This toolkit has been designed to provide you with the information and tools you need to plan and execute a successful local Media/PR strategy that maximizes the impact of your Regional/District event and helps publicize how the FIRST® Robotics Competition combines the rigor or STEM learning with the fun and excitement of traditional sports.

**Table of Contents**

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Media/PR Guide</td>
<td>Page 2-3</td>
</tr>
<tr>
<td>B. Press Materials – Samples &amp; Templates</td>
<td>Page 4-13</td>
</tr>
<tr>
<td>C. Media Guidelines Template</td>
<td>Page 14-15</td>
</tr>
<tr>
<td>D. Additional Resources</td>
<td>Page 16</td>
</tr>
</tbody>
</table>
APPENDIX A

Media/PR Guide

The following outlines the steps you should take to help you build and execute your public relations and communications plan around Regional and/or District events. For any questions or concerns as you execute these steps, please contact Haley Morse (hmorse@firstinspires.org).

BUILD AND EXECUTE COMMUNICATIONS PLAN

1. **Identify and prepare your spokesperson(s):** Media will seek out credible and compelling spokespersons to interview before, at, and during competitions. Ideally, you will have at least one student, educator, volunteer, FIRST® organizer, and FIRST® sponsor. All spokespersons should be media-trained and prepped before any interviews or events.

2. **Develop story angles:** Develop angles that tie back to the mission of FIRST. For example:
   - Specific, tangible results achieved by participating in FIRST (improved academic performance, available internships, and over $80 million in college, university, and technical program scholarships for FIRST participants)
   - Why businesses partner with high schools (enriching the future workforce, reinvigorating adults through student mentorship)
   - Human interest stories (diversity, teamwork, building alliances with competitors, succeeding amid adversity)

   Share unique stories about your team with FIRST Marketing for potential use in national media efforts (marketing@firstinspires.org).

3. **Identify target media:** Search the internet for media outlets in your location, including local and regional television network affiliates, newspapers, magazines, and radio stations. Analyze and target outlets by considering if they reach your target audience, how your news fits with their typical stories, and the size of their audience. If information is not available online, call them to secure contact information, deadlines, and programming schedules.

4. **Develop and distribute calendar alert:** Use this document to encourage public attendance at your event via local print and online calendar listings. Fax or email it to the calendar sections or contacts four weeks prior to your event. Some online outlets will have a form for you to complete. *(See Appendix B for template; fill in relevant details where specified)*

5. **Develop and distribute media advisory:** Use this document to encourage media to attend your event. Fax or email it to television and radio broadcast assignment editors, as well as photo desks at local newspapers and stations three days, two days, and one day prior to your event. Have printed copies available onsite. *(See Appendix B for template; fill in relevant details where specified)*

6. **Develop and distribute pre-competition press release:** Use this document to provide a more extensive explanation of the competition and how the game is played, as well as quotes from spokespersons and a list of participating schools and teams. Include links to photos and video. Fax or email it to media one day before the event and have printed copies available onsite. *(See Appendix B for template; fill in relevant details where specified)*

7. **Coordinate onsite media opportunities:** Have a dedicated media contact available to coordinate opportunities, connect reporters with spokespeople, and provide photos and other relevant assets.

You should have press kits available onsite for media to take home and use as reference for their stories. Each press kit should include:

- Regional event press release
- FIRST FAQs *(See Appendix D)*
- FIRST and program-specific marketing materials
• Media guidelines (See Appendix B for template)
• Other materials at your discretion (e.g., event schedule, team lists, sponsor materials) (See Appendix B for a guide to onsite support)

8. **Develop and distribute post-event press release:** Use this document to provide a recap of competition and announce the winning teams. Include links to photos and video, and fax or email to media immediately after the closing ceremonies (no more than four hours later). *(See Appendix B for template; fill in relevant details and winners where specified)*

**Contacting Media – Best Practices**

- Media are almost always on tight deadline and like to receive succinct information quickly
- Outline the key points you want to convey *(FIRST Robotics Competition definition, Regional event location and timing, confirmed spokespeople, best story angles)*
  - When speaking with television media, give them an idea as to what visuals they will be able to capture *(See Appendix B, media advisory template)*
- Contact print reporters first, as they take longer to prepare stories
  - Daily newspaper: contact the Technology, Education and/or Science Editor or Reporter
  - Weekly or monthly newspaper: contact the Editor
  - TV station: contact the Assignment Desk/Assignment Editor/Weekend Assignment Editor and the Technology, Education and/or Science reporter
  - Radio station: contact the Program Director
- Keep a running list of the media with whom you speak and the outcome. Use this list to generate a media attendance list for your event and cross-check against it when searching for coverage after your event.
- Media will find opening ceremonies, final rounds, and closing ceremonies most exciting and newsworthy, so encourage them to attend these parts of your event. If you know if/when local VIPs will attend your event and they are willing to make themselves available for interviews, convey this too.

