

London 2012 Olympic Sailing competition

Athlete Media Guide

The Athlete Media Guide shall apply from

16 July until 12 August 2012

1 Introduction

- 1.1 This Athlete Media Guide (AMG) outlines the media environment that will be in operation during the London 2012 Olympic 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 18.2).
- 1.4 The London 2012 Olympic 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.
- 1.5 Supporting documents that will provide more information to athletes include the provisional course allocation plan, tracking system and on-board camera guidance documents.
- 1.6 The area on the hill above the Nothe Course Area will host up to 5,000 ticketed spectators each day. The Organising Authority course allocation strategy aims to provide a good spectator experience whilst providing excellent racing.

2 Media representation

- 2.1 Approximately 500 media representatives are expected to attend the London 2012 Olympic 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 Olympic Broadcasting Services (OBS) is appointed by the International Olympic Committee (IOC) as the host broadcaster for the Olympic Games. OBS will produce and transmit unbiased live television coverage. OBS has priority media access to defined areas on the Venue and the Competition Areas, including the boat parks, the mixed zone and media conferences.
- 2.3 A number of other broadcasters will also be present, together with photographic and written media journalists. They will have access to on-water controlled areas, the mixed zone and media conferences.
- 2.4 LOCOG has established the Olympic News Service (ONS) with staff reporters who will generate generic news content including athlete comments that will be made available to all reporters.

- 2.5 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 controlled on all courses to ensure minimal disturbance to racing, with additional restrictions for the Harbour and Nothe courses.

The following media boats will be present at the Sailing competition:

- 2.5.1 Host Broadcast: around 20 boats (four catamarans, remainder RIBs) – identified by 'OBS' on green media flag. The boats that are allowed in the Course Area during racing will also have a pink flag;
- 2.5.2 Other broadcast: 10 RIBs – identified by 'OBS' on green media flag;
- 2.5.3 Photo journalists: 14 RIBs – identified by 'MEDIA' on green media flag;
- 2.5.4 Written press: five Beneteau motor yachts – identified by 'MEDIA' on green media flag.
- 2.6 OBS helicopters will fly to agreed guidelines to minimise any disruption to 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. Athletes shall collect and securely fit the tracker battery pack before racing each day. Full details are included in the tracking usage guidance document. [SP]
- 3.1.2 Athletes shall permit an on-board camera or dummy camera to be mounted on the boat when requested to do so. Full details are included in the on-board camera 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. This restriction does not apply to OBS boats flying a pink flag.
- 3.2.3 Athletes in the first race of the day on the Nothe course shall 'check in' when they arrive at the Course Area by sailing between the pink and blue pyramid spectator mark situated in front of the Spectator Area and the nearby shoreline. Athletes in subsequent races are encouraged to 'check in' if there is time to do so.

3.3 During racing

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

3.4 End of race

3.4.1 The top three finishers in any fleet race on the Nothe course shall sail past the Spectator Area between the pink and blue pyramid mark and the shoreline as soon as reasonably possible after finishing their race, before departing the Course Area. After the last match race flight of the day, all teams in that flight shall sail past the Spectator Area as above.

3.5 Return to shore

3.5.1 Athletes shall walk 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 ONS will work in the mixed zone to gather athlete comments for flash quotes. [SP]

3.5.2 National Olympic Committee (NOC) 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 IOC) and must abide by the agreed rules of conduct.

3.5.3 LOCOG Gamesmakers will be on hand to support athletes at the mixed zone if required.

3.5.4 All athletes shall attend a media conference on request from the Organising Authority (Notice of Race paragraph 18.5). Selected athletes shall be invited to the media conference via their team leader, team press officer or press attaché.[SP]

3.5.5 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 18.6).

4 Additional medal race requirements

4.1 The Quarantine Area will be adjacent to the mixed zone. OBS will have access to the Quarantine Area.

4.2 Athletes shall go through the mixed zone two hours before the scheduled start time and may choose to do interviews with media representatives.

4.3 Athletes in the first medal race of the day shall 'check in' when they arrive at the Nothe Course Area by sailing round the pink and blue pyramid 'spectator sign-in mark'. Athletes in subsequent medal races are encouraged to 'check in' if there is time to do so.

- 4.4 The three medal-winning boats shall sail past the Spectator Area and round the pink and blue pyramid spectator mark before leaving the Nothe Course Area.

5 Victory Ceremonies

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

6 Additional information

- 6.1 Medal winners may be requested to attend the Nothe spectator venue on a subsequent day. Athletes may be asked to give live interviews or contribute to race analysis.