

REUNIÓN VIRTUAL COMISION PRENSA Y MEDIOS DE COMUNICACION NORCECA

**NORCECA PRESS AND MASS MEDIA COMMISSION VIRTUAL MEETING**

29 MARZO / **MARCH 29, 2022**

El día 29 del mes de marzo de 2022, a las 7:00 pm, de manera virtual, se llevó a cabo la Reunión de la Comisión de Prensa y Medios de Comunicación de la Confederación Norte, Centroamericana y del Caribe de Voleibol 2022. / **On March 29th, 2022, at 7:00 pm, a virtual meeting was held, for the 2022 North, Central American and Caribbean Volleyball Confederation Press and Mass Media Commission.**

1. Palabras de Bienvenida / **Welcoming Words**

Dr. Roosevelt Comarazamy

Lic. Carolina Rivas

La Sra. Carolina Rivas les da bienvenida a todos en esta reunión. Ella agradece a todos los miembros e invitados especiales que están presentes en la reunión de hoy. Ella sabe que todos están muy ocupados con agenda diaria de trabajo. Ella dice que todos nos estamos ajustando a los cambios producidos por la pandemia y espera que vengan mejores años por delante. / **Mrs. Carolina Rivas welcome all to this meeting. She appreciates all members and special guests for attending today's meeting. She is aware they are all busy with personal working agendas. She states we are all adjusting to changes after the pandemic and hoping for better years ahead for all of us.**

El Dr. Roosevelt Comarazamy dice sentirse ilusionado de verlos de nuevo luego de dos años. Espera que sea una reunión muy productiva. Poco a poco están regresando a la normalidad con las competencias así que habrá mucho trabajo que hacer luego de casi un año completo sin competencias. / **Dr. Roosevelt Comarazamy states he feels elated to see everyone again after two years. He hopes this is a very productive meeting. Little by little everything is returning back to normal with competitions and events so there will be much work to do after almost one complete year without competitions.**

Se procede con el pase de lista y las personas presentes en la reunion son las siguientes: / **They proceed with roll call and the persons present for this meeting are the following:**

**Miembros / Members**

Carolina Rivas

Roosevelt Comarazamy

Jackie Skender

Lisset Ricardo

Jose Caceres

Emir Alfaro

Cayacoa Moquete

Bonnie Jean Evans

Ernesto Beltre

Victor Calvo

Jose Rodolfo Andreu

Yinet Cruz

## **NORCECA**

Lic. Cristobal Marte Hoffiz  
Glenn Quinlan  
Mushtaque Mohammed  
José Luis Jiménez Lao  
Arateide Cáceres  
Indhira Ramírez  
Carlos Santis

Ausentes en la reunión están las siguientes personas: / ***The following persons are absent from the meeting:***

## **Miembros / Members**

Humberto Pagan  
Freddy Tapia  
Manuel Jimenez  
Raul Calvo

## **NORCECA**

Mark Eckert  
Felix Sabio

## **2. Palabras de Bienvenida / *Welcoming Words***

Lic Cristobal Marte Hoffiz

Presidente NORCECA / ***NORCECA President***

El Lic. Cristóbal Marte Hoffiz les da la bienvenida a todos los presentes en la reunión. El siente mucha admiración por la comisión de prensa NORCECA. Ellos son los que promueven esta confederación y esparcen informaciones alrededor del mundo para personas que se quieren informar acerca de las actividades de NORCECA. / ***Mr. Cristobal Marte Hoffiz welcomes all present in the meeting. He feels a lot of admiration for the NORCECA press commission. They are the ones who promote this confederation and puts forward all necessary information for people all around the world to see what NORCECA is doing.***

