

Guidelines

for a proper
communication activity in

PANATHLON INTERNATIONAL



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LUDIS IUNGIT





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In the governing bodies at each institutional level of Panathlon International of great importance is the role of the responsible for communication, commonly referred to as "Press Officer".

Such figure fulfils a proactive role alongside the Club President, Area and District Offices in planning and organizing activities and prepares articles that are published in the mass media circuit.

Said role should preferably be assigned to a member who has professional experience in communication and who knows about ethics and deontology insuring the accurate information.

Ethical standards

- Promoting Panathlon at any level, means to make a commitment to highlight and re-launch its fundamental values towards the sectors of sport and civil society who are not yet sufficiently aware.
- In each information relating to events or initiatives concerning Clubs, Areas, Districts or at International level, must clearly emerge that the achievement of sports results, mass events as well as the creation of moments of cultural or scientific excellence are not the ultimate goals but the scenario in which to develop panathletic values.
- Information at any level must respect a person's dignity, the principle of truth, the valuation of diversity and support in favor of the disabled.
- The person responsible of the communication relating to activities concerning a Club, Area, District must meet the basic requirements that ensure that he is capable to interpret said role in the light of the principles contained in the fundamental Charters of Panathlon and the Rules in the Ethics of Journalism.
- He must possess the competence to verify the real value of the various information gathered and select which are really useful to the overall

objectives likely to be implemented and thereafter be transposed for their interest deriving from sources of information.

- If a lack of informational deficiencies does not help Panathlon in its growth, on the other hand excessive inadequate news would contribute in distorting its image and consequently would compromise the relationship with sources of disseminating.
- The information must always be faithful to the values of the announced event, without exaggerations or overly declamatory tones so as not to betray the principles of truth that are at the basis of the relationship with the mass media.
- To have a better chance of relaying information, the Press Officer will have to provide technical support, such as photographs, slides and short films. In such events it is considered useful to avoid as much as possible showing lavishly set tables, bottles of wine and static pictures of Assembly Members. It should stir the imagination to give a vivid image of what normally goes on.
- To allow proper knowledge of our history and our role it is deemed useful to send to the mass media our online address, www.panathlon-

international.org of our website, the weekly news that is dispatched from the Press Office in Rapallo and the quarterly magazine.

- Information coming from Clubs, Areas and Districts will find relaunching on the news and in the magazines, if sent systematically to the central communication structure.

Office Manager's tasks

The Press Officer is the "link" among Club, Area or District and the respective territories in which they they carry out their activities.

To carry out his task he must:

- take part at Executive Board meetings, Assemblies , social events, and outside events, particularly those that highlight Panathlon as a strong supporter of sport for all.
- emphasize in press releases Panathlon's attention in educating the young, the respect of sporting ethics, ensure fairness, integrity and the valuation of diversity, the right to sport for the disabled.
- Create an electronic database with all their contact details, public institutions useful in supporting the activities, involve professional sports figures and seek potential sponsors
- Maintain friendly relations with the press and those Senior Managers responsible for Institutions soliciting, in agreement with the President, their participation in the events
- Contribute in updating the website and the regular periodical publication of newsletters
- Send news to Rapallo's Press Office
- Draw up articles for the Panathlon magazine on events of general interest;
- Provide a suitable number of publications and depliants to be distributed in the course of contact with the media or during public events.
- Create a database of notices and photo and video documentation.

How to write a press release

- Synthesis, simplicity and truth are the major ingredients of every serious press release
- It must start from the news, thus by giving answers to the fundamental questions: Who? Where? When? How? Why?
- Only after acquiring this information, it is possible to develop details and add any necessary comments, minimizing the use of adjectives, carefully avoiding their pompous use
- The brevity of the press release will always be appreciated by those who receive it: a maximum of 30 lines of 65 keystrokes each
- Being and expression of a community, it's good rule to have the press release read by the President or other Senior Executive before sending it out.

How to organize a **press** conference

In modern communication strategies, the use of press conferences is becoming less and less practiced. The cut down of newspapers and the speed in which today's technology has enabled communication does not justify the continued shift from one place to another of the journalists.

Only in exceptional cases, such as events of particular relevance, looking for the right logistics, setting an appropriate hour you can hold a press conference.

The following arrangements to be taken are:

- Choose a location closest to the editor, thereby avoiding long journeys to journalists;
- check their availability in advance;
- appropriate timings are from 11:00 a.m. to 1:00 p.m. Never in the afternoon.
- The press coordinator conducts the conference, announces the topic of discussion and gives the floor to the President or other Partners who care to intervene. Lastly he coordinates the journalists' questions.
- Other than communicating verbally the outcome of the conference it is deemed necessary to hand out a concise memo to the guests that are present and possibly an in-depth brochure. With the absent participants the consigning of the illustrative material will be agreed upon through the exchange of email communications.
- The use of videos and slides has proved to be important.
- A small refreshment at the end of the Conference may favor a personal contact with the journalists.
- All this should not last more than one hour.

Rules for website & social media

Panathlon International's official website is named:

www.panathlon-international.org.

In order to align the layout is required, for the new websites of Districts, Areas and Clubs:

- use the following wording: www.nomedistretto-panathlon-international.org or www.nomearea-panathlon-international.org (domain extension - .org - .ch - .br is left at discretion)
- affix visibly (possibly on the top left side) Panathlon International's logo with the characteristics provided in the Graphic Symbol Manual together with the motto "IUDIS LUNGIT"
- use the chromatic color combinations employed on the international website

SOCIAL NETWORK: As regards the social network can be created Facebook, Twitter official pages etc.(the pages are the equivalent of a website within the social network and represent the organization, Panathlon International's trademark, unequivocally and uniquely official. For new FB profiles should be used terms having the same criterion used for the website i.e.: district name – panathlon international* area name – panathlon international* club name - panathlon international.

Here too, the logo and the name of Panathlon International should appear along with the motto "IUDIS LUNGIT" a responsible for publications is to be appointed in the future.

It is recommended: ...

- comply with the ethical principles that have already been treated.

...And refrain from:

- Writing comments or posts using the uppercase character: on the web such behavior is considered to be the same as raising your voice.
- Go off topic to what written in the post avoiding comments plainly out of question.
- Go off topic in comparison to what treated in the page or on the website, for instance, posting publicity.
- Publish links, fan pages, videos, websites that are not in close connection to the topics covered by Panathlon International;
- Post personal information or information concerning other members;
- Include comments, posts or images which contain discriminatory elements by gender, race, ethnicity, language, religious creed, political views, sexual orientation, age, personal or social conditions.