



EUROPEAN SOFTBALL FEDERATION

PRESIDENT'S NOTICE

Dear friends,

Let me welcome all of you, my friends, to the ESF Congress in Vilnius, an amazing city in Northern Europe with its historic baroque architecture.

I would like to thank all of you for all your efforts in promoting, developing and making Softball a top priority in your Country. Your efforts are the most important factor for all of us, for the development and recognition of softball in every corner of Europe, and finally for the ESF board and myself. Your initiatives make us stronger, because your enthusiasm and dedication in this hard work is a confirmation that we are headed in the right direction.

I would like to congratulate Italy on their success on being the Team representing Europe in Tokyo 2020. Italy was focused and pursued this goal after winning almost all women's ESF events in the past 2 years.

One of the key tools of my Presidency is communication and information, a very important factor in our current world. You have received my three reports from this past year, which updated you about the issues at hand. Your feedback confirmed to me that this information was well needed and helpful. You also received weekly/monthly information from our Communications Director, Helena Novotna. The Executive Board Meeting minutes are on the ESF website. Information and transparency is one of the main pillars of our work.

Now I would like to point out some key issues from this past year.

I would like to begin this report with a number of specific Softball Europe interests. One of our major roles is to increase the number of participants at our events and prepare a portfolio of options for our members, our NFs. I believe we have taken the right course, for example, we had a total of 135 teams participating at our ESF events in 2019.

It is not only the number of the teams, but also creating an environment of stability and development of our events. The majority of our competitions had the same number or more participants than the previous year. This strongly confirms the development and progress of softball in Europe.

I would like to specifically point out two competitions - Coed Slowpitch European Championship and European Masters Cup. We almost doubled the number of teams at CSPECh and I was glad to see that Italy and the Netherlands entered a team for the first time ever.

The very first European Masters Cup was held in Sant Boi de Llobregat, Spain. The Masters Cup is a 35+ tournament for men and women. It was an amazing event and a huge success. It took a few years to get this tournament going and a special thanks to VP Mette Nissen Jakobsen continuously pushing for the event to happen. I am personally happy that we have finally created room for these players, who were able to meet each other again after so many years. This is yet another role of the ESF to create events for all ages, who would like to play our sport.

However, the increasing number of participants also brings certain difficulties to run these events and involves much higher requirements for organizers and ESF staff. Being realistic and true to our cause, I must say this year has not been excellent from our side and we feel that our level of accomplishment has stagnated or may I say, dropped below our normal standards. We had some operational inconsistencies including inconsistent decisions, poor communication or no communication at all and this recurred in some of the events. The EC reviewed this past season carefully and the EC together with Technical Director have prepared solutions for the next year.

Europe, after five years, again hosted a World Championship. The Men's World Championship came to Europe for the first time ever and the Czech Republic, in the opinions from the participating Federations, did an excellent job. Many

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have expressed that this event was the best Men's World Championship ever, and with that, Europe gained more prestige. We must continue and host more world-class events.

Seven teams in total at two World championships represented Europe this year. Only one team – the Czech Republic at MWC – progressed to the playoffs. We as a collective need to work harder with the objective to always have at least one European team in the playoffs at every World Cup.

The second area is our regional tournaments or events. Not only do our official ESF events help us reach our goals successfully but also other events under the ESF umbrella are making our sport known and accessible throughout the regions. Our Women's Euroleague project in central Europe, the Mike Stapleton Memorial for the boys, Triple Ball for Balkan countries, Baltic Open for Scandinavians or the Ayelet Multi Sport Games in March, where softball with more than 400 male and female softball players, was named the largest sport of the event. All regional events are important for our NFs. The main effort is to bring ESF sanctioned events into the regions and to enlarge our portfolio of options of events.

The third area is developing our human resources. March was dedicated to the ESF technical forces – Technical Commissioners and Umpires in Chiefs. The convention was held in Prague, Czech Republic. There were 23 TC and UiC members at the convention, including new additions – Zsuzsa Balog (TC) and Christopher Moon (UiC).

One of the main building blocks of development of European softball is the education of our technical leaders. ESF Director of Umpires Carolien Stadhouders participated at the 10th Blue Convention Softball Canada in Montreal. ESF Technical director Mike Jennings participated at the WBSC seminar for Technical Commissioners and Scorers held in San Jose. ESF Coaching Commission Chair Craig Montvidas represented Europe at NFCA Convention in Atlantic City. We continued with the ESCA training camp. ESCA 3 was successful again and has become an integral part of development of coaches and players in Europe.

The last area that I would like to point out is promotion and special projects. I am not able to number all the projects that came to fruition mainly by Helena Novotna, and the team of people around her, but most of these projects you may have noticed such as the live streaming. I also would like to point out the second edition of Softball Europe Photo Contest, which has three categories – More than just Softball, Softball Faces and My best photo ever.

The WBSC Europe Congress in Vilnius is just around the corner and I would like to share with you the position of softball in Europe and in the world. The main issue at the WBSC Europe Congress will be the approval of the WBSC Europe Statutes and Code of Divisions.

