

17 | PRESS OPERATIONS

Press Operations is responsible for planning, delivering and managing all services and facilities for 2,200 accredited written and photographic press, and non-rights holding broadcasters.

Press Operations staff assist the Paralympic accredited press in all press areas and facilities at competition venues and at some non-competition venues.

Non-accredited media will not be managed by Rio 2016 Press Operations. The Rio Media Center, run by the City of Rio de Janeiro, will provide support services and a work facility for non-accredited media. More information is available on the Rio Media Center [website](#).

17.1 PRESS ACCREDITATION

The IPC has directly accredited the IPC recognised press and photo agencies (Associated Press, Agence France Presse, Thomson Reuters and Getty Images), as well as non-rights holding broadcast organisations.

In June 2016, Rio 2016 will send Pre-Valid Cards (PVCs) to NPCs, which must be forwarded to their accredited press organisations. PVCs will act as a visa waiver for entry into Brazil from 5 May 2016, together with a passport which is valid until at least 31 December 2016. See section 2.1 for more information regarding PVCs.

NON-RIGHTS HOLDING BROADCASTERS: “ENR” ACCREDITED PRESS CATEGORY

Non-rights holding broadcasters should remember five key points:

1. Complete and sign the ENR Undertaking form (a pre-requisite to accreditation validation)
2. The only venue in which they are permitted to take a camera for filming purposes is the Main Press Centre (MPC)
3. At all other venues, they are regarded as written press (access to all media spaces without camera equipment)
4. Non-rights holders should be familiar with the IPC’s News Access Rules, available on the IPC’s [website](#)
5. A briefing will be held for all non-rights holders at the MPC on 5 September 2016 from 1.00pm to 2.00pm

PHOTOGRAPHERS: “EP” CATEGORY

Photographers should remember three key points:

1. Complete and sign the Photographers’ Undertaking form (a pre-requisite to accreditation validation) when collecting the bib at the MPC

2. Attend the photographers' briefing at the MPC on 6 September 2016 at 11.00am

3. Wear the photo vest at all times when shooting

MEDIA ACCREDITATION CENTRE

The media accreditation centre is located near the entrance to the MPC and International Broadcasting Centre (IBC). The opening hours will be as follows:

DATE	HOURS OF OPERATION
22-31 August 2016	8.00am - 4.30pm
1-17 September 2016	7.00am - 8.00pm
18 September 2016	7.00am - 5.00pm

17.2 PRESS ACCOMMODATION

Press accommodation has been offered at selected press hotels located in the Barra, Copacabana and Maracanã venue zones.

17.3 MEDIA TRANSPORT

MEDIA TRANSPORT SYSTEM

The Media Transport (TM) system is a dedicated press service connecting all press accommodation sites with the Media Transport Mall at Barra Olympic Park and selected destinations. The Media Transport Mall is adjacent to the main media entrance to the IBC/MPC and operates 24 hours a day.

All accredited press, including E/EP-accredited NPC Press Attachés, will have access to the TM system. Services are available from 31 August to 21 September 2016 and will operate according to the opening and closing hours of each venue media centre. The TM system includes the following services:

- Arrivals and departures to and from Tom Jobim International Airport (GIG) only
- Travel to competition venues
- Travel to the Paralympic Village
- Travel to press accommodation sites
- Supplementary services (from the Media Transport Mall):
 - Loop bus service from the MPC/IBC to all venues inside Barra Olympic Park
 - Scheduled service from the Media Transport Mall to and from the Maracanã Stadium for the Opening and Closing Ceremonies

PARKING

Parking at the MPC will be available for vehicles with the appropriate MPC VAPP. There will be parking spaces for press both outside the secure perimeter and inside the venue, underneath the MPC building. VAPPs granting access to the MPC will be available for

purchase at the MPC Rate Card desk, depending on availability, after the closing of the Press Rate Card portal.

A limited number of short-term parking spaces have been allocated for NPC vehicles to drop off/pick up athletes at the MPC for media conferences from venues outside Barra Olympic Park. Media conference bookings are communicated to access control personnel so that each space is linked to a booking. Vehicles are not permitted to access the Media Transport Mall, even with a VAPP.

17.4 MAIN PRESS CENTRE

The Main Press Centre (MPC) is located in the north-west corner of Barra Olympic Park, inside the secure perimeter, adjacent to the International Broadcasting Centre (IBC) and the Media Transport Mall.

PHASE	DATES	OPERATIONAL HOURS
MPC soft opening	5-6 September 2016	7.00am - 10.00pm
MPC opening	7-20 September 2016	7.00am - 1.00am

It is approximately 3km from the Paralympic Village and can be reached by a dedicated bus service from the Media Transport Mall. The travel time between the two is approximately 11 minutes on the Paralympic Route Network (PRN).

The MPC offers a number of services to accredited media, including catering.

MPC ACCESS

All accredited media, including press and broadcasters, will have access to the MPC, as will all individuals with the MPC code on their accreditation.

