



www.panamhockey.org

GUIDELINES FOR PAHF COMMUNICATIONS OFFICERS

1. ROLE & RESPONSIBILITIES

- 1.1. The Pan American Hockey Federations appoints Communications Officers to all its official competitions (men and women):
- Pan American Games;
 - Pan American Cups;
 - Pan American Challenges;
 - Junior Pan American Championships;
 - Indoor Pan American Cups.

Communications Officers might also be appointed to some regional development competitions organized by PAHF.

- 1.2. The PAHF Communications Officer is appointed by the Appointments Committee, based on suggestion from the Media & Communications Panel Chairperson.
- 1.3. The Communications Officer is an integral part of the PAHF Team of Officials at the event and reports to the Tournament Director (TD).
- 1.4. The Communications Officer's main responsibility is to ensure that the competition results and information are released in a timely manner on the various platforms available; the Communications Officer also acts as a liaison with the Host Media Officer and provides, when appropriate, the necessary communications advice to the PAHF team of Officials.
- 1.5. The Communication Officer coordinates and collaborates with the local volunteers, photographers and video-team working for PAHF.

2. PREPARATION

- 2.1. Upon receiving the appointment, the Communications Officer must confirm their availability with the PAHF.
- 2.2. After confirming the appointment, the Communications Officer needs to establish contact at the earliest opportunity with:
 - The TD for the event;
 - The other Communications Officers (if any);
 - The PAHF Webmaster;
 - The Media Contact on the Host Organizing Committee.
- 2.3. The Communications Officer must coordinate travel arrangements to and from the tournament with the PAHF. Arrival should allow participation in the pre-tournament meetings, and departure should ideally be the day after the end of the event to allow for sufficient coverage of the last matches and Awards Ceremony.
- 2.4. The Communications Officer needs to use his/her own laptop during the event. The laptop needs to have the necessary software to write reports, update the PAHF web site using the web-based CMS and communicate by e-mail. Skype is also often used to communicate with the PAHF webmaster, or other persons monitoring the web site from afar.
- 2.5. Before the event, the Communications Officer needs to confirm with the Media contact on the Host Organizing Committee the availability of the following facilities:
 - A work area for the Communications Officers;
 - A work area for the photographer(s) and/or video team working with PAHF;
 - A high-speed Internet connection at the venue, preferably wired, or password protected if wireless;
 - A high-speed Internet connection at the hotel;
 - A mixed-zone.

If media are expected, reserved seats in the stands and a work area need to be prepared in an appropriate location for the media to accomplish their work.
- 2.6. Before the competition, the Communications Officer needs to obtain from the PAHF Webmaster a personal username and password to access the PAHF CMS, as well as the usernames and passwords to post on the various PAHF social media channels.
- 2.7. The Communications Officer needs to work with the Host Organizing Committee to recruit a photographer for the duration of the competition. PAHF has a policy in place to financially compensate photographers.

2.8. The Communications Officer can work with the Media contact on the Host Organizing Committee to attempt recruiting local volunteers to assist with the Communications duties, in particular:

- Capture of video-clips (players and coaches) after the games;
- Posting on social media.

2.9. Before the competition, the Communications Officer needs to work with the PAHF webmaster and the PAHF Administration to determine the plan for translation during the event. Communications Officers are not expected to translate the articles or match reports that they write. Translation is the responsibility of the PAHF Administration, and a translator should be available during the event to handle translation with a quick turn-around.

3. DUTIES DURING THE EVENT

3.1. It is important to act from the start as a member of the PAHF Team of Officials to ensure full cooperation during the event. Contact with the TD and the PAHF Representative should be made as soon as possible after arriving at the event location.

3.2. The Communications Officer should attend the Team Managers Meeting and prepare a short presentation on the communications operations (mixed zone, video-clip interviews, web site URL, social media accounts, hashtags, etc...), reminding teams that players and coaches should comply and cooperate with these operations. The Team Managers should also be encouraged to communicate special events, Caps milestones, etc...

3.3. The main responsibility of the PAHF Communications Officer is to ensure that the competition results and information are posted in a timely manner on the PAHF web site (<http://www.panamhockey.org/>) and on the various PAHF social media channels. Preparing the facilities for the media (reserved seats, workroom, internet access, etc...) and dealing with the local media is the responsibility of the Host Organizing Committee, although the PAHF Communications Officer will of course cooperate with the Host Media Officer and assist if necessary.