I received several opinions on what the structure should look like, some of them seemed to me to be motivated from self-interest and position seeking. However, we, and I mean all of us, need to have an independent view of what is good for Europe and why we are doing this. In my opinion we need to provide for all NF's their own space and possibility to realize their own activities in Europe. I am not naïve and I know that there is no ideal structure that is fitted for all, it simply does not exist. We have to have open minds, find common solutions, respect each other and take a step back from our own personal ambitions.

*We have all of this in our hands and let me please ask all of you to consider very seriously about this 'out of the box' concept from a long-term perspective. I strongly believe the outcome from Vilnius will be a very strong WBSC Europe organization with strong Divisions – **Softball Europe and Baseball Europe** – that will devote all their efforts to the development of both sports in every corner of our great continent. Only a final common agreement on the key issues and strategic points will make Europe stronger especially at the World level. We are at an important junction now and I really do hope Europe will win.*

My final words to you here are to believe me when I say, I was, I am and I will always be behind you on this journey.

Best regards

*Gabriel Waage
ESF President*





EUROPEAN SOFTBALL FEDERATION

TECHNICAL AND COMPETITION COMMISSION

TC Report; Director, Competitions & Technical, 2019

Competitions in 2019:

Competition	Location	# Teams/ Fields	# Games Plan / Actual	# Umps	Spectators	Av. H:ms	CTC
CSPECh	Budapest, HUN	11 / 2	45 / 45	11	2 617	1:27	MJ
WECh	Ostrava, CZE & POL	23 / 5	113 / 113	23	13 005	1:53	CC
U16WECh	Zagreb, CRO	13 / 3	56 / 56	13	3 632	1:38	AB
EMRYT	Collecchio, ITA	17 / 3	48 / 48	12	3 808	1:30	MD
WEPC	Bollate, ITA	10 / 2	35 / 35	10	4 671	1:57	WI
WEC	Dupnitsa, BUL	9 / 2	38 / 38	10	1 005	1:34	MJ
WECWC	Prague, CZE	12 / 2	52 / 52	12	3 780	1:46	GH
MESC	Nettuno, ITA	21 / 4	83 / 83	21	6 370	1:49	AdL
U18MWCQ	Gezer, ISR	4 / 1	14 / 14	6	1 191	1:41	BK
MASTERS, M	Barcelona, ESP	8 / 1	22 / 22	-	1,939		-
MASTERS, F	- v -	7 / 1	16 / 16	-	1,529		-
11 events	2019 totals	135 / 26	552/552	118	43,547		
10 events	2018 Comparisons	140 / -	600 / 593	140	46 851		
WBSCMC	Prague, CZE	16 / 2	72 / 72				
EurAfrOQ	Utrecht, NED	8 / 1	16 / 16				

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These numbers and comparisons show the level of activity experienced in European Softball this year. 2019 was a busy season for Softball in Europe, with 134 teams from 27 of our 33 Federations playing every one of the 522 scheduled games. From our 92 ESF-qualified umpires, 78 covered 109 assignments. In addition to our well-established annual programme of events, 2019 saw one brand-new and several additional competitions:

NEW: Masters competitions for both Male and Female players of 35+. Hosted in Barcelona, eight male and six female teams demonstrated SE's commitment to widening our reach beyond the traditional youth and young adult audience.

Additional: WBSC-related events: The **WBSC Men's World Cup** was hosted in Prague and Havlickuv Brod, the first time this event has been celebrated in Europe. Argentina triumphed: European teams' standings were: CZE (8), DEN (9) and NED (13).

U18 Men's Qualifier in Gezer, ISR, for WBSC World Cup 2020: four teams, with CZE and DEN placed first and second.

Olympic Qualifier in Utrecht for a single Euro/African team to enter the 2020 Olympics, with Italy winning the honour of carrying the European baton in Tokyo.

Officials: SE also supplied many officials to WBSC events around the world. 12 acted as TC or TD; 33 as SiC or Scorer and 3 as UiCs, with 16 umpires also assigned.

Within Europe, it was not a season without difficulties.

CSPECh: Despite positive indicators of cooperation during the early inspection, the Technical, Competition and Scoring Commissions all experienced significant difficulties in preparing for this competition.

Normal preparations were disrupted by an initial insistence that the venue would only host a six-team tournament - actually 11 Federations entered - then a refusal to accept the SE standards for game organisation and duration, failing to provide the required dimensions of a field and failing to supply any scoring support to the event. This last issue resulted in extreme demands being made of the Scoring Commission officials assigned, demands which they responded to with professionalism and long hours without any breaks.

MESC: Different challenges faced those involved in preparing for this important competition, as always attracting 20+ teams and requiring four fields. The original hosts, confirmed by Congress 2019, very late in the day announced their inability to fulfil their obligations, leading to immediate fears that the competition would be aborted. However, with very little time to prepare, an alternate organiser volunteered and the competition was delivered, although not wholly to the level which we would normally wish for our teams.

