

**INTERNATIONAL SKATING UNION – FOUR YEAR PLAN 2022/23 – 2025/26**

***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 servicing to the media in general throughout the season and media operations at ISU Events, thereby increasing worldwide media exposure and interest in all markets in the ISU sport disciplines.
- Use the latest communication tools and through the use of social media and digital platforms attract a younger audience.
- 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 launch a mobile application featuring results, latest news, biographies and statistics.
- Update the ISU Website to provide a more engaging and personalized experience.

**Recommended activities to obtain benefits:**

2022/23 2023/24 2024/25 2025/26

	2022/23	2023/24	2024/25	2025/26
<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 digital tools and ensure that all information/news is communicated professionally, swiftly and effectively following Council meetings, Congress, other meetings, press conferences, ISU Events, issuing statements and other news opportunities.	X	X	X	X
2. Production and distribution of supporting material to the media such as press kits, media guides etc.	X	X	X	X
3. Maintenance and enhancement of contact and dialogue with international media representatives	X	X	X	X
4. Maintain and provide media accreditation support for all media via the ISU Online Media Accreditation System (OMAS)	X	X	X	X
5. Making ISU Events more accessible via virtual access to mixed zones and press conferences	X	X	X	X
6. Involvement of ISU Media Team in the preparation of ISU Events and presence of individual representatives at major ISU Events to perform the following tasks:	X	X	X	X
- Working with local Organizing Committee (OC) and more specifically the local Press Officer to have a standardized and professional approach to media operations				
- Scrutinizing and monitoring media accreditation applications				
- Handling media queries				
- Distribution of ISU information (newsletters, press releases, statements, editorial content etc.)				
- Gathering quick quotes (Figure Skating only) from athletes and distributing them to the media				
- Supervising/monitoring of interview procedures between the media and Skaters, Coaches, Officials				
- Producing media advisories (e.g. withdrawals, injuries, etc.)				
- Producing media guides including summary of the current rules and regulations for each sport and historical results.				
- Coordinating/editing and supervising the publication of press releases from all ISU Events				
- Writing periodic press releases				
- Arranging ISU press conferences in consultation with the ISU President and/or ISU Representative when needed				
- Updating Guidelines (Memorandums) for holding ISU Events in the area of media/communications according to experience and necessities				
- Developing and maintaining off-site information services for specific target groups				
- Servicing the ISU TV Right Holders and other important media clients				
- Sending a photographer to each ISU event				
- Sending a more expensive media team which could include a social media reporter and video crew at selected events.				

<b>Communication and digital strategies</b>				
7. Maintenance and development of a social media strategy and digital tools.	X	X	X	X
8. Provide live streaming and video on demand strategy with relevant partners.	X	X	X	X
9. Creation of content for ISU.ORG, ISU social media accounts, ISU newsletters which could include tailored text, video and photograph.	X	X	X	X
10. Creation of content for event presentation.	X	X	X	X
11. Maintain a comprehensive and flexible content plan.	X	X	X	X
12. Work with all departments across the ISU to help implement and achieve specific communication and outreach goals.	X	X	X	X
13. Creation and distribution of two weekly newsletters, including "Inside ISU" and "New hot off the ice".	X	X	X	X
14. Improvements and maintenance of the ISU.ORG and web-related tools including database services and results statistics.	X	X	X	X
15. Creation of a new ISU central database for all ISU Event results, biographies, statistics and historical data.	X	X	X	X
16. Maintenance of an ISU central database.	X	X	X	X
17. Launch a new mobile application featuring live and historical results, athlete biographies, statistics and latest news.	X	X	X	X
18. Preparation and distribution of specialized information for strategic target groups.	X	X	X	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 Council Members, Technical Sports Directors, Event Managers 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 development of strategic communication planning in cooperation with relevant persons/bodies.	X	X	X	X
22. Budget management	X	X	X	X
23. Provide a more personalized experience to visitors on ISU.ORG	X	X	X	X
April 2022				