Esta comisión es muy importante para NORCECA. Son los responsables de promocionar todos los eventos celebrados en NORCECA. Casi estamos de vuelta a la normalidad. El año pasado pudimos celebrar varios eventos y este año se ve muy prometedor. Habrán varias competencias de menores las cuales serán celebrados en dos diferentes categorías luego de la decisión aprobada por el Consejo de Administración FIVB en la cual se estableció que las categorías infantiles y juveniles Sub-18, Sub-19, Sub-20 y Sub-21 serán ahora consolidadas en dos categorías grandes que son Sub-19 y Sub-21 para ambos géneros. / ***This commission is very important to NORCECA. They are the ones in charge of promoting all the events held in NORCECA. We are almost back to normal. Last year we were able to celebrate several events and this year looks very promising. There will be several youth competitions which will now only be celebrated in 2 different categories after the decision approved by the FIVB Board of Administration that the youth and junior categories U-18, U-19, U-20 and U-21 will now be consolidated into two major categories which are U-19 and U-21 for both genders.***

El Lic. Marte le informa a todos que muy pronto la Lic. Arateide Cáceres estará enviando las designaciones para los eventos a celebrarse en el próximo año a los oficiales de prensa que estarán trabajando los diversos eventos. Se tomará en cuenta el país que será sede del evento para limitar los viajes de los oficiales de prensa y los gastos por boletos aéreos lo más posible. / **Mr. Marte informs everyone that very soon Mrs. Arateide Cáceres will remit the assignments of press delegates that will work in upcoming events to be held next year. They will take into account the host country for the events in order to assign a press delegate that lives in the same country or nearby, this way cutting costs of flights as much as possible.**

### 3. Objetivo de la Reunion / Meeting Objective

Lic Carolina Rivas

Presidente de la Comisión / Commission President

#### a. Informes Depto Prensa NORCECA / NORCECA Press Dept Reports

Dr. Roosevelt Coomazamy



**PRESS AND MASS MEDIA COMMISSION REPORT 2021**

**Olympic Qualifier in Santo Domingo and Vancouver**

Just before the COVID-19 expanded throughout the world, the NORCECA Olympic Qualifiers took place in Santo Domingo and A full house at the Sports Palace in Santo Domingo watched the Dominican Republic defeating Puerto Rico for the women's ticket to the Olympic Games.

Also with thousands in the stands, Canada's men sealed the passport to Tokyo in Vancouver.

Both events were played simultaneously from January 10 to 12 of 2020.



**Gradually Back to Normality**

Six tournaments have been played thus far in Volleyball in 2021 with the Dominican Republic and Mexico each hosting three events. On the beach field, we have had the qualifier to the Junior Pan American Games in Punta Cana and the Finals of the Continental Cup in Colima, Mexico. All these competitions were fully covered by our delegates and photographers.

**Pan American Cups in Santo Domingo**

The Dominican Republic played host of the two Pan American Cups one after the other so it was like a Volleyball Festival in the capital of the country. The Men's Cup won by Mexico was played from September 3 to 9 while the Women's Cup took place from September 13 to 19 with the Dominicans claiming the crown at home.



**PRESS AND MASS MEDIA COMMISSION REPORT 2021**

**NORCECA Continental Tournaments in Mexico**

The city of Guadalajara was the site of the Women's Continental Tournament held from August 23 to 31 with the Dominican Republic successfully defending the crown.

The Men's event was played from August 18 to 23 in Durango with Puerto Rico claiming their first ever title in the continental event.



**PRESS AND MASS MEDIA COMMISSION REPORT 2021**

**FIVB World Championship in our Region**

Mexico continued with the tradition of hosting world championships with the city of Durango hosting the U-18 Girls' World Championship won by Russia followed by Italy and the United States.

Dominican Republic, Mexico, Puerto Rico and Canada also took part with the Dominicans making the Top-10 finishers.

The event was disputed from September 20-30 with 18 of the 20 qualified teams taking part of it.



**PRESS AND MASS MEDIA COMMISSION REPORT 2021**

**The Importance of Keeping the Records**

We continue to track the record book of NORCECA and the Men's Pan American Cup saw players from Dominican Republic and Canada setting new highs.

