



RUGBY WORLD CUP SEVENS 2009 MEDIA RULES

MEDIA ACCREDITATION PACK

The aim of the Rugby World Cup Sevens 2009 Media Rules is to assist in the management of the relationship between the accredited international media covering the Tournament and the Participating Unions, and to assist in maximising the media coverage of the Tournament, Participating Unions, Team Members and the Game of Rugby. While these Media Rules set out general guidelines and minimum requirements RWCL reserves the right to apply flexibility whenever needed and to modify them.

Each Participating Union and each Team Member should acknowledge the importance of communicating and cooperating with the media in order to enhance the image of the Tournament, as the premier event of world Rugby. Cooperation from Team Members in meeting their media requirements throughout the course of the Tournament will be greatly appreciated by RWCL.

The RWC Sevens 2009 Media Rules apply at all accredited venues for the duration of the Tournament and are designed to enable RWCL to deliver the Tournament media programme. The terms of the Media Rules apply to Participating Unions and the members of the media. For Participating Unions they will be applied alongside the IRB Code of Conduct. For the media they will complement the Media Accreditation Terms and Conditions of Accreditation.

It is the responsibility of each Participating Union to ensure that the statements, comments, interviews or columns of the Team Members and those associated with the Team in an official capacity are in accordance with the IRB Code of Conduct (Regulation 20) and do not bring rugby, RWCL, the IRB, their Union or the Tournament into disrepute.

Key Tournament Media Personnel

RWC Sevens Tournament Media Manager

RWC Sevens 2009 Media Manager is the senior RWCL Manager responsible for all Tournament media and communications related activities (internal and external), including media operations and services, media management and relations, issues management, public relations and Tournament editorial services.

Venue Media Manager (VMM)

The Venue Media Manager is an official appointed by the Organising Committee to manage the media facilities, staff and logistics at a match venue. This includes Venue Media Centre, Media Conference Room, Photographers' Room and Mixed

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Zone. Staff under the management of the VMM include Media Centre Supervisor, Venue Photo Manager and Media Conference Supervisor. The VMM also works closely with the Team Media Manager and RWC Sevens Tournament Communications Manager

Media Broadcast Representatives

ProActive TV is the RWCL Official Broadcast representative for Rugby World Cup Sevens 2009. ProActive venue representatives will coordinate the delivery and production of the Host Broadcast signal and any other unilateral broadcasting requirement for both TV and radio. This includes management of the pre-match TV and radio interviews as well as post-match multilateral and unilateral interviews (TV and radio) at each venue.

Pre-Tournament Media Activities

General media conduct and comments

In the build-up to, during, and after the Tournament, Team Members are encouraged to comment on the Tournament. All comments (including newspaper articles, radio and TV interviews, columns, blogs, books, 'web-site diaries', etc) must be fully compliant with the provisions of the Terms of Participation and with the IRB Code of Conduct and must not bring the Tournament, their Union, Team or RWCL into disrepute. It is the responsibility of the Participating Union to make sure that the Team Members are aware of the regulations and rules governing their media activity prior to, during and after the Tournament.

Prior to arrival in Dubai the Team Manager must submit to RWCL:

Team Media Schedule (TMS)

Each Participating Team shall prepare in advance of arrival a provisional Team Media Schedule for the duration of the Tournament based on the Media Rules. The provisional schedule's media elements will be published on the Tournament's official Rugby News Service (RNS)

Squad Pictures

Each Participating Team shall provide in advance of arrival hi resolution (300 dpi or more) head and shoulder shots of all squad members and team management in official Team kit which is in line with the Tournament Team Kit Specifications outlined in section 5.2. On supplying these pictures the Participating Union consents for their use by the Host Broadcaster, Stadium Big Screen and the Official Tournament Website.

Team Media Activities – During the Tournament

General media requirements

The Team Manager is responsible for supplying, in a timely and accurate fashion, all media-related information during the Tournament.

On arrival in Dubai the Team Manager must submit to the Tournament RWC Press Office:

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- the time and location of 'on arrival' press conference. On the first day after arrival at a Team hotel the Team Manager, the coach, the captain and the playing personnel must make themselves available for a press conference/briefing opportunity with the local and international media. This will be coordinated by the Tournament Press Office.
- Any changes to the Team schedules, including planned media activity.

Any Team Member may be required to attend and participate in the official Tournament media events, including:

- 'on arrival' press conference/briefing
- post-training interviews and/or media briefings prior to the Tournament
- post-Match media interviews at the Tournament Venue Mixed Zone
- 'finals' post presentation press conference at the Tournament Venue

These events shall have precedence over any other media activities.

Any interviews, within a Tournament accredited area [Tournament Venue, Training Ground, media centre, or in Team hotel shall only be given to a duly accredited broadcaster or media representative (carrying a valid Tournament Accreditation Device).

Due to the unique and dynamic structure of the RWC Sevens 2009, the RWC Tournament Director and/or Press Officer may make additional requests to Participating Unions. Any such requests will be brought to the attention of the Team Management in advance.

