

**INTERNATIONAL SKATING UNION – FOUR YEAR PLAN 2018/19 – 2021/22****Project/Function/Area of activity:****Media / Communications****Committee/Commission/internal ISU body:****ISU Council/ISU Secretariat****Statement of specific results & benefits to be obtained:**

- To improve general media servicing throughout the year and media operations at ISU Events, thereby increasing worldwide media exposure and interest in all markets in the ISU sport disciplines.
- To attract a younger audience and use modern communication tools through the use of social media
- To position the ISU as a professional, effective major international sports federation playing a significant role as a major player in international sport worldwide.
- To achieve increased ISU presence in the media.
- To develop and implement a corporate identity strategy.

**Recommended activities to obtain benefits:**

2018/19    2019/20    2020/21    2021/22

	2018/19	2019/20	2020/21	2021/22
<b>Media / Press</b>				
1. Maintenance of an ISU media mailing list and preparation and distribution of ISU publications, press releases and other communications including effective use of the Internet and ensure that all information/news is communicated professionally, swiftly and effectively following Council meetings, Congress, other meetings, press conferences, ISU Events and other news opportunities.	X	X	X	X
2. Maintenance of an ISU media presence at major ISU Events through an ISU Media Team or individual ISU Media Coordinators/Representatives to perform the following tasks: <ul style="list-style-type: none"> <li>- Instruction and supervision of the local Organizing Committee (OC) so that a uniform professional standard of media operations is provided</li> <li>- Scrutinizing and monitoring of media accreditation applications</li> <li>- Working with the OC to train volunteers and staff working in media area</li> <li>- Handling media queries</li> <li>- Distribution of ISU information (newsletters, bulletins, regulations etc.)</li> <li>- Gathering quick quotes (Figure Skating only) from athletes and distributing them to the media</li> <li>- Supervising/monitoring of interview procedures between the media and Skaters, Coaches, Officials</li> <li>- Producing media advisories (e.g. withdrawals, injuries, rankings, statistics, etc.)</li> <li>- Coordinating/editing and supervising the publication of press releases from all ISU Events</li> <li>- Writing periodic press releases</li> <li>- Arranging ISU press conferences in consultation with the ISU President and/or ISU Representative</li> <li>- Updating Guidelines (Memorandums) for holding ISU Events in the area of media/communications according to experience and necessities</li> <li>- Developing and maintaining off-site information services for specific target groups</li> <li>- Servicing the ISU TV Right Holders and other important media clients</li> </ul>	X	X	X	X
3. Monitoring of media coverage				

<b>Communication</b>				
	X	X	X	X
4. Implementation and coordination with local Organizing Committees of result services from ISU Events without an ISU media presence through the Internet.	X	X	X	X
5. Maintenance and development of a social media strategy and use of multimedia tools.	X	X	X	X
6. Maintenance and development of live streaming and video on demand strategy.	X	X	X	X
7. Creation of content for website and social media including texts, videos and photographs.	X	X	X	X
8. Creation of content for event presentation.	X	X	X	X
9. Creation and distribution of a digital newsletter.	X	X	X	X
10. Enhancement and maintenance of the ISU website and web-related tools including database services and results statistics.	X	X	X	X
11. Creation of a new ISU central database for all ISU Event results, biographies, statistics and historical data.	X			
12. Maintenance of an ISU central database.		X	X	X
13. Creation and maintenance of an ISU results mobile application		X	X	X
14. Enhancement and maintenance of multi-media services.	X	X	X	X
15. Preparation and distribution of specialized information for strategic target groups.	X	X	X	X
16. Production and distribution of supporting material to the media such as press kits, media guides etc.	X	X	X	X
17. Implementation of the new ISU Corporate Identity.	X			
18. Implementation of the new ISU Disciplines Identity.		X		
19. Fielding media enquiries on designated questions and coordination with relevant ISU persons/bodies on complex issues and policy matters.	X	X	X	X
20. In close cooperation with the Sports Directors, Event Coordinators and respective Technical Committees and/or other technically knowledgeable ISU Office Holders, holding of educational meetings for technical aspects with the media on the occasion of ISU Events.	X	X	X	X
21. Maintenance and enhancement of contact and dialogue with international media representatives.	X	X	X	X
22. Maintenance and development of strategic communication planning in cooperation with relevant persons/bodies.	X	X	X	X
April 2018				