Dominican Henry Tapia set a new scoring record for the event with 131 points to break the previous mark by fellow Dominican José Cáceres with 127 in the 2012 edition.

Tapia also tied the record of 17 aces set by countryman Elvis Contreras also in 2012. Meanwhile, Canadian Jackson Howe's 27 blocks erased the record of 25 set two hours earlier by American Merick McHenry. The old record was shared by Brazilian Gustavo Bonatto (2012) and Puerto Rican Mannix Roman (2014).



**PRESS AND MASS MEDIA COMMISSION REPORT 2021**

**Mexican Lopez is in the books**

Josué López set a new record for aces in the match Mexico beat Trinidad & Tobago 3-0 during opening day of the NORCECA Men's Continental Championship. Lopez scored 10 aces with his serves and as a team Mexico collectively totaled 16 aces to tie its own record from the service line.

López's 10 aces broke the previous mark of 8 shared by Cuban Fernando Hernández, Martinique's Joann Breleur and Dominican Henry Tapia. Hernández did it against Canada on September 2, 2011, Breleur against St Vincent on September 29, 2017 and Tapia against Guatemala on September 4, 2019.

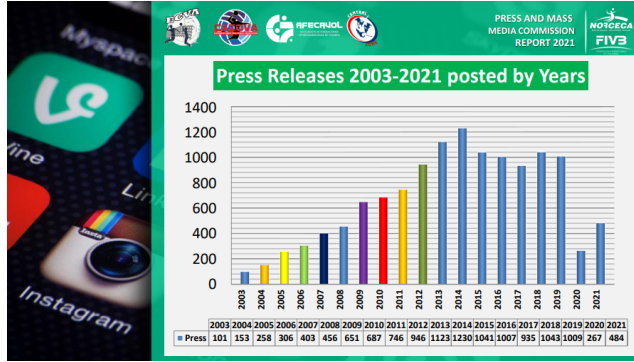
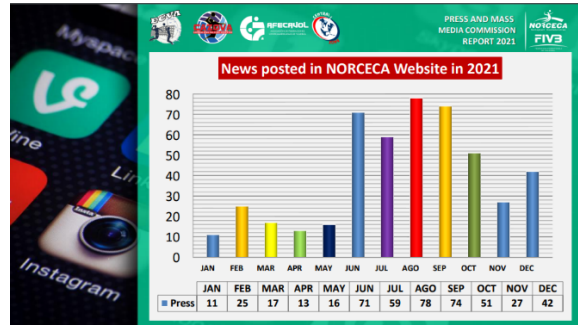
Mexico had scored 16 aces against St Vincent on September 26, 2017

**PRESS AND MASS MEDIA COMMISSION REPORT 2021** NORCECA FIVB


### Big step on Streaming TV

One major step in the coverage of our tournaments for the benefit of our audience around the world has been the transmission of our event via internet.


All the events in both Mexico and the Dominican Republic were on Streaming TV with positive comments from the viewers who had all the matches available in their devices.