Athletes attending press conferences

The IPC has confirmed that athletes will have the MPC code on their accreditation, allowing them access to the MPC. If an NPC wishes to bring additional individuals without MPC access on their accreditation for a press conference, a guest pass should be requested at the time of booking the press conference.

For athletes attending press conferences at the MPC, an on-demand shuttle service will be provided between the Paralympic Village and the MPC. NPCs wishing to use their dedicated vehicles for this transfer will only be able to do so with the appropriate VAPP.

Guest passes

MPC guest passes are valid for one day only, until midnight on the day of issue. They will be issued from 7 to 19 September 2016 and are non-transferable. Each guest may be issued a maximum of five guest passes.

All guest pass users must be sponsored by an accredited person with MPC access on their accreditation. From 5 September 2016, requests for guest passes must be submitted in person at the MPC guest pass office no later than 4.00pm the previous day.

All guest pass requests for the MPC will be subject to approval by, and granted at the sole discretion of, Rio 2016 Press Operations.

FACILITIES AND SERVICES

The MPC extends across multiple levels. The main help desk is located at the main entrance, on the ground floor. It will be staffed by Press Operations and Language Services staff, to ensure a multilingual service. Accommodation and Transport desks, as well as other services, including a bank, a general store and a post office are also located on this floor.

The main floor includes an integrated work area featuring a dedicated press and photo work space. Workstations are equipped with cabled broadband internet and power outlets, available on a first-come, first-served basis. Press and photo lockers and a camera loan and repair service will also be provided by Canon and Nikon.

Also on the main floor, press will have access to the Rio 2016 news desk and the IPC Communications and Media Operations office.

The Service Centre is located on the mezzanine floor, one level above the ground floor. Accredited press will be able to purchase internet accounts and additional services at the Rate Card and Spectrum desks located here. An outdoor user-pay bar is also available on this level.

Private offices for media organisations are all located on the first floor of the MPC tower.

PRESS CONFERENCE CENTRE

The Press Conference Centre is located in a temporary facility next to the main entrance of the MPC.

There are four press conference rooms, the largest of which seats 200 people. The other three rooms seat 80 people each. Four individual rooms will also be available for one-to-one interviews. Simultaneous or consecutive interpretation will be available in all conference rooms in English, French, Japanese, Mandarin, Portuguese and Spanish. Professional interpreters will be available from 5 to 19 September 2016.

The Conference Centre will be open from 7.00am to 10.00pm and booking for all conference and interview rooms will be managed by the press conference booking office in the Press Conference Centre. Conferences can be held from 7 to 19 September 2016.

Requests for bookings can be made from 5 September 2016, by sending an email to mpc.conferencebooking@rio2016.com, or handing in a request form at the booking office until 4.00pm the day before the scheduled/requested time. Conferences can be booked in slots of one hour, with 30 minutes between sessions. All requests will be evaluated by the booking office and the requester will be notified with a confirmation or proposal of a new date/time.

Once approved, the room will be reserved and the group which requested the press conference will be contacted to confirm the booking.

After the booking has been finalised, a member of the booking office staff will hand-deliver or email this information to all interested parties. Exceptions will be managed on a case-by-case basis, as the need for unplanned press conferences may arise.

17.5 VENUE PRESS OPERATIONS

COMPETITION VENUES

Every competition venue will have a venue media centre with press and photographer work areas, a help desk, cabled internet and power, Wi-Fi services and Info+ terminals. A media lounge with dedicated catering services will also be available.

PERIOD	DATES	OPERATIONAL HOURS
Non-competition days	From the day before the first day of competition at the venue, until the last day of competition	9.00am - 6.00pm
Training days		From 1 hour before training starts until 1 hour after training ends
Competition days		From 2 hours before competition starts until 2 hours after competition ends

TRAINING VENUES

Accredited press will have access to open sessions at official training venues to watch, take photos and conduct interviews with athletes. Rio 2016 Press Operations staff will not be available at training venues.

PRESS CONFERENCES AT VENUES

At most venues, the press conference room has been combined with the press work room space within the venue media centre, providing a multi-purpose space from which accredited media can work.

By default, no post-competition press conferences will be held, unless there is a specific reason.

NPCs are encouraged to organise their own press conferences at the MPC, following the procedure described in section 17.4.

Professional consecutive interpretation services in English, French, Japanese, Mandarin, Portuguese and Spanish will be provided at all press conferences.

PARALYMPIC VILLAGE

The Paralympic Village venue media centre is located immediately outside the Paralympic Village main entry. It will be open from 31 August to 17 September 2016 (except on the day of the Opening Ceremony), from 9.00am to 9.00pm.

The press conference room is a combined space within the press work area. NPCs wishing to hold press conferences in this space must make a request at the venue media centre help desk.

Two interview rooms are also available for individual athlete interviews.

Venue Press Operations will manage the distribution of media guest passes for access to the Village Plaza from a dedicated media desk in the guest pass office.