"On arrival" press conference/briefing

On the first day after arrival at a Team hotel the Team Manager, the coach, the captain and the playing personnel must make themselves available for a press conference/briefing opportunity with the local and international media. This may take place at the Team hotel or at a Training Venue. The Team Manager will manage the press conference following coordination of the conference with the Tournament Communications Manager. The details of the arrangement policy for the Team Hotel will be circulated separately.

Pre-tournament Media Activities and Interviews

After arrival in Dubai each Participating Union shall allow accredited press and media personnel to attend a minimum of two training sessions at Training Grounds, and at least one each day.

This includes activities for the TV broadcasters and photographers in terms of daily picture opportunities at training sessions and a series of daily media conferences/briefings for radio and written press.

Media access around training sessions is based on the following principles:

- There will be no 'closed' training sessions when a team trains once a day. All such training sessions must be open for a minimum of 20 minutes. Each team may decide when the 20 minute window is provided e.g. at start of a session or end of a session and specify this in the Team Schedule. The TMM must notify the Rugby News Service on any changes 24 hours prior to the activity.

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- If a Team has more than one training session in a day, one of the sessions must be open to the media for 20 minutes. Teams may provide access to both sessions or must stipulate which session will provide the required media opportunity.
- When a Team declares that a training session is fully open the media will be permitted to stay for its duration.

These 20-minute window media opportunities are primarily designed as non-interview TV and photograph opportunities for footage. This time window is to be managed by the Team Manager.

However, a minimum of two Playing Squad members and the Team Coach/and or Manager from the Participating Union will make themselves available to the media for interviews immediately prior or following these official training sessions, either at the Venue or the Team Hotel. The first post-training media session may in fact be the "On arrival" press conference/briefing.

The Team Manager/and or Coach and Captain from each Participating Union shall attend at least one Tournament related media function as reasonably requested by the RWC Communications Manager and/or Venue Media Manager.

Match Venue Arrival Television Interviews

Team representatives may be required to take part in interviews on arrival at the Tournament match venue prior to the day's play. Requests for such interviews by the Host Broadcaster and relevant Rights Holders will be made in advance to the Team Manager via the Broadcast representative.

Post-Match Media Activities and Interviews

Immediately after a Match, the captain, the Team Coach/and or Manager plus any other player from each Participating Union will make themselves available at the designated media area for interviews and comments.

The Host Broadcaster and/or relevant Rights Holders from countries involved in the match may request the Coach/Manager or Captain attend a Flash Interview immediately after the Match.

Following This, Non-flash TV interview(s) involving Host TV Broadcaster and TV/Radio Rights Holders will have precedence over other media interviews.

The post-Match media activity involves a variety of media work and the Team Managers, coaches, players must be aware of both their significance and their timing. Host Broadcast personnel and RWC Tournament media staff will manage the fast-moving process in the designated media area.

Post-Final Media Activities and Interviews

Immediately after a Final, the captain/and or coach of each Participating Team will make themselves available to the Host Broadcaster and relevant Rights Holders for flash interviews prior to presentations.

The Team Coach/and or Manager, Captain plus at least two other players from each Participating Union will make themselves available at the designated media area for

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for formal interviews and comments no later than 20 minutes after official presentations.

TV interview[s] involving Host TV Broadcaster and TV/Radio Rights Holders from countries involved in the match will have precedence over other media interviews.

Each Participating Union including its management and each Member of its Team will attend the Post Tournament function in a timely manner.

Other Media Requests

Any media requests outside of those identified above must be submitted by accredited media to the Tournament Press Office. Requests will be passed on to the Participating Union Team Manager.

RWCL Actions for Breaches of RWC Sevens 2009 Media Rules & Accreditation

The RWC Sevens 2009 Media Rules are a supplementary device specific to the duration of the Tournament in Dubai and govern the media operation procedures through which RWCL delivers the Tournament Media programme. For the international media the terms of the Media Rules will be applied alongside the Media Accreditation Terms and Conditions that have wider implications outside of the Tournament.

Accredited media representatives must ensure that at all times they abide by the Media Accreditation Terms and Conditions. RWCL reserves the right to apply the Terms and Conditions at all times during the Tournament and afterwards if any apparent abuse of the Terms and Conditions is proven.

When picking up accreditation all members of the media are required to read and sign a copy of the RWC Sevens 2009 Media Accreditation Terms and Conditions. Furthermore, they agree to abide by the Media Rules of the Tournament.

Members of the media who have successfully applied for and gained accredited for RWC Sevens 2009 enjoy a privileged position and are entitled to certain benefits such access (on application) to Match tickets, access to media centres and access to Teams and Team officials as approved by Team Management for the duration of the Tournament.

Therefore, RWCL reserves the right to withdraw these benefits if a member of the media breaches or abuses the Media Rules or Media Accreditation Terms and Conditions.

A member of the media is defined as any representative of a media organisation accredited to the Tournament, including: Television reporters and operational and technical staff, radio reporters and technical staff, journalistic staff from written press and websites, and photographers and photographic technical staff.