**b. Redes Social / Social Media**  
Ing. Yinet Cruz




**13,784 people likes**  
**14,920 people follow**



**Followers: 8,194**  
**Posts: 2,598**



**Followers: 2,066**  
**Posts: 2,472**

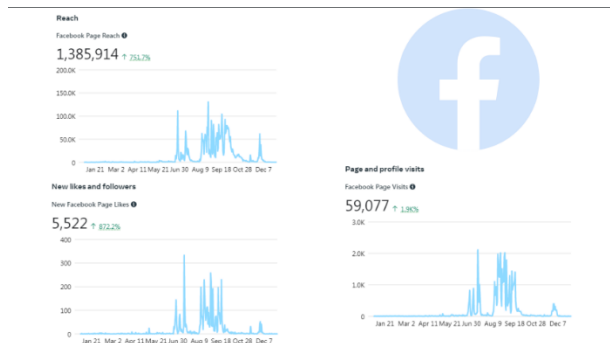


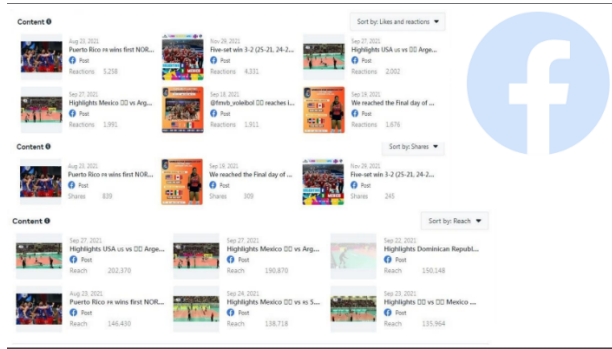
**Followers: 22**  
**Likes: 126**

**FACEBOOK**

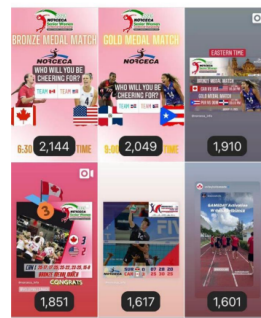
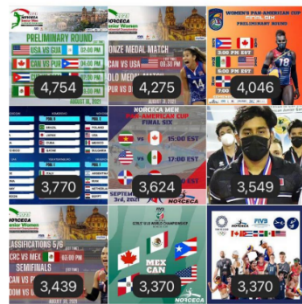
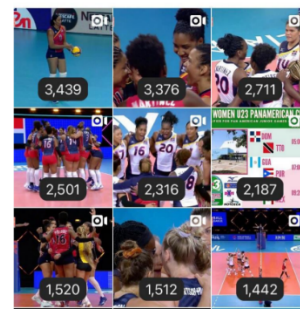
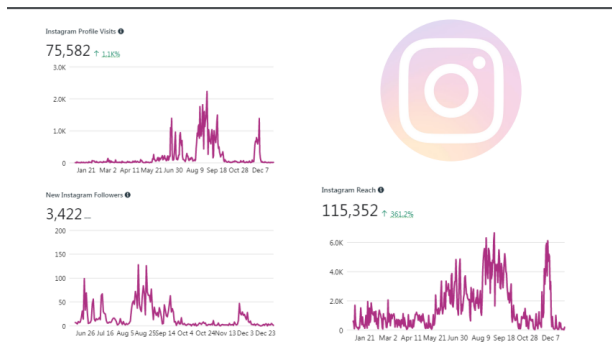
**Audience**

**NORCECA**  
Volleyball Confederation





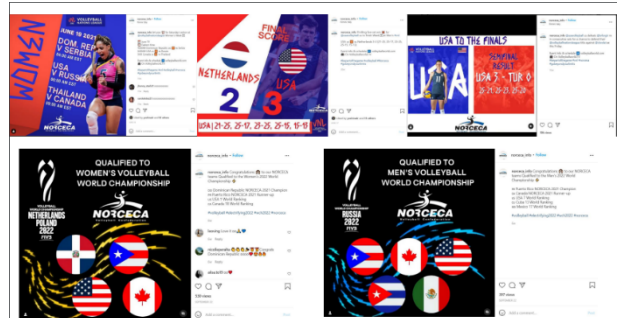
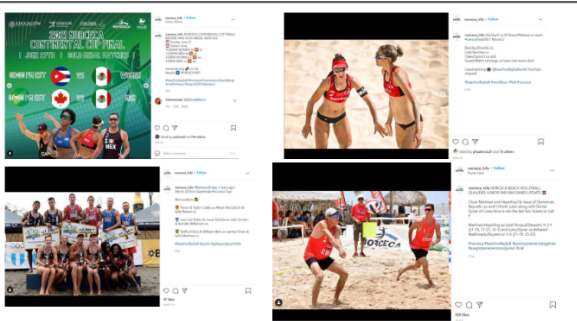
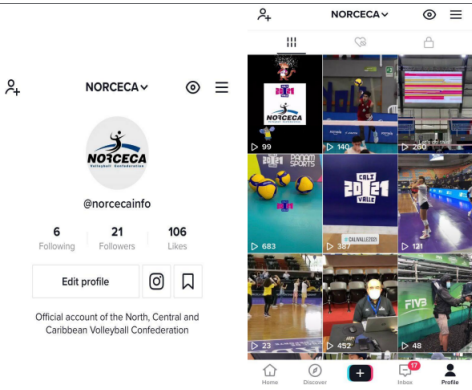
## INSTAGRAM



