



# Press / Media Protocol

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HBO Nominated Spokes Persons: Gemma Staines (Race Dir) / Ruth Baugh

### **Press / Media Arrangements on the day**

- All Press / Media to report to the Information Desk situated at Race HQ in the Village School
- Press / Media Photographers as above and will be issued with a Press Bib. They are to be escorted to a prime position for the start and finish.
- Marshals have other duties that are key to the smooth organisation of the event so please follow their instructions
- In times of Major/Fatal Incidents the Press could be a good friend, only allow the nominated spokesperson to deal with but keep them informed of any Press Statements or Releases (These days because of Social Media Networks they may know something before the event hears about it).
- If you are dealing with a Press Conference (related to a Major/Fatal Incident) use the 3 P's.
  - Pity – “We send our sympathy to friends and relatives ...”
  - Praise – “Thanks to our medical provider and emergency services ...”
  - Promises – “ We will undertake a full review into the incident ...”