**EVALUATE**

**Track media coverage and compile summary**

- Monitor television news, radio and newspapers to identify any *FIRST* media coverage (e.g. Google News)
- Review your media contact list and call or email reporters who said they would cover the competition to find out when and where the coverage ran
APPENDIX: B

Press Materials – Samples & Templates

CONTENTS

• Calendar Alert Template
• Media Advisory Template
• Pre-competition Press Release Template
• Post-competition Press Release Sample
• FIRST® Boilerplate

Note: For brand consistency, it’s important to communicate the proper use of FIRST by consistently using it correctly in all press materials. FIRST should always appear in all capital, italicized letters.

The first time FIRST appears on a page the superscript ® symbol should be used as follows: FIRST®. (See Appendix D for additional information regarding FIRST trademarks.) Editors may download high-resolution logos at www.firstinspires.org/brand. Program photos can be found and downloaded from the FIRST Press Room at https://www.firstinspires.org/about/press-room.
Local Students Compete to Qualify for Global Robotics Championship at FIRST® Robotics Competition [Regional or District] Event

Event: FIRST® Robotics Competition [REGIONAL or DISTRICT NAME]

What: More than [NUMBER OF TEAMS] area high schools will bring students, teachers, mentors, sponsors, and family members to participate in the FIRST® Robotics Competition. This high-tech sporting event will produce excitement and energy for participants and spectators alike, as teams compete for honors and recognition that reward design excellence, sportsmanship, teamwork, and more.

INFINITE RECHARGE™ is part of the 2020 FIRST® season, FIRST® RISE™, powered by Star Wars: Force for Change. FIRST has teamed up with Lucasfilm and parent company Disney as part of the Star Wars: Force for Change philanthropic initiative to inspire the next generation of heroes and innovators, creating a place where collaboration and collective wisdom can elevate new ideas and foster growth. FIRST RISE empowers FIRST participants to explore the future of cities and architecture, building communities filled with inspiration, creativity, and – most importantly – hope.

In INFINITE RECHARGE, two alliances work to protect FIRST City from approaching asteroids caused by a distant space skirmish. Each alliance, along with their trusty droids, races to collect and score Power Cells in order to energize their Shield Generator for maximum protection. To activate sections of the Shield Generator, droids manipulate their Control Panels after scoring a specific number of Power Cells. Near the end of the match, droids race to their Rendezvous Point to get their Shield Generator operational in order to protect the city.

FIRST® (For Inspiration and Recognition of Science and Technology) is a nonprofit organization, founded by inventor Dean Kamen, dedicated to inspire an appreciation of science and technology in young people. The FIRST Robotics Competition is a program that challenges high school students – working with professional mentors – to design and build a robot to contend in competitions that measure the effectiveness of each robot, the power of collaboration and the determination of students.

When: [INSERT DATE]
Time: [INSERT TIME] a.m. – [INSERT TIME] p.m.
Where: [LOCATION] [STREET ADDRESS] [CITY, STATE]
Details: Admission is free. More information: www.firstinspires.org

About FIRST®
FIRST® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs.
international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a proven impact on STEM learning, interest, and skill-building well beyond high school. Boosted by a global support system of mentors, coaches, volunteers, alumni, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of FIRST Core Values to conduct research, fundraise, design, and build robots, then compete and celebrate at local, regional, and international events. High school students are eligible for more than $80 million in college scholarships. Learn more at firstinspires.org.

*** Media Advisory ***

The following page is a sample template. Media Advisory should be customized (See highlighted area) with Regional information and faxed or emailed to broadcast assignment editors and photo desks at local dailies and broadcast stations 3 days, 2 days and 1 day (3 times) prior to the event. Follow up Media Advisory with a phone call.