Conclusion: Although both are thankfully very unusual examples, these events did demonstrate that it is essential for prospective hosts to fully understand the demands of the competition they bid for, having not only the required facilities but also the expertise and motivation to overcome the inevitable challenges facing every host. When hosting for the first time they must be particularly aware of the standards set by SE and therefore expected of all our competitions by our teams.

Teams' feedback: Despite their difficulties, these two events were similar to all others played this year by sharing high feedback scores for the efforts of the small armies of volunteers, themselves lovers of the sport, who fulfilled all the catering, ticketing, transportation, ground-crew and liaison functions which supported the events. All teams' needs, particularly expert field preparation, earned positive feedback from playing teams. We remain especially grateful to the hard-working volunteers who also provide such a welcoming atmosphere to every competition.



EUROPEAN SOFTBALL FEDERATION TECHNICAL AND COMPETITION COMMISSION

Feedback did also highlight areas where more emphasis will be needed in future: the proper maintenance and servicing of temporary sanitary and hygiene facilities, the provision of economically-priced, varied catering available to teams and the adequacy of facilities for umpires.

Future challenges: More fundamentally, we are faced with the problems that result from success in our strategy of encouraging maximum participation from member Federations. Some events are growing, or have already grown, to a point where fewer locations have the required facilities to host them, and can only do so by providing fields of lesser specification and quality, or by collaborating with other Clubs in a joint effort.

This second option is obviously to be preferred, but becomes problematic if the venues are dispersed more than even a few kilometres from the central host location and officials' / teams' accommodation. Hosts of Championships no longer have to provide transportation for teams to and from games, so saving a costly and time-consuming function, but schedulers, teams and officials must still factor in their travelling time and consequent uncertainties when coping with more distant fields and dealing with games which might need to be resumed at a later time or day. There is an ever-increasing chance of teams' games being truncated or abandoned if disrupted by bad weather.

The other consequences of ever-increasing size are the complexity of demands placed on the schedule and the number of officials required, which directly impacts on the organisers' costs.

Officials: Within the European Federation, we started the year with a project to better define the way that SE officials – schedulers, TC, UiC, SiC, Communications and Executives – interacted amongst ourselves and with organisers and teams. We have set targets of communication, cooperation and consistency which, when fully achieved, demonstrate a high level of professionalism in administering every SE event. Whilst recognising that we do have improvements still to make, I am happy that we have started this process of self-examination: it will continue.

We have already developed protocols for consistent response to the threat of lightning and for the completion of games when disrupted by bad weather, both consistent with WBSC practice. We will add more as needed, informed by teams' feedback referred to above. Although requested by every competition TC, it is not always received. Our intention is to run every SE event to the highest of standards: constructive input from teams and Federations can only help us to improve, so we hope to hear more from you next year.



Mike Jennings

Competitions and Technical Director

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APPOINTMENT of ORGANIZERS of COMPETITIONS

(Approved by ESF Congress February 2, 2019, updated by EC ESF April 28 and November 30)

CALENDAR 2020

June 7 – 13	XXII. Women's European Championship	Friuli (ITA)
June 22 – 27	XV. Men's European Championship	Ledenice (CZE)
July 6 – 11	XI. U-18 Men's European Championship II. U-16 Men's European Championship	Sezimovo Usti (CZE)
July 13 – 18	XI. U-15 Women's European Championship	Enschede (NED)
TBA	II. Men Slowpitch European Championship	<i>Nomination open</i>
TBA	X. Coed Slowpitch European Super Cup	<i>Nomination open</i>
August 12 – 15	IX. European M. Romeo Youth Trophy	Collecchio (ITA)
August 17 – 22	XLIII. Women's European Premiere Cup	Friuli – Buttrio (ITA)
August 17 – 22	XXVII. Women's European Cup	La Loggia (ITA) Dupnitsa (BUL) Moscow (RUS)
August 17 – 22	XXIX. Women's European Cup Winners Cup	Saronno (ITA) Moscow (RUS)
August 24 – 29	IX. Men's European Super Cup	Prague (CZE)
October 28 – 31	II. European Softball MASTERS	Sant Boi (ESP)

CALENDAR 2021

July 5 – 10	XVI. U-18 Women's European Championship	Joudrs Prague (CZE)
June 28 – July 3	VII. U-22 Women's European Championship	Kunovice (CZE)
TBA	XIII. Coed Slowpitch European Championship	<i>Nomination open</i>
July 12 – 17	XII. U-18 Men's European Championship III. U-16 Men's European Championship	Havlíčkův Brod (CZE)

CALENDAR 2022

TBA	XXIII. Women's European Championship	<i>Nomination open</i>
TBA	XII. U-15 Women's European Championship	<i>Nomination open</i>
TBA	III. Men Slowpitch European Championship	<i>Nomination open</i>
TBA	XVI. Men's European Championship	<i>Nomination open</i>



