

# Chapter 20: Media Plans and Coverage and SNS PR

## 20.1 Media Operation and Management

### 20.1. 1 Hosting Broadcasting Company

○ Games' vision: Public television network, KBS, will host 2013 Pyeongchang Special Olympics World Winter Game by establishing TV broadcasting activities strategies during game and establishing strategies to utilize their existing program

○ Plans:

- GOC and KBS sports has signed MOU : 2011. 5. 11
- Practical operation plans with KBS

	Strategies	Detail
Before Game	Utilizing existing program	<ul style="list-style-type: none"> <li>- Brand PR for 2013 Pyeongchang Special Olympics World Winter Game</li> <li>- Encouraging volunteers and sponsors</li> <li>- Delivering messages and value of Special Olympics to Mass</li> </ul>
	Producing documentary	<ul style="list-style-type: none"> <li>- History of Special Olympics</li> <li>- Introducing delegated</li> <li>- Human stories of athletes and families</li> </ul>
During Game	Producing Special Olympics insight program	<ul style="list-style-type: none"> <li>- Establishing strategies to broadcast Host town program and Non-sports program...etc</li> </ul>
	Opening and Closing ceremonies and daily news	<ul style="list-style-type: none"> <li>- Broadcast Opening and Closing ceremonies and producing daily news clip</li> </ul>

## Producing video archive for 2013 Special Olympics World Winter Game

### Vision

- Creating and managing video footage archives of Opening and Closing ceremonies as well as game operation progress
- Capturing the moments of 2013 Pyeongchang Special Olympics World Winter Game's preparation progress and athletes...etc

### Plan

- Establishing basic plan : 2012. 4
- Selecting agency : 2012. 7
- Creating video footage archives : 2012. 11 ~ 2013. 2

## PSA(Public Service Announcement)

### Vision

- Increasing awareness throughout the country
- Encouraging mass audience to change their perspective and attitude toward to intellectual disability people
- Delivering information about 2013 Pyeongchang Special Olympics World Winter Game

### Plan

- Producing different length of PSA
  - Full version(full length) : 3' 40"
  - Campaign Advertisement : 40"
  - Commercial Advertisement : 15"
  - Screen board advertisement : 20"
- Distributing media : Major network, KTV, Arirang TV, street screen board...etc

### Schedule

- Full version of final product : 2012. 1
- Different versions for specific purpose : 2012. 3

## 20.1.4 Print Advertisement

### Vision

- Encouraging mass audience to change their perspective and attitude toward to intellectual disability people

- Bring synergy effect by cooperating business with press media

Plan

- Producing different length of PSA
  - First draft : 2012. 10
  - Advertisement period : 2012. 11 ~ 2013. 1
  - Print media : Local newspapers and major newspapers
- Requesting cooperation to press media around advertisement period

## 20. 2 Establishing facilities and operation plan for press media

### 20.2.1 Establishing facilities and operation plans for MMC

Vision

- Creating comfortable environment for press media
- Supporting press media for broadcasting and interviewing of opening and closing ceremonies
- Providing IT support by providing wireless and wired internet

Plan

<Main Media Center(MMC), Media Room>

- Location
  - MMC : YongPyong Resort Dragon Valley Hotel Grand Ballroom
  - Media Room : 9 (Apensia 3, YongPyong 1, Gangneung 5)
- Composition
  - MMC : Information desk, Workstation, Press conference, Rest area...etc
  - Media room : Workstation, Rest area...etc
- Schedule
  - Establishing MMC operation plan(including media room) : 2012. 8
  - Equip all the office supplies : 2013. 1. 20
  - MMC open : 2013. 1. 25(one day before the first day of game)
  - Media room open : 2013. 1. 26(First day of game)

<Press Media information desk operation>

- Operation period : 2013. 1. 26 ~ 2. 8(14days)
- Location : YongPyong Resort Dragon Valley Hotel Grand Ballroom
- Human Resources : GOC(2), Temporary staff(4), Volunteers(5)

- Main functions
  - Providing game schedule and support AD card application...etc
  - Producing and distributing press release and intermediating between GOC and press media
  - Providing human stories and preparation for press conference

