and *Participants*. Crucially, this *Policy* also assists in maximizing and enhancing the media coverage of *International Events* to help achieve *FIH's* purpose.
- 1.3 Unless otherwise indicated, words in italicised text in the *Policy* are defined terms and their definitions are set out in Article 5 of this policy.
- 1.4 All *Participants* are automatically bound by and required to comply with all of the provisions of the *Policy*. Accordingly, by their participation in a *Match* or an *International Event*, such *Participants* shall be deemed to have agreed that it is their personal responsibility to familiarise themselves with all of the requirements of the *Policy* and acknowledge non-compliance with the Policy may result in disciplinary action being taken against them.
- 1.5 While this *Policy* sets out general guidelines and minimum requirements *FIH* reserves the right to apply flexibility whenever needed, for the benefit of all parties, and to modify them following consultation with the *Participants*.
- 1.6 The Policy incorporates the Social Media Guidelines set out in Article 3 of this policy.
- 1.7 The *National Association* of each participating team is responsible for informing and educating *Participants* about the *Policy* and ensuring that each *Participant's* media (and social media) activity prior to, during and after the *International Event* is in accordance with the *Policy* and does not bring the name of the *FIH* and sport of *Hockey* into disrepute..
- 1.8 Each Participant acknowledges the importance of communicating and cooperating with the media in order to enhance the image of *International Events*. The Policy applies to all *Participants* for the duration of the *International Event* (from the start of the *Outward Journey* until the conclusion of the *Homeward Journey*).
- 1.9 The *Code of Conduct* will come into full force and effect at *FIH* level on 1 May 2016 (the *Effective Date*) and will supersede the previous *Policy* as from that date. It may be amended from time to time by the *FIH*.

2. MEDIA ACTIVITIES

- 2.1 *Participants*, and in particular, Captains shall participate in media conferences / briefings.

- 2.2 *Participants* shall participate in media activities. Media activities may vary from each *International Event*, but shall include training sessions, school visits, personal appearances, photo opportunities and media conferences / briefings. Still and moving images from these media activities may be used for promotional and broadcast production.
- 2.3 *Participants* shall take part in promotional video shoots or other similar activity as may be reasonably required by *FIH*. These may be scheduled on non-match days.
- 2.4 *Participants* shall participate in TV and / or radio interviews pre and post *Matches*, throughout the *International Event*, for promotional activity and international broadcast.
- 2.5 The capturing of team “huddles” may take place before the start of any period of a *Match*
- 2.6 Each changing room may have a small remote-controlled camera installed which will be used according to the following protocol:
- a the location of the cameras will be indicated to Team Managers
 - b a red cue light will indicate when the camera is live to air
 - c shots will be wide angled to encompass the team rather than focused on individuals
 - d these cameras will provide vision only; there will be no audio
 - e the maximum usage is specified below, however not all shots will be used for each *Match*.
 - f use of the shots will be determined by the Host Broadcaster for each *Match*
 - g shots from changing room cameras may only be used at the following times:
 - i a single shot may be transmitted from each changing room on a delayed basis as part of a pre-recorded sequence showing the team arriving at the venue, exiting the bus, moving into the tunnel area and entering the changing room. It will be a wide shot of the team entering the changing room moving to and placing their gear in their respective positions
 - ii a single shot from each changing room of a maximum of 20 seconds may be transmitted live between 8 and 10 minutes before the start of a *Match*. These shots should show the final team huddle / interaction prior to leaving the changing room
 - iii during half-time a single shot from each changing room for a maximum of 20 seconds may be transmitted live at a specified time
 - iv subject to prior agreement with each individual team, a maximum of 2 shots post *Match* from each changing room may be recorded and broadcast on a delayed basis. These will be a maximum of 20 seconds duration each. Agreement on the use of these shots can be reached based on results (eg it may be agreed that these shots are not used if a team loses a *Match*)
- 2.7 *Participants* may receive requests for half-time interviews, however these are subject to agreement by the respective Team Management and *FIH*.
- 2.8 A compulsory post-Match Mixed Zone or equivalent will be in operation following all *Matches*. It will be managed by *FIH* and is designed for brief commentary on the *Match*, not detailed interviews. The Mixed Zone, or its equivalent, is a managed area where the accredited media have the opportunity to interview players and coaching staff as they leave the Match Venue. Players and coaching staff are separated from the media by means of suitable barriers. The Mixed

Zone opens following the end of the *Match*. Written press will have priority in terms of access to players and coaches in the Mixed Zone. This is followed by TV and radio rights holders and finally broadcast non-rights holders. All players and coaches should leave the Match Venue through the Mixed Zone, unless otherwise agreed by the FIH Event Director.