FINAL ENTRIES 2020

Released January 1, updated January 12

WECh WOMEN'S CHAMPIONSHIP Friuli Region (ITA) June 7 - 13		
A1	ITALY	ITA
A2	NETHERLANDS	NED
A3	GREAT BRITAIN	GBR
A4	CZECH REPUBLIC	CZE
A5	SPAIN	ESP
A6	FRANCE	FRA
A7	GREECE	GRE
A8	IRELAND	IRL
A9	ISRAEL	ISR
A10	GERMANY	GER
A11	RUSSIA	RUS
A12	POLAND	POL
A13	AUSTRIA	AUT
A14	BELGIUM	BEL
A15	SWITZERLAND	SUI
A16	CROATIA	CRO
A17	UKRAINE	UKR
A18	SLOVAKIA	SVK
A19	DENMARK	DEN
A20	LITHUANIA	LTU
A21	HUNGARY	HUN
A22	BULGARIA	BUL

MECh MEN'S CHAMPIONSHIP Ledence (CZE) June 22 - 27		
A1	CZECH REPUBLIC	CZE
A2	NETHERLANDS	NED
A3	DENMARK	DEN
A4	GREAT BRITAIN	GBR
A5	BELGIUM	BEL
A6	ISRAEL	ISR
A7	CROATIA	CRO
A8	GERMANY	GER
A9	SLOVAKIA	SVK
A10	SWEDEN	SWE
A11	LITHUANIA	LTU
A12	FRANCE	FRA

U16 MECh U16 MEN'S CHAMPIONSHIP Sezimovo Ústí, Tábor (CZE) July 6 - 11		
A1	CZECH REPUBLIC	CZE
A2	ISRAEL	ISR
A3	DENMARK	DEN
A4	CROATIA	CRO

MSPECh MEN'S SLOWPITCH CHAMPIONSHIP <i>No organizer yet (**)</i> TBA		
A1	GREAT BRITAIN	GBR
A2	GERMANY	GER
A3	NETHERLANDS	NED
A4	ITALY	ITA
A5	BELGIUM	BEL
A6	IRELAND	IRL
A7	SERBIA	SRB
A8	GUERNSEY	GUE

U18 MECh U18 MEN'S CHAMPIONSHIP Sezimovo Ústí, Tábor (CZE) July 6 - 11		
A1	CZECH REPUBLIC	CZE
A2	DENMARK	DEN
A3	ISRAEL	ISR
A4	CROATIA	CRO
A5	GREAT BRITAIN	GBR

(**) Organizer will be confirmed at Congress



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WEPC WOMEN'S PREMIERE CUP Buttrio (ITA) August 17 - 22		
A0	Bollate *	ITA
A1	Bussolengo	ITA
A2	Roef Softball	NED
A3	Žraloci Ledenice	CZE
A4	Barracudas	SUI
A5	Carrousel	RUS
A6	Trnava Panthers	SVK
A7	Les Comanches	FRA
A8	Hoboken	BEL
A9↑	Rivas Sofbol	ESP

* Defending Champion

WECWC WOMEN'S CUP WINNERS CUP <i>No organizer yet (**)</i> August 17 - 22		
A1	Forli *	ITA
A2	Saronno	ITA
A3	Olympia Haarlem	NED
A4	Fenix Valencia	ESP
A5	Joudrs	CZE
A6	Moscovia	RUS
A7	Hamburg Knights	GER
A8	Therwil Flyers	SUI
A9	Crazy Chicklets	AUT
A10	Les Pharaons	FRA
A11	London Angels	GBR
A12	Chicaboo's	BEL
A13	Hrabiny Wroclaw	POL
A14	Fireballs	ISR
A15	Akademiks Sofia	BUL
A16	New Zealand ISA	NZL

WEC WOMEN'S CUP <i>No organizer yet (**)</i> August 17 - 22		
B1	Freising Grizzlies	GER
B2	Hørsholm	DEN
B3	Skovde Saints	SWE
B4	Angels Dupnitsa	BUL
B5	Princ Zagreb	CRO
B6	Thunderbirds	ISR
B7	Gepardy Zory	POL
B8	Vienna Wanderers	AUT
B9	Western Fire	UKR
B10	La Loggia (*) - organizer	ITA

(**) Organizer will be confirmed at Congress

(*) Only organizer has wild card to play

U15 WECh U15 WOMEN'S CHAMPIONSHIP Enschede (NED) July 13 - 18		
A1	NETHERLANDS	NED
A2	ITALY	ITA
A3	CZECH REPUBLIC	CZE
A4	RUSSIA	RUS
A5	UKRAINE	UKR
A6	GERMANY	GER
A7	FRANCE	FRA
A8	CROATIA	CRO
A9	BELGIUM	BEL
A10	POLAND	POL
A11	HUNGARY	HUN
A12	TURKEY	TUR
A13	ISRAEL	ISR