**FOR IMMEDIATE RELEASE**

CONTACT: [NAME]
[NUMBER]
[EMAIL]

High School Students Put Robots to the Test, Compete to Qualify for Global FIRST® Robotics Championship at [Regional or District] Event

[#] Local Teams to Compete for Awards, Qualification for International Championship

**Who:**
Student teams from local school districts and [#] surrounding states will participate in the FIRST® Robotics Competition [REGIONAL OR DISTRICT NAME] for an opportunity to win regional recognition for design excellence, sportsmanship, teamwork, and more, and advance to the FIRST Championship competition. The public is encouraged to attend, catch the excitement of this intense competition, and cheer on their favorite teams. Admission is free.

INFINITE RECHARGE™ is part of the 2020 FIRST season, FIRST® RISE™, powered by Star Wars: Force for Change. FIRST has teamed up with Lucasfilm and parent company Disney as part of the Star Wars: Force for Change philanthropic initiative to inspire the next generation of heroes and innovators, creating a place where collaboration and collective wisdom can elevate new ideas and foster growth. FIRST RISE empowers FIRST participants to explore the future of cities and architecture, building communities filled with inspiration, creativity, and – most importantly – hope.

In INFINITE RECHARGE, two alliances work to protect FIRST City from approaching asteroids caused by a distant space skirmish. Each alliance, along with their trusty droids, races to collect and score Power Cells in order to energize their Shield Generator for maximum protection. To activate sections of the Shield Generator, droids manipulate their Control Panels after scoring a specific number of Power Cells. Near the end of the match, droids race to their Rendezvous Point to get their Shield Generator operational in order to protect the city.

[List NOTABLE GUEST HERE] will be in attendance to [DESCRIBE INVOLVEMENT, TIME & LOCATION]

Teams from [cities/states] will be competing, including [LIST LOCAL TEAMS/SCHOOLS].
What: The FIRST Robotics Competition is a program that challenges high school students – working with professional mentors – to design and build a robot to contend in competitions that measure the effectiveness of each robot, the power of collaboration, and the determination of students. Teams in the FIRST Robotics Competition [REGIONAL or DISTRICT NAME] Regional will vie for regional awards and a spot at the FIRST® Championship to be held April 15-18 at the George R. Brown Convention Center in Houston, Texas, and April 29-May 2 at the TCR Center in Detroit, Michigan. The competition is part of FIRST, a nonprofit organization dedicated to inspire young people’s interest and participation in science and technology.

When: Thursday, [DATE] 8:00 a.m. – 12:00 p.m. – Robot testing and inspection

Friday, [DATE] 9:00 a.m. – 9:20 a.m. – Opening ceremonies
   9:20 a.m. – 4:30 p.m. – Qualifying matches

Saturday, [DATE] 9:00 a.m. – 9:20 a.m. – Opening ceremonies and Sponsor keynotes
   9:20 a.m. - 12:00 p.m. – Qualifying matches
   1:00 p.m. - 3:00 p.m. – Final rounds matches
   3:00 p.m. – Awards & closing ceremonies

Where: [LOCATION]
      [ADDRESS]
      [PHONE NUMBER]

Photo Opp: Students testing, tuning up, and competing with their robots. Watch student teams of two Alliances with three robots each are awarded points by scoring Power Cells into Power Ports, activating their Shield Generator, rotating their Control Panel, and meeting at the Rendezvous Point to level their Generator Switch on a Star Wars inspired playing field. Mentors, school groups, school mascots, family, and fans are cheering on the teams.

About FIRST®
FIRST® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a proven impact on STEM learning, interest, and skill-building well beyond high school. Boosted by a global support system of mentors, coaches, volunteers, alumni, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of FIRST Core Values to conduct research, fundraise, design, and build robots, then compete and celebrate at local, regional, and international events. High school students are eligible for more than $80 million in college scholarships. Learn more at firstinspires.org.

###
**Pre-Competition Press Release**

The following page is a sample template. Release should be customized (See highlighted areas) with Regional/District information and given to media at the event, and/or faxed or emailed to the media fax #s day of event. Follow-up with a phone call.

