

Chapter 22: Media & Public Relations

22.1 Establishing PR infrastructure

22.1.1 Establishing vision and slogan of the Games

- Games' vision: improving social prejudice and recognition towards people with intellectual disabilities and realize happy society for people with and without intellectual disabilities.
- Games' goals:
 - Achieve the best Special Olympics World Games, presenting joy and excitement
 - Establish a sustainable development model of Special Olympics
 - Expand base of people with intellectual disabilities' sports activities and spread out special Olympics movement
- Games' slogan: "Together We Can" (enacted on Feb. 2012)

22.1.2. Selection of the Games' emblem and mascots

- Policy
 - Create Games' image by developing unique symbol correspond with the image of the Special Olympics World Winter Games Pyeongchang 2013
 - Develop symbols to communicate with the world and to be utilized in domestic/overseas promotion
- Plan
 - Type: Emblem and Mascots
 - Establishment of symbol application manual: Basics and application design system, etc.
 - Schedule
 - Establishment of the Games' symbol contest plan: 1. 31. 2011
 - Symbol contest and evaluation: 2 ~ 4, 2011
 - Symbol (emblem, mascots) approval request (GOC→SOI): 4. 21. 2011

- Symbol (emblem, mascots) approval (SOI→GOC): 5. 2. 2011
- Symbol announcement: 5. 12. 2011
- Application direction
 - Enhance brand value by using integrated symbolic image of the Games
 - Utilize in PR and marketing activities (domestic/overseas promotion material and merchandising)

22.1.3. Establishment of the Games' website

- Policy
 - Create friendly contents for everyone
 - Focus on optimized mobile web accessibility for smart phone
- Plan
 - Contents: 6 categories including: What is Special Olympics, Everything about the 2013 PyeongChang Games, Categories of sports, etc.
 - Language: Korean, English
 - URL: www.2013sopoc.org
 - Period: 4 ~ 5, 2011
 - Website open: 6. 1. 2011
 - Blog, twitter, facebook, mobile link, etc.
 - * Website open celebration event was held
 - Update of the 2013 PyeongChang Games' news: 6. 2011 ~ Games

22. 2. Production of various promotion materials

22.2.1 Production of promotion materials

- Policy
 - Creation of targeted promotion materials for different events
 - Production of sentimental video to develop a bond of sympathy toward the special Olympics
 - Production of various souvenir (gifts) of the Games

Schedule

Promotion material	Souvenir	Other
- Brochure, Leaflet - Handbook	- Pin, Badges, Ballpoint pen etc.	

- Production period: Timely
- Utilization method
 - Distribution at mass public places (airport, station, complex), tourism information center, etc.
 - Utilize during sports, cultural event, and PR activities

22.3 Domestic PR

22.3.1 Selection and operation of PR agency

- Policy
 - Selection of an excellent professional PR agency
 - Lead citizen participation with various events
- Plan
 - Operation period: 8. 2011 ~ 2. 2013
 - Major roles
 - Establishment of the Games symbol application manual (guideline, logo type, etc.)
 - Lead domestic/overseas media coverage and analyze effects
 - Plan and execute on & offline promotion event, etc.
- Schedule
 - Establishment of PR agency selection & operation plan: 4. 2011
 - Evaluation of PR agency proposal: 5 ~ 6, 2011
 - Selection and operation of PR agency: 8. 2011 ~ Games

22.3.2 Holding of PR events

- Policy
 - Create a bond of sympathy among citizen by putting a surprise event (Flash mob, etc) in time and season
 - Maximize effects by strategically utilizing the PR agency
- Major contents
 - Emblem, mascots announcement, website open: May, 2011
 - D-365 celebration event: January, 2012
 - Goodwill Ambassador appointment events: Yuna Kim & 7 others

- Plan
 - Hold various events linked to the Games' preparation progress
 - Flash mob event (D-100 celebration event, etc)
 - Utilization of various celebration events (Sports, cultural events)
 - Visiting PR method: visiting major sports events and festival
 - * Boryung mud festival, pro-baseball season and festival type of events
- Period: Timely

22.3.3 Installation of outdoor advertisements

- Policy
 - Attract attentions toward Special Olympics with advertisements at highways and other public mass gathering places
 - Plan to secure support through citizen's wide participation
- Plan
 - Method
 - Prioritize utilizing public facilities through cooperation with government organizations in order to save budget
 - Cooperate in PR with related organizations including city, county and regional organizations
 - Outdoor advertisement (4 places) in Gangneung and Pyeongchang area
 - Bongpyung-myun Myunon-li (near Myunon IC), Daekwanryung-myun Hoenggye-li (near Hoenggye IC)
 - Yongpyung-myun Yimokjung-li (near PyeongChang rest stop), near Gangneung's YoungDong University
 - Display advertisement in Gangneung and PyeongChang area (Requesting Gangwon Province's cooperation)
 - Pyeongchang, Gangneung: Signage, road sign, banner, welcoming placard, etc.
 - Promotion of test events through local media and city/county website
 - Period: Timely

22.3.4 Operation of promotion booth

- Policy
 - Operation of promotion booth at domestic/overseas exhibition, sports, cultural events

- Maintain standing promotion system tied to a travel bureau
- Past activities
 - Operation of promotion booth at the 2011 Athens Special Olympics World Summer Games: 6. 2011
 - Operation of promotion booth at IAAF World Championships Daegu 2011: 7. 2011
- Plan
 - Operation of promotion booth at Kungnam Gosung Dinosaur World Expo: 4. 2012
 - Operation of promotion booth at the 30th London Olympic 2012: 8, 2012
 - Operation of promotion booth when needed