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MESC		
MEN'S SUPER CUP		
Prague (CZE)		
August 24 - 29		
A1	Hurricanes *	DEN
A2	Deurne Spartans	BEL
A3	Hoboken	BEL
A4	MRKI Medvedi	CRO
A5	Span	CRO
A6	Czech Republic U23	CZE
A7	Žraloci Ledence	CZE
A8	Locos Břeclav	CZE
A9	Painbusters Most	CZE
A10	Joudrs Praha	CZE
A11	Gladsaxe	DEN
A12	Stenløse Bulls	DEN
A13	Magos de Tenerife	ESP
A14	BC Contois	FRA
A15	Montpellier Barracudas	FRA
A16	Meteors	GBR
A17	Phoenix Ra'anana	ISR
A18	Academy of Nettuno	ITA
A19	Islanders Catania	ITA
A20	Alcmaria Victrix	NED
A21	Hoofddorp Pioneers	NED
A22	Quick BSC	NED

CSPESEC		
COED SUPER CUP SLOWPITCH		
No organizer yet (**)		
TBA		
A1	Pioneers *	GBR
A2	Bandits & Witches Linz	AUT
A3	Chucks Softball	AUT
A4	Afterburners	BEL
A5	Mortsel Skywalkers	BEL
A6	Akademiks Sofia	BUL
A7	DNAce	CZE
A8	Sparks Mlade Buky	CZE
A9	Mannheim Tornados	GER
A10	UCE Travellers	GER
A11	London Chromies	GBR
A12	Windsor Knights	GBR
A13	Belfast Brawlers	IRL
A14	Dodder Dynamos	IRL
A15	Tex Town Tigers	NED
A16	Lokomotiva	SRB

* Defending Champion

(**) Organizer will be confirmed at Congress

* Defending Champion



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EMRYT - Sport Division M. Romeo Youth Trophy (*) Collecchio (ITA) August 12 - 15
A1
A2
A3
A4
A5
A6
A7
A8

MASTERS - Men European Softball Masters Cup - M (*) Sant Boi (ESP) October 28 - 31
A1
A2
A3
A4
A5
A6
A7
A8

EMRYT - Future Division M. Romeo Youth Trophy (*) Collecchio (ITA) August 12 - 15
A1
A2
A3
A4
A5
A6
A7
A8

MASTERS - Women European Softball Masters Cup - W (*) Sant Boi (ESP) October 28 - 31
A1
A2
A3
A4
A5
A6
A7
A8

(*) Entries are opened until July 1, 2020

EMRYT - Coach Pitch Division M. Romeo Youth Trophy (*) Collecchio (ITA) August 12 - 15
A1
A2
A3
A4
A5
A6

(*) Entries are opened until April 15, 2020

MOTION TO THE 2020 ESF CONGRESS FROM THE BRITISH SOFTBALL FEDERATION

Page Playoffs for ESF Slowpitch Competitions

The Motion: The British Softball Federation (BSF) proposes that the Page Playoff system be restored for ESF **Slowpitch** Championships and Cups, including the European Co-ed and Men's Slowpitch Championships and the European Slowpitch Super Cup.

The Rationale: The Page Playoff system accomplishes two important aims for the group of four teams that have reached the final stage of a tournament: it rewards the two teams that have done the best to that point by providing them with the cushion of double elimination, but it retains the possibility of all four teams reaching and possibly winning the gold medal, increasing both incentive and excitement.

The use of Page Playoffs in ESF slowpitch competitions is supported by four of the leading and ever-present slowpitch countries in Europe -- the Czech Republic, Germany, Ireland and Great Britain as well as by Belgium.

Their support comes in part from the fact that, in recent European Co-ed Slowpitch Championships and Super Cups, there has been a group of evenly-matched teams at the top of the discipline, and in this situation the WBSC system of finishing tournaments with bronze and gold medal games played by the last four teams awards too much weight to the outcome of round-robin play. Single one-off games which can only allow second to become first or fourth to become third is a poor way to ultimately identify the best team versus a system which allows multiple outcomes in the final phase of the competition.

We already have Softball Europe precedents for diverging from the WBSC format at the end of tournaments, as in the double-elimination format used in in the 2019 European Men's Super Cup and the modified Page Playoff used at the end of the 2019 ESF Under-18 Men's Qualifier. As there is no requirement to conform to the format used in WBSC tournaments, these have been felt to better meet the specific needs of these events.

In this case, we hope that we can again respond to the wishes of participating countries that have expressed a clear preference for the use of the Page Playoff system in their discipline.



Proposal for hosting MESC 2020 - 2022

TO: EC ESF

Dear friends,

Based on experience of Nettuno 2019 let me propose on behalf of Czech Softball Association the allocation MESC 2020 till 2022 (for 3 years) to Prague.

The reason is to stabilize this event in same location with good fields, to increase potential interests of top players from the world and secure image of European Softball.

The proposal is to allocate the MESC for 2020, 2021 and 2022 to Prague to fields of clubs of Eagles and Joudrs based on details in bid for 2020. The main responsibility will remain under Czech Softball Association.