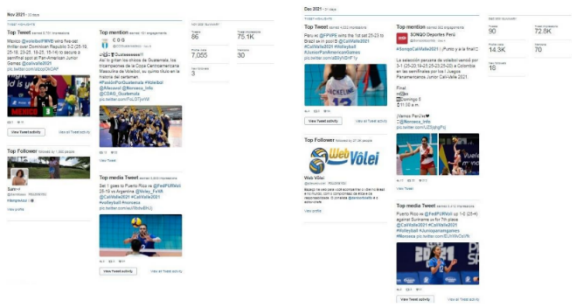
## TWITTER



# TIKTOK



<p>Nov 26, 2021 Five-set win 3-2 (25-21, 24-2... Post Reach: 331,153</p>	<p>Dec 2, 2021 Mexico CD @norcvolleybol a... Post Reach: 35,300</p>	<p>Dec 2, 2021 Top performance Day one W... Post Reach: 26,678</p>
<p>Nov 27, 2021 Mexico wins five-set thriller o... Post Reach: 34,289</p>	<p>Dec 1, 2021 Para @pinque defeat Domin... Post Reach: 5,568</p>	<p>Nov 26, 2021 Mexico @norcvolleybol deli... Post Reach: 5,414</p>
<p>Nov 26, 2021 Five-set win 3-2 (25-21, 24-2... Like: 10584</p>	<p>Dec 1, 2021 Mexico CD @norcvolleybol a... Like: 4735</p>	<p>Nov 27, 2021 Mexico wins five-set thriller o... Like: 687</p>
<p>Nov 27, 2021 Top Performers Day Two at L... Like: 355</p>	<p>Dec 1, 2021 Cuba moves into Beach Vole... Like: 356</p>	<p>Dec 1, 2021 Puerto Rico vs @Redpan... Like: 333</p>
<p>Nov 26, 2021 Five-set win 3-2 (25-21, 24-2... Reactions: 4,331</p>	<p>Dec 1, 2021 Mexico CD @norcvolleybol a... Reactions: 438</p>	<p>Nov 27, 2021 Mexico wins five-set thriller o... Reactions: 324</p>
<p>Nov 27, 2021 Top Performers Day Two at L... Like: 302</p>	<p>Dec 1, 2021 Gonzalez/Naras vs @Redpan... Like: 289</p>	<p>Nov 26, 2021 Top Performers Day One at L... Like: 236</p>



## Objectives and Proposals 2022-2023

- Joint efforts with Marketing Commission to create Public Relations and Marketing Strategies
- Acquire more digital tools to work the visuals
- Create an event guideline for photographers
- Improve collaboration and communication with teams, athletes and coaches during competitions in order to create original content
- Increase engagement in all platforms with NORCECA Teams and Fans
- Create more video content
- Work close with the Marketing Commission to align scope y graphic line with media content

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#### 4. Discussion General / *General Discussion*

a. *Mesa Redonda sobre como Federaciones Nacionales estan Resolviendo el Regreso a Eventos y Viajes tras Levantamiento de Restricciones de la Pandemia / Roundtable of how National Federations are dealing with the Return to Events and Travel as Pandemic Restrictions are Lifted*

Mrs. Jackie Skender

La Sra. Jackie Skender habla sobre la nueva realidad en Canadá después de la pandemia. Lentamente se están eliminando todas las restricciones y las mascarillas ya no son obligatorias Han tenido suerte de tener un alto índice de vacunación y el apoyo de su gobierno. / ***Mrs. Jackie Skender talks about the new reality in Canada after the pandemic. Slowly restrictions are being lifted and masks are no longer mandatory. They have been lucky to have a high vaccination rate and a lot of support from their government.***