FOR IMMEDIATE RELEASE

CONTACT:  
[NAME]  
[NUMBER]  
[EMAIL]

[LOCATION] HIGH SCHOOL STUDENTS COMPETE TO QUALIFY FOR FIRST® INTERNATIONAL ROBOTICS CHAMPIONSHIP

Students Learn Problem-Solving and Teamwork in Addition to Designing and Building Robots by Working with Professional Mentors to participate at [Regional Event Name], [Date]

[CITY, STATE, DATE, 2020] — High-school students from [XX] states and [CITY]-area schools will have the opportunity to showcase their hard work after designing and building an original robot in the FIRST® Robotics Competition (www.firstinspires.org). This week, at [VENUE LOCATION], [#] teams of students and engineering and technical mentors will demonstrate their skill for science, mathematics, and technology. They will compete for honors and recognition that reward design excellence, competitive play, sportsmanship, and high-impact partnerships between schools, businesses, and communities.

Founded by inventor Dean Kamen, FIRST® (For Inspiration and Recognition of Science and Technology) was created to inspire an appreciation of science and technology in young people, their schools, and their communities. The FIRST Robotics Competition anticipates approximately 3,900 teams in the U.S. and more than 35 other countries worldwide to compete in 77 Regional and District Championships and 105 District Events.

More than [#] students will compete at the [REGIONAL or DISTRICT NAME] to earn a spot at the international FIRST Championship to be held April 15-19 at the George R. Brown Convention Center in Houston, Texas, and April 29-May 2 at the TCR Center in Detroit, Michigan.

INFINITE RECHARGE® is part of the 2020 FIRST season, FIRST® RISE®, powered by Star Wars: Force for Change. FIRST has teamed up with Lucasfilm and parent company Disney as part of the Star Wars: Force for Change philanthropic initiative to inspire the next generation of heroes and innovators, creating a place where collaboration and collective wisdom can elevate new ideas and foster growth. FIRST RISE empowers FIRST participants to explore the future of cities and architecture, building communities filled with inspiration, creativity, and – most importantly – hope.
In *INFINITE RECHARGE*, two alliances work to protect *FIRST* City from approaching asteroids caused by a distant space skirmish. Each alliance, along with their trusty droids, races to collect and score Power Cells in order to energize their Shield Generator for maximum protection. To activate sections of the Shield Generator, droids manipulate their Control Panels after scoring a specific number of Power Cells. Near the end of the match, droids race to their Rendezvous Point to get their Shield Generator operational in order to protect the city.

*<INSERT QUOTE(S) FROM LOCAL ORGANIZER OR SPONSOR>*

This season, participating *FIRST* students are eligible to apply for more than $80 million in college, university, and technical program scholarships being made available by 200 scholarship providers.

With a limited time and resources, students work with professional engineering mentors to design a robot that solves a problem using a Kit of Parts and a standard set of rules. Once these young inventors create the robot, their teams participate in regional competitions that measure the effectiveness of each robot, the power of collaboration, and the determination of students.

*FIRST* Robotics Competition [REGIONAL or DISTRICT NAME] sponsors and volunteers come from some of the most highly regarded organizations in the area, including [REGIONAL SPONSORS]. Sponsors provide resources including time and talent from professional mentors, services, equipment, financial contributions, and volunteers.

**About FIRST®**

*FIRST®* is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, *FIRST* has a proven impact on STEM learning, interest, and skill-building well beyond high school. Boosted by a global support system of mentors, coaches, volunteers, alumni, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of *FIRST Core Values* to conduct research, fundraise, design, and build robots, then compete and celebrate at local, regional, and international events. High school students are eligible for more than $80 million in college scholarships. Learn more at firstinspires.org.

###
***Post-Competition Press Release***

The following is a sample from a previous FIRST Robotics Competition Boston Regional. Release should be faxed or emailed to the media immediately following the Closing Ceremonies. Follow up with a phone call and/or send a photo to the editor.

FOR IMMEDIATE RELEASE

CONTACT: [NAME]
[NUMBER]
[EMAIL]

[LOCATION] HIGH SCHOOL TEAMS QUALIFY FOR INTERNATIONAL ROBOTICS CHAMPIONSHIP

Students Advanced Following Competitions Putting Custom-Built Robots to the Test; Others Win Honors for Design, Sportsmanship, Partnership [Sample Only]

[CITY/STATE, DATE, 2020] – Attended by thousands of fans, families, educators, and industry leaders, the FIRST® (For Inspiration and Recognition of Science and Technology) Robotics Competition [EVENT NAME] awarded several teams with honors that rewarded design excellence, competitive play, sportsmanship, and high impact partnerships between schools, businesses, and communities. Held at the [VENUE NAME] on [DATES], [XX] high school student teams competed to earn a spot at the FIRST® Championship, to be held April 15-18 at the George R. Brown Convention Center in Houston, Texas, and April 29-May 2 at the TCF Center in Detroit, Michigan.