Thank you for understanding and trust.

Gabriel Waage
Czech Softball President

Prague November 26, 2019



ФЕДЕРАЦІЯ БЕЙСБОЛУ ТА СОФТБОЛУ УКРАЇНИ FEDERATION BASEBALL SOFTBALL UKRAINE

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To ESF SECRETARY GENERAL

*in the Agenda of the Annual General Congress
proposals of changes ELIGIBILITY in COMPETITIONS REGULATIONS*

The Federation Baseball Softball of Ukraine proposes to change the conditions for participate the National Teams in European competition – Women's European Championship (ESF Senior).

To establish that a National team is allowed to participate in the European Championship WECh Senior pool A only if the National federation participate in the competitions of a younger age group U-15 or U-19 in the previous or current season.

Reasoning: This will allow to the development of the softball of each National Federation in all age categories, and not once to attract players from other countries to participate in the Senior European Championship only.

Best regards
Mr.Vasyl Kysil
FBSU Vice-president
kysilvasyl@gmail.com

MEDIA COVERAGE OF SOFTBALL EUROPE EVENTS

There are various levels of media coverage of Softball Europe (SE) events. From our experience, we know it is not always possible to deliver full services to the fans. However, depending on the importance of the event, and on the organizer's possibilities certain level of coverage is always needed.

This manual describes and sets the rules of media coverage by organizers of the Softball Europe competitions.

Levels of Media Coverage

General rules.....	1
Women's and Men's European Championships (WECh, MECh)	3
All other championships + Top Cups (CSPECh, MSPECh, U22WECh, U18WECh, U18MECh, U15WECh, U15MECh, MESC, WEPC).....	5
Other Cups (CSPEsc, WEC, WECWC, EMRYT, Masters)	7

General rules

- **Media responsible**

Organizer of each event must provide Softball Europe Communications Director with a name and contact details to a person who would be responsible for media matters with regards to the given competition (LOC media responsible/manager).

- **Photos**

Organizer of each event must provide Softball Europe with photographs of all medalists in reasonable quality (photos must be taken on a camera, not a phone!). At least one photo gallery must be provided as well (tournament selection).

- **Official photographer**

Organizer of each event shall have its official photographer(s) who's photos shall serve Softball Europe's and the organizer's promotional and presentation needs (social networks, press releases, website). In other words; Softball Europe grants the official photographer with advantages and special conditions to make sure he/she can deliver the best photos possible. Those photos would then be given to both the organizer and Softball Europe. Usage of watermark depending on further discussions between the parties. The organizer pays the photographer if needed, the photos belong to both the organizer, and Softball Europe.

- **Accounts on social networks**

During the competitions, Softball Europe accounts serve as the official tournament accounts. Facebook events are set by Softball Europe, and the organizers are appointed as co-hosts with the possibility to edit such page.

If an organizer wants to set up its own account, they must discuss with Softball Europe Communications Director first. Setting up their own account may be allowed in certain cases (sponsor needs, city council needs...) but usually in the language of the organizer for local purposes.

The organizer may use their own accounts (of the organizing club or Federation) to inform its followers about the event, to share the official news, etc. It can never be presented as an official outlet.

Women's and Men's European Championships (WECh, MECh)

These two are the absolute top competitions in the Softball Europe portfolio and a good level of media coverage is obligatory. A member of the Softball Europe Communication Team (SE staff) shall be present.

	description	responsible
Live-streaming MANDATORY	<p>Must be provided. At least the final two days must be brought live to the fans. Ideally, all games (one-camera stream is fine), or at least all games from the main field should be broadcast. These must be broadcast on Softball Europe channels (baseballsoftball.tv, or Softball Europe YouTube, or Softball Europe Facebook).</p> <p>If a game is not broadcast by the organizer, media staff of a national team is allowed to set up a live-stream on their own.</p> <p><i>SE staff updates SE tournament website, and play by play with links.</i></p>	organizer
Photographs MANDATORY	<p>Depending on the number of teams/fields a sufficient number of official photographers must be provided by the organizer. The photographers shall provide daily selection galleries (or game by game if possible) to Softball Europe. „Photo only“ area is set up based on approval of SE staff and Technical Comm.</p> <p>Team photos of all participants must be provided as well <i>(with a branded board by SE).</i></p>	organizer
Facebook page MANDATORY	<p>Softball Europe is the mandatory page to be used for social media coverage of the event. The person authorized by the organizer would be given the editing rights to the Softball Europe page, or to a tournament page.</p> <p>The amount of contents and its importance levels is described in the table „Facebook content“.</p>	SE staff or organizer
Twitter MANDATORY	<p>The SE account is used to inform about daily results, schedules, and tournament news.</p>	SE staff or organizer
Instagram MANDATORY	<p>The SE account is used to inform about daily results, schedules, and to show the atmosphere on site.</p>	SE staff or organizer
Website OPTIONAL	<p>The organizer may set up a website with information for spectators and fans. This</p>	organizer (SE approval)

