

London 2012 Paralympic Sailing competition

Athlete Media Guide

The Athlete Media Guide shall apply from

22 August until 6 September 2012

1 Introduction

- 1.1 This Athlete Media Guide (AMG) outlines the media environment that will be in operation during the London 2012 Paralympic Sailing competition, and sets out how athletes will engage with media and associated obligations.
- 1.2 This document is written for athletes, their support teams and Race Officials. Any media representatives should contact the LOCOG Press Operations department for any information.
- 1.3 By participating in the Event, athletes automatically grant to the Organising Authority and its sponsors the right in perpetuity to make, use and show, from time to time at their discretion, any motion pictures and live, taped or filmed television, audio and other reproductions of the athlete during the period of the competition without compensation (Notice of Race paragraph 19.2).
- 1.4 The London 2012 Paralympic Sailing competition Sailing Instructions (SIs) and supporting documents on penalties clarify the media obligations where penalties will be applied. These are referenced by [SP] (standard penalty) or [DP] (discretionary penalty) in this document.

2 Media representation

- 2.1 Approximately 200 media representatives are expected to attend the London 2012 Paralympic Sailing competition. All authorised media personnel will be identified by appropriate accreditation, which determines their access to defined areas on the Venue and in the Sailing Competition Areas.
- 2.2 A number of broadcasters will be present, together with photographic and written media journalists. They will have access to on-water controlled areas, the mixed zone and media conferences.
- 2.3 LOCOG has established the Olympic and Paralympic News Service (OPNS) with staff reporters who will generate generic news content including athlete comments that will be made available to all reporters.
- 2.4 Accredited media boats will be clearly and individually identified on the water by a green media flag and a unique number. The movement of media boats will be restricted during racing.

3 Athlete media responsibilities

- 3.1 Before competition/before racing
 - 3.1.1 A tracker mounting will be fitted to all boats before the start of competition. The tracker battery pack shall be collected and securely fitted before racing each day. Full details are included in the separate tracking usage guidance document. {SP}

3.2 Sailing out and pre-start

3.2.1 Athletes may be photographed whilst sailing to the Course Area. An athlete may signal to be left alone by holding an arm out with a palm-facing open hand showing towards the media boat(s) concerned.

3.2.2 The media are excluded from the Course Area before racing from the time when orange is displayed on the Race Committee boat.

3.3 During racing

3.3.1 Media and spectator boats are restricted to the designated areas specified in the London 2012 Paralympic Sailing Competition Media, Marshal and Support Boat Regulations.

3.4 Return to shore

3.4.1 Athletes shall pass through the mixed zone on return to shore, but are not obliged to speak. Athletes will go through the broadcast section of the mixed zone before reaching the press section. Reporters from the OPNS will work in the mixed zone to gather athlete comments for flash quotes. [SP]

3.4.2 National Paralympic Committee (NPC) press attachés shall be permitted to meet their athletes on the pathway of the mixed zone, but this is limited to the press section only. Press attachés must be wearing their armband (distributed by the IPC) and must abide by the agreed rules of conduct.

3.4.3 LOCOG Games Maker volunteers will be on hand to support athletes at the mixed zone if required.

3.4.4 All athletes shall attend a media conference on request from the Organising Authority (Notice of Race paragraph 19.5). Selected athletes shall be invited to the media conference via their team leader, team press officer or press attaché. [SP]

3.4.5 Athletes may be asked to be available for interviews outside the formal mixed zone and media conferences, on either training or competition days (Notice of Race paragraph 19.6).

3.5 As specified in paragraph 19.7 of the Notice of Race, if agreed by the Technical Delegate, an athlete may defer media engagements for physical recovery reasons.

4 Victory Ceremonies

4.1 All medal winners shall attend a media conference immediately after the Victory Ceremony.