Two hundred guest passes for press will be available at any one time. Once that limit has been reached, guest passes will operate on a one-in, one-out system.

Press with an E-category accreditation are eligible for a media guest pass. Media must exchange their accreditation for a guest pass at the media guest pass desk at the Paralympic Village. Accreditation will be returned upon receipt of the guest pass.

Paralympic Village media tour

Rio 2016 Press Operations, together with the IPC and Olympic Broadcasting Services (OBS), will organise an official media tour of the Paralympic Village on 6 September 2016. This tour will be the only opportunity for media to access the Paralympic Village residential zone. Press and broadcasters will be informed about the tour through dedicated media communications posted on Info+. Media that intend to participate in these tours should register at the MPC and IBC main help desks.

A guest pass will not be required during the media tour to enter the venue media centre or media conference rooms in the Paralympic Village; an E-category accreditation will be sufficient. Electronic non-rights holders (ENRs) will be permitted to enter the Paralympic Village venue media centre, media conference rooms and the Village Plaza, but will not be permitted to take in any video or audio equipment.

MIXED ZONES

A mixed zone has been planned in every venue and will operate for all competitions for athletes to pass through and give interviews to the media as they leave the field of play. The Rio 2016 Press Operations team will run the press side of the mixed zone. All athletes (and for team sports only, the coaches) will be invited to pass through the mixed zone, but are not obliged to speak to the media if they do not wish to do so.

The order of interviews in the mixed zone will be as follows: the Paralympic News Channel and rights-holding broadcasters; IPC recognised international agencies, the Paralympic News Service and all other members of the press.

There is no time limit for athlete interviews; however, the mixed zone team will ensure that all operations are conducted in a smooth and timely manner.

Professional Paralympic News Service reporters will gather athletes' comments, which will be published on Info+.

NPC Press Attachés working in the mixed zone

The IPC will register and approve NPC Press Attachés to work in the mixed zone. NPCs were requested to provide contact details for Press Attachés to the IPC by 30 April 2016. Authorised NPC Press Attachés must wear the non-transferable identification armband provided by the IPC to access the athletes' pathway in the press section of the mixed zone only, and only when their nation's athletes are passing through it. The armbands will be distributed by IPC Media Operations during the NPC Press Attaché briefing (see section 17.6). Those who cannot attend the briefing can collect the armbands from the IPC Media Operations Office. There will be a dedicated point of access for NPC Press Attachés to enter the athletes' side of the mixed zone.

HIGH-DEMAND EVENTS FOR PRESS

High-demand events for the Games have been determined by the IPC. A ticket, together with an accreditation, will be required to access high-demand events and the Opening and Closing Ceremonies.

Tickets will be distributed to NPC Press Attachés, or nominated NPC representatives when no Press Attaché has been appointed, by the IPC. Press will receive tickets from their NPC, and not from the IPC or Rio 2016. For the Opening Ceremony, NPCs should be able to collect tickets after the NPC Press Attaché meeting on 5 September 2016. For other high-demand events which have not been decided at the time of printing, NPCs will be notified on Info+ and there will be a message board at the MPC. Tickets will usually be available two days before the high-demand event.

17.6 NPC PRESS ATTACHÉS

Roles and responsibilities include:

- Providing names and local contact information of all Press Attachés to Rio 2016's PNS for publication on Info+
- Acting as the key contact point and liaison between the NPC, and international and domestic media, as well as servicing their country's media on-site
- Coordinating all athlete and team interview requests, including interviews at training and competition venues, the MPC and the Paralympic Village
- Coordinating and moderating NPC media conferences
- Responsible for the collection and allocation of high-demand tickets to the press
- Maintaining a close relationship with IPC Media Operations and Rio 2016 Press Operations

All NPC Press Attachés should have registered with the IPC.

NPC PRESS ATTACHÉ BRIEFING

IPC Media Operations will conduct a dedicated briefing at the MPC for NPC Press Attachés on 5 September 2016 at 10.00am. All NPC Press Attachés are advised to attend the briefing.

NPC Press Attachés must familiarise themselves with two documents, both available on the Rio Exchange:

- *IPC Social and Digital Media Guidelines 2016*
- *IPC News Access Rules*

17.7 PARALYMPIC NEWS SERVICE

The Paralympic News Service (PNS) is responsible for the collection, production and distribution of a wide range of news, statistics and historical data for the Paralympic Family, with the main audience being accredited press.

During the Games, PNS will produce reports such as news articles, results, event previews

and reviews, flash quotes and press conference highlights. It also provides a wide range of background information, such as athlete biographies, historical results, facts, figures and statistics, for the various sports and disciplines.

PNS reports are presented without bias and are independent of all external influence. The service is run by experienced and professional reporters to ensure accuracy, thoroughness, consistency and speed. PNS will operate with a central editorial desk and experienced venue-based sport reporting teams.

Details about Info⁺ and myInfo⁺ can be found in section 6.9.