To the members of FIFA

Circular no. 1290

Zurich, 20 January 2012
SG/pod

Media Operations Guidelines Handbook

Dear Sir or Madam,

The attached Media Operations Guidelines Handbook is intended to serve as a guide to the minimum media facilities and media operations standards required to organise a match or competition at international level, including the preliminary competition of the FIFA World Cup™.

With the 2014 FIFA World Cup™ preliminary competition already underway for many participating associations, we would like to highlight the following elements in the handbook, which should help you in preparing for the organisation of each match:

- Make sure that you have appointed one person to be in charge of media operations for the match
- Start to plan the media operations well in advance of the match
- Contact the media office of the visiting team’s member association at least 2-3 months before the match in order to find out the expected number of media representatives travelling from the visiting team, and how many for each category (written press, photographers, websites, radio and TV broadcasters, etc.)
- Coordinate with the media officer of the visiting team all of the planned media activities for the day before the match and the day of the match, especially post-match media activities such as flash interviews, press conferences and mixed zone as well as the media activities the day before the match
- Make sure that the media facilities in the stadium are adequate for an international match, including enough seats in the media tribune, a media working area with the basic infrastructure (seats, desks, power plugs, internet connection, interview areas), etc.
- Make sure that the basic information is available for media covering the match, including items such as the start lists and the match report
- Remember to coordinate preparations with the other stakeholders within your national associations (mainly in the areas of competitions, marketing, security, etc.)
These are just the basic elements. For more detailed information, please refer to the Media Operations Guidelines Handbook.

We hope that you will find it useful.

Yours faithfully,

FÉDÉRATION INTERNATIONALE
DE FOOTBALL ASSOCIATION

[Signature]

Jérôme Valcke
Secretary General

Encl.: Media Operations Guidelines Handbook
       Broadcast Operations annex

cc: Confederations