



Team Media Best Practices

FIRST® is a global robotics community that prepares young people for the future.

**FIRST
LEGO
LEAGUE**

**FIRST
TECH
CHALLENGE**

**FIRST
ROBOTICS
COMPETITION**

Introduction

Team Media refers to the photos, videos, and other content that teams create themselves to document their season and showcase their identity – distinct from event-provided broadcast or photography.

Team Media is important!

Part of running a successful *FIRST*® team is ensuring appropriate Public Relations (PR), funding, and media, and Team Media is an important aspect of all those elements.

- Teams need support from their local community to fund their activities, and Team Media allows for better and more customized materials for sponsorship packages and high-quality content to promote the team to supporters and potential new team members
- Several *FIRST* awards (such as *FIRST*® Impact Award or *FIRST*® Inspire Award) ask teams to document their stories, outreach, and impact. Strong ongoing media practices and quality content are an important aspect of compiling a compelling submission for these awards.
- Team Media helps create a record of competitions that teams carry forward as their history. Without quality team media content, past successes and lessons are more easily forgotten.

All *FIRST* events should ensure appropriate access and considerations are made to enable these activities, as that's one-way events can help enable team success. Event staff and volunteers should be made aware of Team Media and why it matters to teams. This resource focuses on *FIRST* Robotics Competition, but the principles can be used for all *FIRST* events.

Team Media Requirements

These guidelines are for team media representatives.

Credentials

It is recommended that each *FIRST*® Robotics Competition team is issued one Team Media pass in its check-in packet. Passes could be a button, badge, or something else as long as it is unique and easily identifiable as a Team Media pass. Team Media passes must be limited to one per team to keep the playing field areas and access to them open and unobstructed.

Individual team sponsors at the event should utilize the team media pass provided in the check-in packet. *FIRST* reserves the right to revoke media buttons at any time if an individual is in violation of any of the below guidelines and/or stated eligibility requirements.

Team Media Passes

Team Media Passes must be worn at all times in the competition field areas. Team Media representatives without a media pass will not be permitted into the competition field areas. Mascots will not be recognized as official team media.

Team Media Area

Each event will designate at least one area near the playing field to be used as a Team Media Area. Events should consult with the FTA, Event Manager(s), and PDPs to determine appropriate location, considering queuing and team access needs. Event staff and volunteers should attempt to ensure

that Team Media Areas provide good and unobstructed viewing and sightlines of activities on the field. Some recommended Team Media Area layouts are included in Appendix 1.

Team Media Access During Event Hours

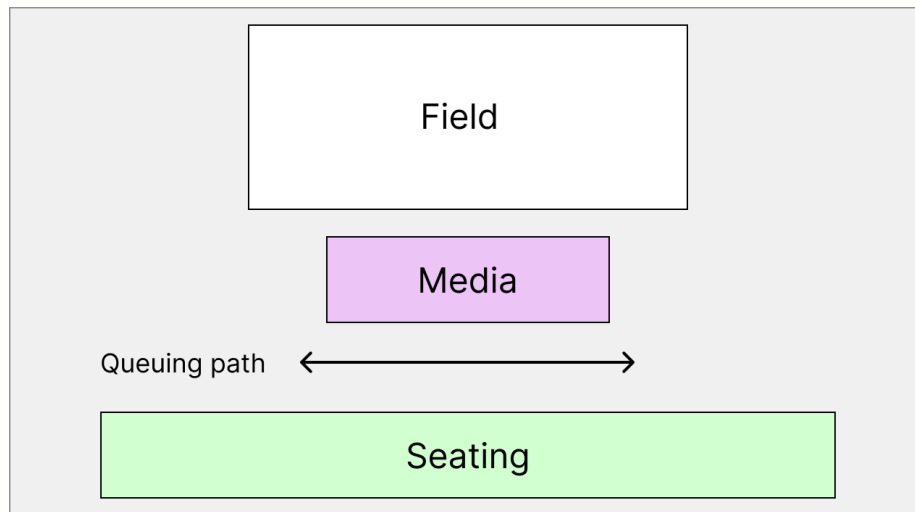
Team Media Areas	It is recommended that access is permitted immediately preceding, during, and immediately following each of their team's qualification and playoff matches, and during alliance selections. Do not block robot entry and exit paths and always follow directions of Volunteers and Event Staff. Team Media members may not interact with drive team members during matches.
Team Queuing Areas	It is recommended that access is permitted while their team is in queue for qualification and playoff matches, and during alliance selections. Do not block robot entry and exit paths and ensure continued access to other teams' queuing spaces. Team media may travel with their drive team and robot between the pits and the field, but are not drive team members. Once the team's match is up, team media should proceed to the designated team media areas.
Pits	Must adhere to Event Staff instructions and event safety rules, and ensure no overcrowding results.
Judging areas	No access.
Volunteer areas	No access.
Private venues/ meeting areas/ Invited Guest areas	No access.
All other public areas at an event	Interviews and photography/videography are permitted. Must adhere to Event Staff instructions and event rules.

Appendix 1: Recommended *FIRST*® Robotics Competition Team Media Area Layouts

These are some recommended Team Media layouts. Events are welcome to modify as needed to fit their space constraints, but these are a good starting point for most venues.

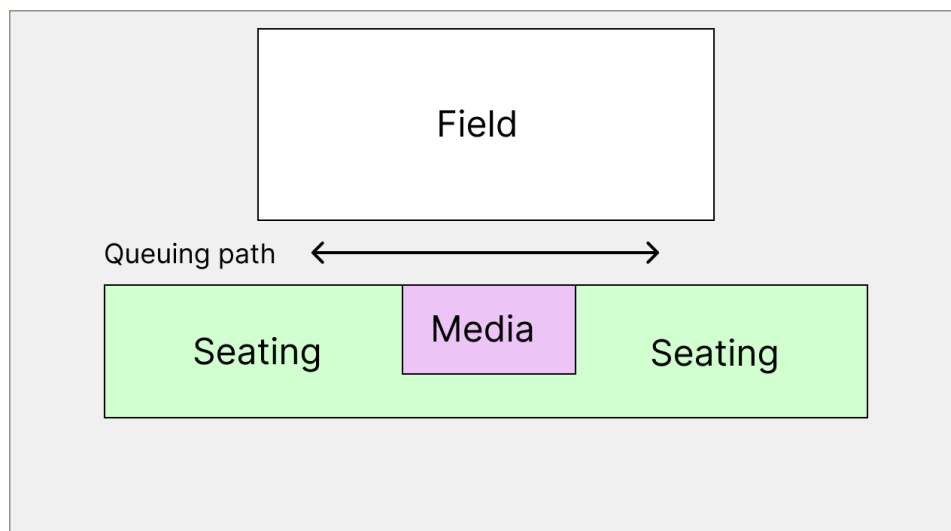
Option 1: Standard layout

For venues with ample space, placing the media box up near the field with a queueing path between the seating and the media box provides ideal sightlines and ample space for teams to move between queueing areas during a match. Be sure to take into account gate location for where robots will get on/off the field as well as space for referees.



Option 2: Compact

When space is at a premium, events can either block off some seats for media, or if seating allows, events can split the seating so that there is open floor space between bleachers for media.



Option 3: Split media boxes

While splitting the media boxes doesn't typically give events more floor space, a split box can be ideal if the field has large visual obstacles in the center. If events use split boxes Team Media from either alliance should be able to choose whichever box they prefer. It is okay to ask them to stay in one box during matches.

