



Communications Protocol

Main Objective:

Provide the ITF of a methodology or work procedure for different pieces of communications (whether in written format, graphics or a combination of both) that:

1. Optimizes time and quality of the publications drawn;
2. Orders the flow of the information between the ITF as Umbrella Organizations, and its members (CF, NA, AA, and Recognized Clubs);
3. Minimize risk of errors or “rumors among the communication”; which are the ones that generate confusion and give place to miss interpretation/miss understandings.

For a better comprehension of the mentioned procedure, please see the graphic of the Annex “Procedure for the Official Communications”.

To be considered an official communication of the ITF, this may come from the President (messages or communications), the Headquarter office through the Secretary General office (communications, newsletter), the Board of Directors, the Executive Board or the Presidents of the Committees (reports).

In any of these cases, the receptor may be directly the Development and Communications Committee.



Other communications, before being considered official, must fill in a previous step that may represent:

- The revision of status as an active member of the ITF.
- Fill in a required application form.
- The simple revision of the received information, which may result politically sensible.

In these cases, the first receptor must be the Secretary General who, once completed the requirement, submits it to the Development and Communications Committee.

From that moment, the Development and Communications Committee will begin with the process of correction and editing of or of the contents received until the publishing and release of these in the different official sites, platforms.

If during this process of corrections and editing some doubts about the content appear, maybe originated in its origin or in the translation of this, the development and Communications Committee will be in charge of resolving it directly with the issuer.

Work Permits

1. All jobs of communications like, for example: the promoting of events, reports, articles of interest, promoting the activities of the CF, NA, AA and Recognized Clubs Members, must be required by e-mail containing all the information attached to which is desired to be communicated. For this, The Development and Communications Committee will develop a guided questionnaire to orientate and help out.



2. In those cases, in which is required, the Development and Communications Committee, will develop a “brief” requiring complimentary information.

Note: for the promoting of approved events for the ITF, the CFs, NAs, AAs and the Recognized Clubs are the ones in charge of developing all pieces of communication, either graphics or written, for the promotion of these.

3. Times of work. In certain cases, the communications Committee will be the one in charge of developing the materials to be published, for which, at the moment of being required, turns out to be absolutely essential to have in mind that the delivery of these depends on factors such as :
 - a. The necessary time for the elaboration of the works forwarded, be these requiring idea, wording, correction, editing, graph designing or others.
 - b. The availability of content be it of writings or graphics.
 - c. The need of hiring of third parties.
 - d. The possible world time clock differences, that intervenes in an organization of the characteristics of the ITF. For this reason, the articles or pieces must arrive complete from the source and with enough time in advance, which will be evaluated case by case, since the schedule of, time, for creation, production, correction and publishing, varies accordingly to the complexity of the work required.
 - e. The requirements of works by various constituents simultaneously (for example, President, Secretary General, Treasurer, Presidents of Committees).



- f. If the pieces to publish must be previously approved, it is imperative to have a single and unequivocal voice as a hierarchical reference, which corrects or approves these. Also if the decision must be taken by the Executive Board, it would be convenient that this would be only one of its members who expressly report the decision.

Note: it is understood that decision taking, requires time, but this cannot be counted as production time.

Just received the Work permit, starts the processing.

Exception: The priorities.

It is possible that, at any moment or circumstance, a publication may be more urgent than another, for which we must define the priority and postpone the work in progress, establishing a new delivery date for the interrupted publication.

It must be taken in account that, being established a new publishing priority (might this be wording, correction, editing or other), logically dates will be moved up on its publishing delivery dates.

To know the priority level of a publishing work, this may be indicated clearly inside the “Subject” of the e-mail in which the requirement is made.

Note: The Hierarchical reference member will be who determines when the information is considered a priority.

The members of the Development and Communications Committee commit themselves to do the work and publications required in the minimum time possible, however, it is necessary to remember that



besides the factors mentioned above; the members of the Committee and possible hired third parties do not have exclusive dedication to these.

Who uploads these publications?

Although there are collaborators for these tasks of production of contents, people who can do these publication work are only those designated by the Chairman of the development and Communications Committee.

Steps to follow up:

1. All CFs, NAs, AAs and Recognized Clubs which want to publish content on the web site of the ITF and on our profiles on the social media, networks, must submit they will have to send the request by e-mail to itfoffice@ittfkd.sport.
2. Once obtained the approval, the communication files, which may be news, articles of interest, general information, promotion for events, graphs, etc., will be sent to the Development and Communications Committee.
3. Before starting the correcting and editing process, such the criteria (for example determination of categories) and the priority of publication will be defined by the Development and Communications Committee, with the exception of that institutional information considered a priority.
4. The information must be delivered in Spanish and English language, with a Word editable document, with the following format:
 - a. Title of the piece of news.



- b. Descriptive text.
 - c. Illustrative images.
- I. Every post requires an Outstanding Image. The outstanding images must have a measure of 800x600 pixels.
 - II. The rest of the images to be used in the body of the note (photographs, posters, banners, flyers, graphics, etc.), can have different measures, but the weight of them must never exceed the 1MB.
 - III. All the images will be compacted before being published by the Development and Communications Committee.
- 5. To the publication of the reports of Official Courses, reports and results of World Championships and World Cups, as well as Continental Championships, it will be followed the protocol included in the signed contracts between the ITF and the Organizer Committees, which indicates that:
 - a. The poster of the event must be approved by the Secretary General office (with the collaboration of the Development and Communication Committee, if desired), and
 - b. Published first in the ITF official web page. It must be taken into account, also, besides the official poster, it will be requested an outstanding image of 800x600 pixels.

What criteria is used?



1. In the official web page, whether it is about a World Championship, World Cup or any Official Course, it will be published in the corresponding specific category. In addition, it will count on a space of promotion between the “outstanding” news (on the front page).
2. The international events such as the Europe Cup, the Pan-American Tournament one, The African Cup one, etc, will be published in: Events/ Championships/ Regional Championships. That without prejudice of being published also between the “outstanding” news (on the front page).
3. The national tournaments will be published in: Events/ Regional Activities, as well as the activities that count on the special support of our official sponsors. That without prejudice of being published also between the “outstanding” news (on the front page).
4. As for local tournaments within any country, and to avoid the collapse in the uploading of the information, the recommendation is that each AN, AA or Recognized Club carry out the promotion, follow up or report in their own official web pages. The only exception will be those cases in which the tournaments be sponsored by any of our Official Sponsors, and with the express authorization from the Central Office or the Executive Board.