La Sra. Carolina habla acerca de las restricciones existentes en Guatemala. Las mascarillas aún son obligatorias y se requiere prueba de vacunación y pruebas PCR para entrar al país desde algunos países específicos. Ella informa que los lugares de entretenimiento, como estadios ya están abiertos al público, sin embargo, la cantidad de personas permitidas dentro depende del tamaño del lugar y el tipo de evento que se llevara a cabo. / ***Mrs. Carolina Rivas talks about the restrictions currently in place in Guatemala. Masks are still mandatory and proof of vaccination and/or PCR tests are required for entry from various countries. She informs that venues are once again open to audiences, however, the number of people allowed is contingent on the size of the venue and the types of events being held.***

El Lic. Marte expresa que estas restricciones deberán ser incluidas en las regulaciones de los eventos futuros en Guatemala y Roosevelt también deberá publicar una nota de prensa con estas informaciones que será distribuida a las Federaciones Nacionales que van a participar en este evento. Esta nota de prensa también deberá contener información acerca de las dos categorías para eventos de menores que han sido aprobados recientemente por el Consejo de Administración FIVB. / ***Mr. Cristobal Marte states these restrictions will be listed in the regulations for upcoming events in Guatemala and Roosevelt will also draft a press release which will be distributed among all National Federations that will participate in this event. The press release will also contain information regarding the two main categories for underage events that has recently been approved by the FIVB Board of Administration.***

b. *Estructura y Extensión de Notas de Prensa*  
***Press Release Structure and Extent***

Dr. Roosevelt Comarazamy

El Dr. Roosevelt Comarazamy hace sugerencias sobre los despachos de notas de prensa. En las zonas de ECVA y CAZOVA regularmente se juegan dos partidos al día durante eventos el cual en ocasiones complica el flujo de las comunicaciones entre el delegado en el evento y el departamento de prensa NORCECA. / ***Dr. Roosevelt Comarazamy makes some suggestions regarding the structure and extent of press releases. Normally in zonal events for ECVA and CAZOVA teams play two matches a day which complicates the flow of communication between the delegate at the event and the NORCECA press department.***



Varias sugerencias para que la comunicación sea mas efectiva y las notas de prensa sean mas informativas son las siguientes: / ***A few suggestions to help make communication more effective and help press releases be more informative are the following:***

- Utilizar el Sistema de la pirámide invertida para las notas de prensa donde se inicia con las informaciones más importantes. Esto evita que el informe resulte contradictorio o demasiado largo y asegura que el lector quede informado de lo más importante en los primeros 5 o 6 párrafos. / ***Utilize the inverted pyramid system for press releases, which allows you to start with the most important information first. This will avoid contradictions within the report and making sure it's not too long and the reader will be informed of all relevant information within the first 5 or 6 paragraphs.***
- Durante los partidos se puede utilizar una cita del capitán o jugador mas valioso despues del primer partido y utilizar una cita del entrenador luego del Segundo partido para de esta forma evitar que las informaciones se repitan de manera innecesaria. / ***During matches they can quote the captain or the most important player after the first match and quote the coach after the second match, this way avoiding having unnecessary repetitions within the article.***

c. **Revisión General de Obligaciones y Guía para Delegados de Prensa y Fotógrafos**  
**General Overview of Duties and Guidelines for Press Delegates and Photographers**  
 Lic. Carolina Rivas

**PRESS DELEGATE DUTIES**

Quick List

- Attend all control committee meetings & report on tasks completed
- Verify facilities set-up and security system provided for the media
- Request local press manager list of accredited media
- Coordinate with local press manager and VIS supervisor who will receive P-2, P-3 and P-4 forms
- Ensure the measures to provide journalists with information
- Attend preliminary inquiry and technical meeting
- Accommodate photographers
- Coordinate the work of official photographer
- Coordinate with local press delegate organization and location for accredited journalist attending to the event
- Attend post match press conference
- Elaborate press release per match
- Provide press information for the daily VIS bulletin
- Provide press report for Event Director