Note: "*posting on the PAHF*" web site could mean:

- Either that the Communications Officer updates the web site directly from the venue, using the web-based PAHF CMS;
- Or, in exceptional circumstances, that the Communications Officer transmits information to the PAHF webmaster who will do the posting remotely.

3.4. Timelines and priority for posting on the PAHF web site:

- 3.4.1. **Team Rosters:** usually posted before the start of the competition, but often modified (name spelling, shirt #, etc...) during the Team Managers Meeting the day before the event. All other changes decided at this meeting (schedule, etc...) need to be reported immediately on the PAHF web site.
- 3.4.2. **Score of a game:** usually updated automatically by the TMS (Tournament Management Software used at the Technical Table). However, in exceptional circumstances, the Communications Officer might need to manually update the score of a game in the CMS. As soon as the game is officially finished, the pool standings are automatically updated by the CMS to include the latest result.
- 3.4.3. **Official Match Sheet** (in PDF format): as soon as it is available (either from the TMS or from the Technical Table). If the TMS is not used, a system needs to be established with the Technical Officials to receive an electronic copy of the Match Sheet after each game, either by email if the Technical Table has an internet connection or using a USB stick.
- 3.4.4. **Report:** depending on the number of games and on the schedule, the Communications Officer might choose to describe each game individually or to do a global daily report.

All reports need to be posted on the PAHF web site in English and in Spanish. A procedure must be put in place to have the reports translated as soon as possible, either on-site or by a translator on-call remotely. All reports should be posted in the translated language no more than four hours after their posting in the original language.

- 3.4.5. **Photography:** photos are critical to the successful coverage of an event and all efforts should be made to provide superior quality photos from as many games as possible. Photos should include action pictures, but also pictures of the venue, spectators, etc.... Photos should be processed rapidly to be posted as soon as possible after a game, with the goal of posting all the daily photos within a few hours of the last game of a given day. If possible, a selection of photos should be made available during the game for usage on social media.

A group photo of each team should be obtained as early as possible in the event.

[Annex A](#) provides additional technical information regarding photography.

3.4.6. **Video-Interviews:** after each game, a video-interview of at least one player (or coach) from each team should be done in the mixed-zone, if possible in front of a PAHF branded backdrop. The interviews should be conducted in the native language of the player (English or Spanish) and should be around two minutes long to avoid lengthy upload to YouTube.

Once the video-clip has been uploaded to YouTube, a link needs to be added to the corresponding match on the web site (using the CMS).

3.4.7. **Statistical reports** (Goal Scorers, Penalty Cards) are available in the TMS in PDF format and should be posted on the PAHF web site at the end of each competition day.

3.4.8. Occasionally, special communications from the TD (change in the schedule, disciplinary sanctions, etc...) need to be posted on the PAHF web site, always in PDF format.

3.4.9. Other items could also be prepared and posted on the web site, depending on the expertise of the Communications Officer, the assistance of other volunteers, the time and tools available:

- **Player Profiles**
- **Coach Profiles**
- **Official Profiles**

3.5. Social Media: Insuring a strong presence on social media during the competition is becoming an increasingly important part of the work of the Communications Officer. PAHF is using the following channels:

- Facebook: PanAmHockey
- Instagram: panamhockey
- Twitter: @PanAmHockey

Guidelines for an efficient use of social media evolve constantly and rapidly. The Communications Officer should check with the Media & Communications Panel Chairperson, or with the PAHF Social Media Coordinator, to become familiar with the recommended practices.

3.6. The Communications Officer is responsible for the selection process for the **Player of the Tournament** and the **Goalkeeper of the Tournament**. This is usually done by polling members of the media, hockey experts attending the event and Technical Officials accepting to participate. The final selection needs to be transmitted to the TD for consultation before the final game and the two Awards (as well as the **Top Goal Scorer Award**) must be included in the Awards Ceremony Protocol.

3.7. Press Conferences: Press Conferences are only justified if there is a large media presence, usually after important games of the host country. Even so, most media prefer to work in a mixed-zone than in the regulated format of a Press Conference.