	<p>may be done only upon approval of Softball Europe.</p> <p><i>Softball Europe wesbite is updated each day with daily summary by SE Staff.</i></p>	
<p>Graphics MANDATORY</p>	<p>Daily results and schedule graphics are prepared, updated, and shared accross all tournament channels.</p> <p><i>SE prepares and provides the design and templates.</i></p>	organizer o SE staff
<p>Contact person for media MANDATORY</p>	<p>The organizer’s media responsible person shall serve as a contact person for local media (invite them, communicate, provide servis). Rules for media staff must be created together with SE media staff.</p> <p><i>SE media staff is the contact person for National Federations’ media staff, and staff from abroad.</i></p>	organizer and SE staff
<p>Press room MANDATORY</p>	<p>Press/media room/office must be provided – a room with tables, wifi, sockets, copies of line-up cards and rosters must be available</p>	organizer
<p>Accreditations MANDATORY</p>	<p><i>Accreditations registrations process is handled by SE.</i></p> <p>The organizer may register local media on their own. The organizer receives a list of accredited people from SE, prepares badges according to the list, and distributes them during the competition. National Teams’ media staff receives their badges at the TC meeting if possible. Bibs distrubuted to photographers together with the accreditation badges.</p> <p><i>SE provides bibs.</i></p>	organizer and SE staff
<p>Extra content OPTIONAL</p>	<p>Any extra content (videos, interviews, photos for sale...) are optional and dependant on the organizers’ possibilities.</p>	organizer
<p>Supervision MANDATORY</p>	<p><i>SE staff is on site supervises and coordinates media coverage of the event. He/she solves possible problems, makes decisions, discusses with TCs if possible.</i></p>	SE staff

All other championships + Top Cups (CSPECh, MSPECh, U22WECh, U18WECh, U18MECh, U15WECh, U15MECh, MESC, WEPC)

All championship tournaments are the most important „product“ of Softball Europe. They are the event that everybody works for, they are the purpose of players' hardwork. Therefore also the media coverage needs to be taken care of. The „product“ must be sold. Despite that the „level 2“ tournaments' media coverage takes into account also possibilities of smaller organizers.

	description	responsible
Live-streaming DESIRABLE	<p>If possible. Ideally, all games (one-camera stream is fine), or at least all games from the main field should be broadcast. These must be broadcast on Softball Europe channels (baseballsoftball.tv, or Softball Europe YouTube, or Softball Europe Facebook).</p> <p>If a game is not broadcast by the organizer, media staff of a national team is allowed to set up a live-stream on their own.</p> <p><i>SE staff updates SE tournament website, and play by play with links.</i></p>	organizer
Photographs MANDATORY	<p>Depending on the number of teams/fields a sufficient number of official photographers must be provided by the organizer. The photographers shall provide daily selection galleries to Softball Europe.</p> <p>„Photo only“ area is set up based on approval of SE staff and Technical Comm.</p> <p>Team photos of all participants must be provided as well <i>(with a branded board by SE).</i> – ONLY CHAMPIONSHIPS</p>	organizer
Facebook page MANDATORY	<p>Softball Europe is the mandatory page to be used for social media coverage of the event. The person authorized by the organizer would be given the editing rights to the Softball Europe page, or to a tournament page.</p> <p>The amount of contents and its importance levels is described in the table „Facebook content“.</p>	SE staff or organizer
Twitter MANDATORY	<p>The SE account is used to inform about daily results, schedules, and tournament news.</p>	SE staff or organizer

Instagram MANDATORY	The SE account is used to inform about daily results, schedules, and to show the atmosphere on site.	SE staff or organizer
Website OPTIONAL	The organizer may set up a website with information for spectators and fans. This may be done only upon approval of Softball Europe. <i>Softball Europe website is updated with a preview, summary after round robin, and after the finals by SE Staff.</i>	organizer (SE approval)
Graphics MANDATORY	Daily results and schedule graphics are prepared, updated, and shared across all tournament channels. <i>SE prepares and provides the design and templates.</i>	organizer or SE staff
Contact person for media MANDATORY	The organizer's media responsible person shall serve as a contact person for local media (invite them, communicate, provide services). Rules for media staff must be created together with SE media staff. <i>SE media staff is the contact person for National Federations' media staff, and staff from abroad.</i>	organizer and SE staff
Press room DESIRABLE	Press/media room/office should be provided – a room with tables, wifi, sockets, copies of line-up cards and rosters must be available. The size depends on the number of accredited personnel.	organizer
Accreditations DESIRABLE	<i>Accreditations registrations process is handled by SE.</i> The organizer may register local media on their own. The organizer receives a list of accredited people from SE, prepares badges according to the list, and distributes them during the competition. National Teams' media staff receives their badges at the TC meeting if possible. Bibs distributed to photographers together with the accreditation badges. <i>SE provides bibs.</i>	organizer and SE staff
Extra content OPTIONAL	Any extra content (videos, interviews, photos for sale...) are optional and dependant on the organizers' possibilities.	organizer
Supervision MANDATORY	<i>SE staff is on site supervises and coordinates media coverage of the event. He/she solves possible problems, makes decisions, discusses with TCs if possible.</i>	SE staff