With the hope of winning one of the several coveted awards, high school students worked with professional mentors to design and build a robot that solved a problem using a kit of parts and a standard set of rules.

INFINITE RECHARGE™ is part of the 2020 FIRST season, FIRST® RISE™, powered by Star Wars: Force for Change. FIRST has teamed up with Lucasfilm and parent company Disney as part of the Star Wars: Force for Change philanthropic initiative to inspire the next generation of heroes and innovators, creating a place where collaboration and collective wisdom can elevate new ideas and foster growth. FIRST RISE empowers FIRST participants to explore the future of cities and architecture, building communities filled with inspiration, creativity, and – most importantly – hope.

In INFINITE RECHARGE, two alliances work to protect FIRST City from approaching asteroids caused by a distant space skirmish. Each alliance, along with their trusty droids, races to collect and score Power Cells in order to energize their Shield Generator for maximum protection. To activate sections of the Shield Generator, droids manipulate their Control Panels after scoring a specific number of Power Cells.
Near the end of the match, droids race to their Rendezvous Point to get their Shield Generator operational in order to protect the city.

“Each team clearly demonstrated teamwork, professionalism and strategic thinking in solving the competition’s challenges,” [LOCAL FIRST CONTACT] “The noise level from the audience cheering on the teams was tremendous. Students, school groups, community members, and professional team mentors filled the stands and helped to bring a level of fun and excitement to the competition. With the sustained support of the Boston community, this robotics competition will continue to grow and inspire students to study math, science and engineering.” [USE OR REPLACE WITH QUOTE FROM APPROPRIATE REGIONAL/DISTRICT REPRESENTATIVE]

Students participating in FIRST are eligible to apply for over $80 million dollars in college, university, and technical program scholarships being made available by 200 scholarship providers.

Since its beginning, FIRST has significantly improved students’ attitudes towards math, science and teamwork. Students who participate show increased interest in pursuing internship and employment opportunities in science and engineering, especially with companies that are involved with FIRST.

Winners of the FIRST Robotics Competition 2020 [EVENT NAME] Awards include [SAMPLE ONLY]:

<table>
<thead>
<tr>
<th>Award</th>
<th>School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Chairman’s Award**</td>
<td>Provincia de Sao Pedro High School Team #383</td>
</tr>
<tr>
<td>(highest award of the competition)</td>
<td></td>
</tr>
<tr>
<td>Engineering Inspiration Award**</td>
<td>Hillsborough High School Team #75</td>
</tr>
<tr>
<td>(second highest award of competition)</td>
<td></td>
</tr>
<tr>
<td>Woodie Flowers Finalist Award</td>
<td>James Broderick</td>
</tr>
<tr>
<td>Volunteer of the Year Award</td>
<td>David Burmaster and George Perna</td>
</tr>
<tr>
<td>Winner**</td>
<td>Middletown High, Portsmouth High, Tiverton High and Mount Hope High</td>
</tr>
<tr>
<td></td>
<td>School Team #121 &amp; Cocoa Beach and Rockledge High School Team #233 &amp;</td>
</tr>
<tr>
<td></td>
<td>Tolman High School Team #1568</td>
</tr>
<tr>
<td>Regional Finalists</td>
<td>Trinity High School Team #40 &amp; Quincy Public Schools Team #69 &amp; KHS</td>
</tr>
<tr>
<td></td>
<td>Robotics Club Team #213</td>
</tr>
<tr>
<td>Autonomous Award sponsored by Ford</td>
<td>Hillsborough High School Team #75</td>
</tr>
<tr>
<td>Creativity Award sponsored by Xerox</td>
<td>Algonquin High School Team #1100</td>
</tr>
<tr>
<td>Digital Animation Award</td>
<td>Shrewsbury High School Team #467</td>
</tr>
<tr>
<td>sponsored by AutomationDirect.com</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship Award</td>
<td>Middletown High, Portsmouth High, Tiverton High and Mount Hope High</td>
</tr>
<tr>
<td>sponsored by Kleiner Perkins Caufield &amp;</td>
<td>School Team #121</td>
</tr>
<tr>
<td>Byers</td>
<td></td>
</tr>
</tbody>
</table>
Excellence in Engineering Award sponsored by Delphi