22.4 Overseas PR

22.4.1 Utilization of SOI PR & media

- Policy
 - Enhance overseas PR effects by utilizing foreign press in Korea
- Plan
 - Outline: Promote the 2013 Games with overseas media
 - Period: 7. 2011 ~ Games
 - Target media: Diplomatic offices in foreign countries, Arirang TV, SOI regional offices, Airline TV, etc.
 - Method
 - Regularly providing website banner ad, brochure, press release, news briefing, etc.
 - Holding a gathering for foreign correspondents
 - * Cooperation with SOI Communications team

22.4.2 Participation in overseas PR events

- Policy
 - Utilize K-Pop Stars in overseas PR activities
- Plan
 - Time: October. 2011 ~ Games
 - * Display the Games promotion video and distribute pins during 2PM concert in Taipei, Taiwan (October 7~8, 2010)

- Place: Overseas countries where K-Pop star's concert is to be held
- Contents: Distribute brochure, display Games promotion video, etc.
- Schedule
 - Establish PR strategy based on K-Pop Star's overseas schedule: 11. 2011
 - Cooperation request through an agency: 12. 2011
 - Produce and deliver brochure according to concert schedule: 1. 2012 ~

22.5 Personnel PR

22.5.1 Goodwill ambassador appointment

- Policy
 - Form a bond of sympathy using well known figures or people with intellectual disabilities
 - Spread ripple effect via various on & offline media
- Plan
 - Appointment of goodwill ambassadors
 - Target: Around 10 people (Well-known figures, sports celebrities, etc.)
 - * Currently appointed goodwill ambassadors: Yuna Kim, Kim Yunjin, Kim Jin-ho, Yiruma, Nam Kyung-joo, Udangtangtang Aiku, Wonder Girls, Poppin Hyunjun
 - Appointment time: Timely
 - Activities
 - Develop publicity utilizing goodwill ambassadors who are deemed as opinion leaders in various fields
 - * Feature column, interview, etc. on major daily and monthly papers
 - Produce and distribute promotion materials with image and video clip of goodwill ambassadors
 - Participate in various events and media activities related to the Special Olympics

22.5.2 Operation of PR Committee

- Policy
 - Promote social inclusion and accomplishments of people with intellectual disabilities through sports

- Create social environment where people with and without intellectual disabilities live happily together

- Plan

- Operation period: 10. 2011 ~ 2. 2013
- Major function
 - Advise establishing PR strategy
 - Operate promotion video and promotion booth, advise online PR
 - Support promotion materials and cooperate in external activities

22.5.3 Operation of the Games' supporters

- Policy

- Maximize PR effect among youth power blogger
- Utilize SNS PR strategy

- Plan

- Target: Recruitment of honorary supporters including college students
- Operation period: 3. 2012 ~ Games
- Operation method
 - to be invited to various events of Special Olympics and deliver the Games news in various prospective
 - Prepare social networking space for exchange of information friendship
 - Support UCC (User created contents), website posting by bloggers (linked to Twitter, facebook), etc.

22.6 Operation of information center

22.6.1 Operation of information center and booth

- Policy

- Operation of information center and information booth for the Games' promotion

- Operation Organizations and roles

- Location (9 places)
 - Information center: Biathlon venue Operation Headquarter 2F
 - Information booth
 - Venues (7): Gangneung Indoor Ice Rink, Gangnueng Inline

Skating Rink, Gangneung Community Sports Center, Kwandong University, Gangneung Youngdong College, Alpensia, Yongpyong Resort

- Others (2): Dragon Valley Hotel, Welcome Center at Alpensia
- Roles: Guide athletes and spectators and promote the Games

Facility Plan

Category	Details	Area (m ²)	Note
Information Center	Promotion and Guidance	31	
Major facilities	Biathlon venue, Operation Headquarter 1		

- Operation of on-site information booth at opening/closing ceremonies
- Location: Main entrance of Yongpyong Dome
 - Opening ceremony: January 29 (Tuesday). 2013
 - Closing ceremony: February 5 (Tuesday). 2013
 - Roles
 - Distribute promotional materials for opening ceremony participants
 - Guide to opening ceremony

22.7 Media Operation and Management

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

22.7.2 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

22.7.3 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' 6"
 - 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

22.7.4 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

- Scheule
 - 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

22. 8 Press Media Support plan

22.8.1 Establishing facilities and operation plans for MMC

Vision

- Creating comfortable environment for press media

- Supporting press media coverage throughout the game
- Providing IT support by providing wireless and wired internet

- Plan
 - <Main Media Center(MMC), Media Room>
 - Location
 - MMC : YongPyeong Resort Dragon Valley Hotel Grand Ballroom
 - Media Room : 9 (Apensia 3, YongPyeong 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 : YongPyeong Resort Dragon Valley Hotel Grand Ballroom
 - Human Resources : GOC(2), Temporary staff(4), Volunteers(5)
 - Main functions
 - Providing games 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

22.8.2 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, 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)

22.8.3 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
 - Providing transportation information in Media registration manual
 - Transportation area :
 - Utilizing circulation shuttle bus(venue, accommodation...etc)
 - Local shuttle : Hyeong-Gye, Gangnueng and accommodation

22.8.4 Press Media Accommodation

- Policy
 - GOC arranges accommodations but the cost
 - Arranging hotels and lodgings for press media to cover the game

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

22.8.5 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 proving 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

22.8.6 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

22.8.7 Media Reception

- Summary
 - Date : 2013. 1. 30(Wed)
 - Location : YongPyeong 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

22.9 Social Media PR

22.9.1 Operating Blog

- Vision
 - Establishing communication 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

22.9.2 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 Goodwill and Global Ambassadors for PR via Social Media
 - Creating an event via Social media
 - Establishing operation plans for TWS(Together We Shoot) event