**OFFICIAL PHOTOGRAPER DUTIES**

Quick List

- Attend all control committee meetings
- Verify facilities set-up and security system provided for his tasks
- Attend preliminary inquiry and technical meeting
- Accommodate photographers
- Work in coordination with press delegate
- Most photos must be in landscape
- If possible, the player's number must be visible
- All photos must have a caption when e-mailed and uploaded on the VIS system if available: name of player, country and description
- Particular attention to branding and sponsorship
- Venue, crowd
- Photo package for each match, if VIS system is available: upload 2 photos prior the start of each match, 5 photos immediately after the first set for VB and 2 for BVB, complete an approximate of 20 photos per match for VB, for BVB regular intervals uploading an approximate of 40 photos per day
- Shots of side activities
- Awarding ceremony

**PRESS AND PHOTOGRAPER DUTIES FOR SOCIAL MEDIA CONTENT**

Quick List

- Share details pre-event preparation
- Share details pre-match preparation
- On site results per set, per match to post highlights
- Visual recaps of each match
- Star athletes
- Cheers by teams and fans
- General view of the venue before, during and/or after the event/or game
- Positive attitudes during the game
- Players at the end of the game
- Instant information for NF media department

d. **Funciones y Guías Adicionales para Contenido de Redes Sociales NORCECA**  
**Additional Duties and Guidelines for NORCECA Social Media Content**  
Mrs. Yinet Cruz  
Lic. Carolina Rivas

El Dr. Roosevelt Comarazamy hace varias sugerencias sobre el trabajo de los fotógrafos y la manera en como pueden desarrollar su trabajo. Una forma que pueden estructurar su trabajo es de la manera siguiente: pueden toma fotografías durante el primer set y subir las fotos durante la primera mitad del segundo set. / ***Dr. Roosevelt Comarazamy makes various suggestions in terms of how photographers can more effectively perform their duties. One way to structure their work is the following: they can take photos during the first set and upload them during the first half of the second set.***

De esta manera Yoshira y el equipo de redes sociales puede ir publicando fotos a medida que se desarrolla el partido. De igual manera, pueden tomar fotos durante la segunda parte del Segundo set y subirlas durante la primera parte del tercer set. Así sucesivamente. También sugiere que se tomen fotos antes del evento y después del partido, de esta forma garantizando que el evento quede cubierto de manera completa. / ***This way Yoshira and the social media team can post these pictures as the event unfolds. They can then take photos of the second half of the second set and upload them during the first half of the third set. And so on. He also suggests they can take photos before and after the events, this way guaranteeing full coverage of the entire event.***

El Lic. Cristóbal Marte pregunta que herramientas le puede proveer NORCECA a la comisión de prensa para que puedan seguir desarrollando la presencia de NORCECA a nivel mundial en las redes sociales. La Sra. Yoshira le explica a los presentes que están promoviendo una propuesta para trabajar de la mano con la comisión de mercadeo para de esta forma crear promociones de los eventos a ser publicados en las redes sociales de NORCECA. / ***Mr. Cristobal Marte asks what tools NORCECA can provide to the press commission in order to ensure they can keep developing NORCECA's social media presence worldwide. Mrs. Yoshira explains that they are presenting a proposal to work hand in hand with the marketing commission in order to create promotions for events that will be posted on NORCECA social media.***

El Sr. Ernesto Beltré también hace un aporte en el cual sugiere que se cree más excitación alrededor de las publicaciones en las redes sociales al mostrar interacción entre jugadores de diferentes países y/o etiquetar a los jugadores o al fotógrafo para que sus seguidores también sean expuestos a las publicaciones. / ***Mr. Ernesto Beltré suggests that must try to create more excitement around social media posts by showing interactions between team captains or players from different countries and/or tagging players or the photographer which would expose their followers to these posts as well.***