FIRST Dean’s List Award

Gracious Professionalism® Award sponsored by Johnson & Johnson

Highest Rookie Seed Award

Imagery Award in honor of Jack Kamen

Industrial Design Award sponsored by General Motors

Innovation in Control Award sponsored by Rockwell Automation

Rookie All-Star Award** (highest rookie award)

Rookie Inspiration Award sponsored by National Instruments

Quality Award sponsored by Motorola Solutions Foundation

Safety Award sponsored by UL

Judges’ Awards

*The Chairman’s Award is the most prestigious award of the event and recognizes the team that embodies the goals and purpose of FIRST and best represents a model for other teams to emulate.

**Denotes awards where teams qualify to participate in the FIRST Championship to be held in Houston, Texas, and Detroit, Michigan.

About FIRST®

FIRST® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a proven impact on STEM learning, interest, and skill-building well beyond high school. Boosted by a global support system of mentors, coaches, volunteers, alumni, and sponsors
that include over 200 of the Fortune 500 companies, teams operate under a signature set of FIRST Core Values to conduct research, fundraise, design, and build robots, then compete and celebrate at local, regional, and international events. High school students are eligible for more than $80 million in college scholarships. Learn more at firstinspires.org.

###

***FIRST Boilerplate***

Include this brief explanation of FIRST at the end of any FIRST-related press release. This boilerplate should be used as is, and should not be edited in any way.

Note: You may use your own boilerplate (i.e. for a nonprofit, etc.) instead of or in addition to the FIRST boilerplate as appropriate.

About FIRST®

FIRST® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a proven impact on STEM learning, interest, and skill-building well beyond high school. Boosted by a global support system of mentors, coaches, volunteers, alumni, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of FIRST Core Values to conduct research, fundraise, design, and build robots, then compete and celebrate at local, regional, and international events. High school students are eligible for more than $80 million in college scholarships. Learn more at firstinspires.org.

###
APPENDIX: C
MEDIA GUIDELINES

These guidelines are for print, broadcast and electronic media, photographers, videographers, production crews, and corporate communications staff attending a FIRST® event.

MEDIA GUIDELINES TEMPLATE

2020 FIRST® Robotics Competition
<Regional Name>
<Date>
<Location>

We welcome media and communications individuals to capture images/footage at our events for the purpose of promoting FIRST. Images/footage obtained at FIRST events may not be used for commercial gain or the advertisement of any commercial product. FIRST cannot guarantee that every attendee has consented to your use of their likeness. User assumes any risk/responsibility of using images/footage obtained at the event.

Required Registration
All media and communications individuals are required to register and receive a Media Pass at the <check-in location> before beginning any coverage of the event. Proper credentials and a photo ID are required for a Media Pass to be issued.

Media Pass
Media Passes must be worn at all times within the <name of facility>. Media and communications individuals without a Media Pass will not be permitted onto the playing field or the pit area. Passes are not transferable.

No Access Permitted
Media are not permitted on the actual playing field surface; in areas marked off for human players; on any stage area during opening and closing ceremonies or other special presentations/events; in private venues; VIP areas; volunteer areas; or judges’ areas.

Access
Playing Fields: Media are permitted in designated access areas around the playing field. Media are not permitted in areas marked off for human players. Interviews are permitted in the playing field area but must not block robot entry and exit paths.

Pit Area: Media are permitted in the Pit Area at all times during the event. Interviews and photography/videography are permitted.

Gracious Professionalism® is an important value at FIRST. Media are asked to conduct themselves consistent with Gracious Professionalism. Please respect the competitors, volunteers, and your colleagues as you cover the event. Allow teams the physical and mental
space needed to compete fully and freely. At times, the Pit Area may also require team members to be free from distraction. Please be sensitive during filming and always ask permission to shoot and/or conduct interviews.

Contacts
<List Media contact(s) – name, email, telephone number>
APPENDIX: D

Additional Resources

- *FIRST®* logos and Branding and Design Standards
- *FIRST FAQs*
- *FIRST Impact*
- Policy on the Use of *FIRST* Trademarks and Copyrighted Materials (including *FIRST* and The LEGO Group Intellectual Property)
- *FIRST* Core Messaging is available in Box