If a Press Conference is needed, the Communications Officer will work with the Host Organizing Committee to prepare the logistics (adequate space, audio equipment, translation, Master of Ceremonies to run the press conference, etc...). Managing the Press Conferences is the responsibility of the Host Media Officer. The PAHF Communications Officer should only be involved in running a Press Conference in the absence of a local host.

3.8. Final Report: before leaving the event, a final round up report of the tournament should be done and posted on the web site. This Final Report should be an overall summary of the event that could be used by the media to write a news release about the event.

4. DUTIES AFTER THE EVENT

4.1. Within two weeks of the conclusion of the event, the Communications Officer will send a report to the Chairperson of the PAHF Media & Communications Panel, describing the communications/media activities during the event and highlighting what went well (recommendations for future events) and what did not work so well (issues that should be improved at future events). The report should also include information about local media coverage of the event (TV, local newspapers, etc...) if applicable.

ANNEX A – EVENT PHOTOS FOR PAHF WEB SITE

Photos are critical to the successful coverage of an event and all efforts should be made to provide superior quality photos from as many games as possible, as well as from the Awards Ceremony.

Prior to the beginning of the event, the Communications Officer and the Host Organizing Committee should secure the cooperation of a photographer, with the equipment and experience to take action pictures and process them rapidly. This could be a volunteer photographer interested in gaining experience and exposure, or a professional photographer already covering the event for other media and willing to provide a daily selection of photos to PAHF.

PAHF has a policy in place to financially compensate photographers.

All photos must be provided to PAHF free of any rights. The photographer will receive the appropriate photo credit for each picture on the PAHF web site. The photographer has the right to distribute the photos to other media or individuals, during or before the event, but PAHF retains the permanent rights to use the provided photos for promotional, non-commercial and non-profit purposes.

The provided photos should not only include action shots, but also photos of emotions, of athletes not in action, of the Technical Officials and Umpires, of the venue, of the audience, of the VIPs, of the Awards Ceremony, as well as a group photo of each team.

If not all games can be covered, the photographer should be careful to provide a balanced exposure to all teams, and not only to the top teams in the competitions, or the host country.

Technical information:

- **Size:** pictures posted on the PAHF web site should be in “landscape” format with a width of 850 pixels. The odd picture that can only be in “portrait” format should have a height of 850 pixels. In the traditional 3 x 2 ration, the dimensions are:
 - Landscape: 850 x (566) pixels
 - Portrait: (566) x 850 pixels
- **Resolution:** 72 dpi
- **Copyright information:** should be included in each picture metadata during processing, as it is automatically extracted by the CMS to be displayed on the site.
- **Naming standard:** all pictures should be renamed by the photographer to allow quick identification:
yyyy-mmdd-G-XXX_YYY-nnn

E.g.: 2015-0911-M-ARG_CAN-075

ANNEX B – NAMING STANDARDS

- yyyy-mmdd: date of game (year-monthday)
- G: gender (M or F)
- XXX_YYY: team codes

Daily appointments, Game Sheets and Statistics:

- folder: **gamesheets/yyyy/event**
- Daily appointments: **yyyy-mmdd-G-Appointments**
e.g.: 2015-0911-M-Appointments.pdf
- Game Sheets: **yyyy-mmdd-G-XXX_YYY**
e.g.: 2015-0911-M-ARG_CAN.pdf
- Daily scorers standings: **yyyy-mmdd-G-Goals**
e.g.: 2015-0911-M-Goals
- Daily cards list: **yyyy-mmdd-G-Cards**
e.g.: 2015-0911-M-Cards

Pictures:

- Folder: **pictures/yyyy/event**
- Pictures: **yyyy-mmdd-G-XXX_YYY-nnn**
e.g.: 2015-0911-M-ARG_CAN-001.jpg

Videos

- Uploaded directly to YouTube (i.e. do not reside on the PAHF server):
- Videos code on YouTube: **yyyy-mmdd-G-XXX-First_LastName**
e.g.: 2015-0911-M-GUA-Roberto_Chavez
- Video description on YouTube and caption on the PAHF web site:
2015 Central America Indoor Championship (field hockey) – Tegucigalpa, Honduras
- 11 Sep 2015 - Guatemala vs. Honduras – Roberto CHÁVEZ (GUA)