La Sra. Yoshida y la Sra. Carolina explican que a veces se enfrentan a situaciones muy frustrantes cuando Facebook bloquea algunas de sus publicaciones cuando intentan etiquetar algunas Federaciones Nacionales o la FIVB, quienes tienen restricciones en sus páginas. Sin embargo, siguen trabajando para encontrar formas de superar estos retos para asegurar que puedan exponer estas publicaciones a la mayor cantidad de personas posibles. / ***Mrs. Yoshira and Mrs. Carolina explain that they sometimes face the very frustrating situation of having their posts blocked by Facebook when they attempt to tag some National Federations or the FIVB in their posts due to certain restrictions these institutions have placed. However, they continue to work to find ways around these challenges to ensure they are able to expose their posts to as many people as they can.***

La Sra. Jackie Skender dice que un factor clave para asegurar éxito en las redes sociales es asegurar que el contenido publicado tenga la mayor calidad gráfica posible. Otra cosa es asegurarse que las publicaciones sean relevantes y les resulten interesantes para los seguidores, En USA Volleyball trabajan directamente con la FIVB para asegurar que puedan re postear parte de su contenido. / ***Mrs. Jackie Skender states that one key factor in social media is ensuring the pictures and videos that are posted are of the highest quality. One other thing to take into account is making sure the content that is posted is relevant and engaging for followers. In USA Volleyball they work with the FIVB to ensure they are able to repost some of their content.***

Se habla también sobre la posibilidad de adquirir programas que puedan asistir en temas de edición y agregar música al contenido que los fotógrafos y oficiales de prensa incluyen en sus publicaciones. El Lic. Marte informa que la NORCECA tiene los derechos a un catálogo de música que les fue cedido por Japón luego de la Copa Mundial 2005 celebrada en Japón. / ***They speak about the possibility of acquiring a program that can help with editing as well as adding music content to the posts uploaded by photographers and press delegates. Mr. Marte informs everyone that NORCECA has the rights to a music catalogue that was gifted to NORCECA from Japan after the 2005 World Cup hosted in Japan.***

## 5. Propuestas / **Proposals**

Lic Carolina Rivas

Presidente de la Comisión / **Commission President**

### a. **Actualizar Oficial de Prensa o Contacto de Medios en cada Federación Nacional** **Update Press Officer or Media Contact in each National Federations**

Se presenta la propuesta de actualizar las informaciones de contacto de los oficiales de prensa o de medios de comunicación en cada Federación Nacional. / ***A proposal is presented to update the contact information for the press official or media contact within each National Federation.***

Existe un problema de comunicación bien grande con la Federación Puertorriqueña de Voleibol ya que esta es una Federación Nacional que celebra muchos eventos a nivel local y nacional más sin embargo no existe ninguna clase de comunicación con ellos para poder publicar estos eventos en la página web NORCECA y en sus redes sociales. El Lic. Marte le pide a la Lic. Arateide Caceres que se ponga en contacto con el Dr. Trabanco de la Federación Nacional de Puerto Rico para obtener la información de contacto necesaria. / ***There is an existing and ongoing communications problem with the Puerto Rico National Federation, they celebrate a lot of events on a national local and national level but there is no way to contact them so that NORCECA may obtain information on these events to post on NORCECA social media and website. Mr. Marte asks Mrs. Arateide Caceres to get in contact with Dr. Trabanco from the Puerto Rico National Federation to ask for this contact information.***

## 6. Cierre de la Reunion / *Closing Remarks*

El Lic. Cristobal Marte le da las gracias a todos por su participacion en la reunion. Le pide a todos mantenerse a salvo y en salud durante la pandemia. / ***Mr. Cristobal Marte also thanks everyone for their participation in this meeting. He asks everyone to please stay safe and healthy during the pandemic.***