## 20.2.2 Registration for press media

- Vision
  - Establishing online registration for press media via homepage
  - Providing most convenient to press media through early registration
- Plan
  - <Distributing and Acceptance of Press Media register application>
    - Distributing registration form
      - Period : 2012. 7 ~ 10
      - Method : Online(Via homepage and email)
    - Early registration acceptance
      - Method : Online(email)
      - Building database(Updating frequently)
        - Refreshing list of registered countries frequently
        - Composition : address, contact info...etc
  - <Press Media registration manual>
    - Language : English and Korean
    - Detail : location of registration center and operation plans, process to apply press media registration, exit plans...etc
    - Distribution plan : Distributing with Media registration application form
    - Period : 2013. 10 ~ 12
  - <On-site registration>
    - Distribution : Press media has to get confirmation at MMC or Media room from GOC staff before they apply at registration center
    - Resource plan(12 people)
      - GOC(3) : YongPyong(1), Alpensia(1), Gangneung(1), Temporary staff(3), Volunteer(6)

## 20.2.3 Press Media entry and transportation

- Support press media entrance
  - Supporting visa application through early issuing of AD acceptance
  - Establishing alternative plan, if visa application is denied
- Entry Custom
  - Arranging cooperation from Korean Custom Service to minimize the custom process
  - Distributing Media entry custom manual, luggage-tag in advance
  - Providing express entry custom sticker with AD acceptance
- Press Media Transportation
  - Transportation system : airport ~ accommodation ~ venue
  - Transportation area :
    - Utilizing circulation shuttle bus(venue, accommodation...etc)
    - Local shuttle : Hyeong-Gye, Gangnueng and accommodation

#### 20.2.4 Press Media Accommodation

- Policy
  - GOC arranges accommodations but the cost
  - Arranging hotels and lodges for press media to cover the game for convenient media coverage
- Plan
  - <SOI Media>
    - Period : 2013. 1. 29 ~ 2. 6(9 days)
    - Number of press : undecided
    - Location : YongPyong Resort Condo
  - <Press Media>
    - Period : 2013. 1. 26 ~ 2. 6(12 days)
    - Location : Pyeongchang and Gangnueng area(Hotels, Motels, Inn...etc)
    - Selecting official travel agency : Hanjin Travel Inc.
      - Arranging accommodation package : 2012. 4 ~ 5
    - Distributing accommodation information(distributing with AD acceptance) : 2012. 12

#### 20.2.5 Press Media Food service

- Policy
  - Arranging same meal plan with GOC but press media have to pay own cost

- Plan
  - Acceptance of application for press media meal plan : 2012. 11
  - Requesting cooperation to food service team : 2012. 12
    - Establishing plans for providing lunch to press media(Media team budget)
  - Providing information about restaurants for press media : 2012. 12 ~ 2013. 1. 20
  - Water and snack will be provided at MMC and media rooms

### 20.2.6 Press Media Coverage Support

- Vision
  - Providing information that can support media coverage such as human stories and game information...etc
  - Holding media conference regularly
- Plan
  - Number of media : SOI(around 100), domestic and foreign media(around 1000)
  - Contents information : List of athletes result, athletes' profile, medal results, human stories...etc
  - Operation period : 2013. 1 ~ 2

### 20.2.7 Media Reception

- Summary
  - Date : 2013. 1. 30(Wed)
  - Location : YongPyong Greenpia Condo Greenpia Ballroom
  - Expectation number : Media(200), GOC(50), SOI(10)
  - Host : GOC chairwoman
  - Operation : GOC media team
  - Staff : 14(Media Team Manager, Media Team(3), Translation volunteer(10))
- Schedule
  - Establishing invitation plan : 2012. 11
  - Distributing invitation and creating guest list
  - Guest list confirmation : 2012. 12
  - Establishing operation plan : 2013. 1

## Social Media PR

## Operating Blog

- Vision
  - Establishing intercommunication channel to reach out to mass audience
  - Establishing and increasing brand value of 2013 Pyeongchang Special Olympics Winter World Game
  
- Plan
  - Establishing plan to attract the mass audience to PR
  - Developing the searching keyword to direct internet users to experience official blog
  - Creating contents related to Special Olympics to be delivered via social network site

## Operating Social Media

- Vision
  - Creating several target audience to reach out to introduce 2013 Pyeongchang Special World Winter Game
  - Encouraging internet users to participate in 2013 Pyeongchang Special Olympics Winter World Game
  
- Plan
  - Utilizing volunteer to participate in Special Olympics' Social Media activities
  - Cooperating with Global Ambassadors for PR via Social Media
  - Creating an event via Social media
    - Establishing operation plans for TWS(Together We Shoot) event