Other Cups (CSPESEC, WEC, WECWC, EMRYT, Masters)

The remaining events have their specifics. They are either slowpitch tournaments, or a B-level tournaments, or development, or a social type of a tournament. Certain level of coverage is always needed, but the demands on organizer are lower here.

	description	responsible
Live-streaming OPTIONAL	<p>If possible. Ideally, all games (one-camera stream is fine), or at least all games from the main field should be broadcast. These should be broadcast on Softball Europe channels (baseballsoftball.tv, or Softball Europe YouTube, or Softball Europe Facebook) unless agreed differently by SE staff.</p> <p>If a game is not broadcast by the organizer, media staff of a national team is allowed to set up a live-stream on their own.</p> <p><i>SE staff updates SE tournament website, and play by play with links.</i></p>	organizer
Photographs MANDATORY	Photographs of the medalists and a tournament selection gallery must be provided to Softball Europe.	organizer
Facebook page MANDATORY	<p>Softball Europe is the mandatory page to be used for social media coverage of the event. The person authorized by the organizer would be given the editing rights to the Softball Europe page, or to a tournament page.</p> <p>The amount of contents and its importance levels is described in the table „Facebook content“.</p>	SE staff or organizer
Twitter MANDATORY	The SE account is used to inform about daily results, schedules, and tournament news.	SE staff or organizer
Instagram MANDATORY	The SE account is used to inform about daily results, schedules, and to show the atmosphere on site.	SE staff or organizer
Website OPTIONAL	<p>The organizer may set up a website with information for spectators and fans. This may be done only upon approval of Softball Europe.</p> <p><i>Softball Europe website shows preview and tournament summary by SE Staff.</i></p>	organizer (SE approval)

Graphics MANDATORY	Daily results and schedule graphics are prepared, updated, and shared across all tournament channels. <i>SE prepares and provides the design and templates.</i>	organizer or SE staff
Contact person for media DESIRABLE	The organizer's media responsible person shall serve as a contact person for local media (invite them, communicate, provide services). <i>SE media staff is the contact person for National Federations' media staff, and staff from abroad.</i>	organizer and SE staff
Press room OPTIONAL	A room with tables, wifi, sockets, copies of line-up cards and rosters should be available when there is some accredited personnel.	organizer
Accreditations OPTIONAL	<i>Accreditations registrations process is handled by SE.</i> The organizer may register local media on their own. The organizer receives a list of accredited people from SE, prepares badges according to the list, and distributes them during the competition. National Teams' media staff receives their badges at the TC meeting if possible. Bibs distributed to photographers together with the accreditation badges. <i>SE provides bibs.</i>	organizer and SE staff
Extra content OPTIONAL	Any extra content (videos, interviews, photos for sale...) are optional and dependant on the organizers' possibilities.	organizer
Supervision POSSIBLE FROM A DISTANCE	<i>SE staff is on site supervises and coordinates media coverage of the event. He/she solves possible problems, makes decisions, discusses with TCs if possible.</i>	SE staff

MEDIA COVERAGE ON FACEBOOK

LEVEL 1: WECh, MECh

LEVEL 2: CSPECh, MSPECh, U22WECh, U18WECh, U18MECh, U15WECh, U15MECh, MESC, WEPC

LEVEL 3: CSPESC, WEC, WECWC, EMRYT, Masters

TIMING	ACTION	LEVEL 1	LEVEL 2	LEVEL 3
Pre-season	Create FB events of all competitions (SE staff)	X	X	X
Pre-tournament	Teams' introductions	optional	optional	optional
	Share preview from the website	X	X	X
	Publish schedule graphics	X	X	X
	Post with links to schedule, streaming PIN TO TOP	X	X	X
During the event	Morning - daily schedule graphic (or evening before)	X	X	X
	Links to live-streams (with each new game)	X	X	optional
	Photos (depending on a photographer)	X	X	optional
	Info graphics (whenever) e.g. Someone hit a cycle	optional	optional	optional
	Links to pbp of deciding games	X	X	optional
	Special moments e.g. Last pitch of Eva Voortman	X	optional	optional
	Atmosphere live e.g. Players dancing in the rain	X	optional	optional
	Live post-game interviews	X	optional	optional
	Evening - daily results graphics + next day schedule	X	X	X
	Share daily summary from the website	X	X	-
Post-event	Medalists announcement	X	X	X
	Winner photo - make a cover photo (only championships)	X	X	-
	Final standings graphic	X	X	X
	Share summary from the website	X	X	X
	Post-tournament interviews	optional	optional	optional
	Photos (depending on a photographer)	X	X	X
	Video highlights	optional	optional	optional
	Share links to media outputs (when there are some)	X	X	X

X = mandatory

optional = do if possible

- = does not apply