- 2.9 *Participants* will be required to give compulsory flash interviews:
- a prior to the start of the second half / third quarter of a *Match*
 - b within one (1) minute of the end of a *Match* / Shoot-out, unless it is deemed unreasonable to do so by the FIH Event Director
 - c the captains of the two teams shall attend one world feed interview on the field or in close proximity of the changing room immediately after the end of the *Match* / Shoot-out and prior to returning to the changing room
 - d each interview will be conducted in English by the Host Broadcaster's reporter
 - e *FIH* may put in place a process to select a Player of the *Match* for each *Match*; if this happens the Player of the *Match* will conduct a flash interview after the final whistle / Shoot-out and prior to returning to the changing room
- 2.10 *Participants* shall participate in a Highlights Show, by providing an interview and / or commentary, which will broadcast after the conclusion of the world feed.
- 2.11 *Participants* shall participate in guest slots during live broadcast
- 2.12 *Participants* shall participate in a "Master Class" slot during broadcast. This will provide an opportunity to analyse performances individually and as a team and will take place on non-match days.
- 2.13 *FIH* or the broadcasters will provide a set of headphones to the team benches so that *Participants'* reaction can be captured during a *Match*.
- 2.14 Umpires may be required to wear for broadcasting purposes specifically designed cameras and microphones.

3. SOCIAL MEDIA ACTIVITIES

- 3.1 *FIH* recognises the importance of social media for *Participants* communicating with hockey fans. The *FIH* Social Media Guidelines, a copy of which can be found on the *FIH* web site at <http://socialmedia.fih.ch> have been developed to reflect standards expected from *Participants* at *International Events*. These Social Media Guidelines apply equally to all *Participants* and will sit alongside each Participating National Association's existing guidelines. Breaches of the Social Media Guidelines shall be treated in the same manner as any other breaches of this Policy and / or the Code of Conduct. Breaches of the Social Media Policy by *FIH* Representatives and staff shall be dealt with in accordance with the *FIH* Staff Procedures.
- 3.2 In addition to the Social Media Guidelines, any social media activity, including tweeting, is not permitted from the field of play, technical table and / or team bench during a *Match*.

4. **IMAGE AND DATA RIGHTS**

- 4.1 *Participants* consent to be filmed, televised, photographed, identified and / or otherwise recorded during *International Events*, and that their captured or recorded images, together with their name, likeness, voice, performance and biographical information, may be used in any content, format and through any media or technology whether now existing or created in the future, by the *FIH* and third parties authorised by the *FIH* during and after an *International Event* in perpetuity in relation to the promotion of the *International Event*, the sport of *Hockey* and the *FIH*, in a commercial or non-commercial manner
- 4.2 The copyright of footage and photographic images produced by *FIH* and third parties remains with the *FIH*. Written permission from *FIH* must be given for any *Participant* or third party to use the footage/images.
- 4.3 All rights to exploit any news and information services and content arising from the *International Event* are retained by *FIH*, including, without limitation, all data, stills, audio and audio visual archive.
- 4.4 *Participants* consent to their personal information (“Personal Data”) being collected by the *FIH* and organising committees, and to such data being stored and used by the *FIH* and organising committees in any place required for its operation, for the purposes of facilitating his/her participation in, and/or organising, *International Events*. This consent includes the right for the *FIH* and organising committees to collect and process their Personal Data, including where necessary to share such data with law enforcement authorities and other third parties, in all manners necessary for the following purposes:
- a security risk assessments
 - b manage accreditations
 - c carry out anti-doping activities
 - d manage tournaments and results
 - e provide services to participants and the media
 - f investigation and/or prosecution of breaches of any of the *FIH Statutes, Code of Conduct* and other applicable rules and regulations (which may require, for example, the collection relevant information in relation to the prevention of the manipulation of competitions);
 - g statistics, historical studies and other *FIH* approved research projects conducted during and after the *International Event*
 - h any other data processing operation to which they provide their express consent to the *FIH* and / or the organising committee

5. **DEFINITIONS**

Code of Conduct

The *FIH* Code of Conduct

Continental Federation / National Association

A continental or national entity which is a member of or is recognised by the *FIH* as the entity governing the sport of hockey in a continent / country.

Effective Date. As defined in Article 1.9

Executive Board

The Executive Board of the *FIH*.

FIH

The International Hockey Federation.

Hockey

The sport of hockey, including both field and indoor hockey and all current and future forms, variations and/or derivatives of the game modified or derived from its traditional form, irrespective of the number of players involved, or the type of venue or playing surface used (excluding only ice-hockey), as decided from time to time by the *Executive Board*.

Homeward Journey

The air, rail or coach passage between a single international airport, train station or point of departure in the host country of the International Event as applicable and a single international airport, train station or point of arrival in the *National Association's* home territory (with the exception of the Host *National Association*).

International Event.

A duly sanctioned *Match* or event contested by national representative teams.

Match

A hockey match of any format and duration in length in which two teams compete against each other to which the *FIH* deems it appropriate that the *Media Policy* should apply.

Media Policy (The Policy).

The *FIH* Media Policy as amended from time to time.

Outward Journey

The air, rail or coach passage between a single international airport, train station or point of departure in the home territory of a *National Association* (other than the Host *National Association*) and a single international airport, train station or point of arrival in the host country of the *International Event*.

Participants

Participants shall be considered as the following:

- a All *National Association* team members and officials including Players, Team Management, Coaching Staff, Medical Staff, Technical Support Staff and any duly appointed representatives of the *National Associations* of the participating teams.
- b All *FIH* tournament officials including the *FIH* Representatives, *FIH* staff, Technical Delegate, Technical Officers, Umpires' Managers, Medical Officers, Media Officers, Judges, Umpires and any other ad hoc officials appointed by the *FIH* or the organising committee.
- c The host *National Association's* representatives and the members of the organising committee.

Statutes

Statutes of the *FIH*