

## PAHF Media & Communications Panel

### A quick History...

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- **2001:**
  - creation of the “PAHF Media & Public Relations Committee”, to mirror the committee structure of the FIH, with Aaron Sher as Chairperson;
  - “One of the reasons to form the Committee is the Internet. Since the communication most powerful tools today are e-mail and web sites, the first major task of the Committee will be to get the word out about a new PAHF web site and to get as many people as possible using e-mail for communications”;
  - Within a couple of years, the name of the Committee was changed to “Media & Communications”;
  - Design of a new PAHF logo, to be used on the web site, official stationery, branded apparel, etc...



- Virtual domain [panamhockey.org](http://www.panamhockey.org) deposited on March 1;
- Priority content for the new web site: “As for many other field hockey sites, the main source of interest is the competition results because it is often the only place where they can be found. If we do a good job "covering" our competitions (results, pictures, etc...), that will establish our position in the Pan American countries as a good source of information”;
- PAHF web site <http://www.panamhockey.org/> on-line on May 22! All coded “manually” with a basic HTML editor;
- Creation of e-mail addresses president, secretary, webmaster and info @panamhockey.org.

- **2003:**
  - First coverage of a competition from the venue (Pan American Games in Santo Domingo);
  - Some post-match audio-clips.  
Sample @ [http://www.panamhockey.org/audio/2003panam/0802-Cristian\\_Montegu1.mp3](http://www.panamhockey.org/audio/2003panam/0802-Cristian_Montegu1.mp3)
- **2004:**
  - First official appointments of PAHF Communications Officers: Graciela Ortiz (Argentina) at the Women's Pan American Cup in Bridgetown, Barbados, and Yan Huckendubler (Canada) at the Men's Pan American Cup in London, Canada;
  - Since Local Organizing Committees did not want to be burdened with an extra official (communications was still considered as superfluous by many), PAHF decided to cover the travel and full board of Communications Officers.
- **2005:**
  - First major change on the PAHF web site (still coded totally "manually"), with the implementation of dynamic menu in a frame, a fairly new HTML option. The goal was to make it easier for a visitor to reach a specific page directly, and to make it easier to add new sections.
- **2007:**
  - Support for Communications Officers still very limited: for the 2007 Pan American Games in Rio, only one person was appointed to cover the men's AND the women's competitions AND be a photographer... with an accreditation as "Appeal Jury" ...
- **2008:**
  - RFP to Hari Kant (incorporated as "Thought Junction" at the time) for setting-up "a system that would allow Communications Officers at events to enter results and reports easily, as well as post pictures in a standardized way". This system would be accessible on the web to avoid having to load and maintain software on individual computers, entering a score would automatically update the standings table, etc...;
  - Hari Kant responded with a suggestion to transfer the whole PAHF web site under an integrated Content Management System, allowing multiple people to update the site even without any knowledge of HTML code. The quote for the integrated solution was high in the context of the PAHF budget but certainly within reason for this type of technical offer. It was, however, rejected by the PAHF Board...

- **2009:**
  - A similar RFP (slightly more detailed and distributed to 4-5 potential candidates) is reissued in June for a targeted implementation in February 2010;
  - Hari Kant (now incorporated as “Altius Software”) wins the bid;
  - First standardized competition logos developed by Heidi Faith (for PAHF) for the Pan American Cups in Bermuda and Chile:



The idea is to have a standard look for all our competition logos, instead of having each Organizing Committee develop their own, sometimes with questionable results;

- First video-clips at Pan American Cup in Santiago with a Flip Mino camera.  
Sample @ <http://www.panamhockey.org/eng/compet/2009/2009mpacup/index.htm>

- **2010:**
  - Launch of the new PAHF web site developed with the Altius CMS; it includes the migration of the totality of the previous site (competitions results, news, etc...).
- **2011:**
  - Aaron Sher is elected as PAHF General Secretary and needs to relinquish the Chair of the Media & Communications Committee; the PAHF Board approves Yan Huckendubler as the new Chairperson;
  - PAHF Branding Manual published to standardized the usage of the PAHF logo and specific competition logos;
  - Competitions logos evolve to incorporate the dominant colors of the organizing country:



- **2012:**
  - The Junior Pan American Championships (M & W) in Guadalajara draw more than 250,000 pageviews on the web site;
  - With photos becoming increasingly more important in the coverage of a competition (the FIH had three photographers covering the 2012 Olympic Games in London), suggestion to the Board to offer an honorarium to photographers accepting to cover our main competitions (Pan American Games, Pan American Cups, Junior Pan American Championships) in a “professional” way, instead of relying only on local photographers agreeing to share some of their pictures;
  - Organization of a “Communications Officers Seminar” before the Junior Pan American Championships in Guadalajara. One of the five newly trained persons stayed on-site and assisted the two appointed Communications Officers;
  - Publication of two manuals for Communications Officers: “Guidelines for PAHF Communications Officer” (Role & Responsibilities) and “CMS User Manual”; both were updated in 2014 and 2016.
  
- **2013:**
  - Implementation of a “local correspondents” network to generate more national content on the web site; since the audience of the web site is young, the idea was that we should try and enroll young persons (from clubs, school, university) to generate content; each member of the Committee was charged with recruiting a young person interested in writing about hockey in his/her community;
  - The results were modest (a dozen articles in two years) and, despite the tempting (?) reward of a “PAHF Communications” shirt, none of the “correspondents” submitted a second contribution... The project was abandoned after two years;
  - Enhancements to the presentation of the web site (better display of picture galleries, use of tabs in the competition pages, etc...) and to the CMS (automatic extraction of photo credit from JPEG files, etc...);
  - Implementation of electronic registration forms for PAHF Seminars;
  - Implementation of a “subscription” feature to receive PAHF web site “alerts” by email;
  - Implementation of secure “Workrooms” for the Board and each Committee, accessible through the PAHF web site;
  - purchase of portable backdrops for interviews in mixed-zone;
  - For the first time, two Communications Officers are appointed to a single gender competition: Ali Lee and Yan Huckendubler at the Men’s Pan American Cup in Brampton, Canada, and Josefina Chavez Diaz and Rebecca Kanter at the women’s Pan American Cup in Mendoza, Argentina;

- Successful streaming (organized by PAHF) of all matches of the Men’s Pan American Cup in Brampton.
- **2014:**
  - Each members of the Communications Committee assigned to a PAHF Committee (Competitions, Development, Umpiring) to better communicate their activities;
  - Proposal to the Board to use the services of freelance writers to produce articles for the web site;
  - “Policy for Photographer Fees for PAHF Competitions” and “Policy for Translations during Events” approved by the Board in April;
  - New evolution of the standardized competition logos with a different style of ribbon:



- **2015:**
  - Switch of the PAHF web site to a “progressive design” to resize automatically the display depending on the size of the device used to access the site (workstation, laptop, tablet, smart phone, etc...);
  - Three Communications Officers (Ali Lee, Candela Diaz Bustos and Rebecca Kanter) and a photographer (Yan Huckendubler) appointed for the 2015 Pan American Games in Toronto, Canada;
  - Development of a link between the FIH TMS (Technical Management Software) and the PAHF web site for automatic display of data entered at the Technical Table (goals, cards, shoot-outs, etc...);
  - The role of the “Media & Communications Committee” has become progressively incompatible with the traditional structure of the Committee (National Associations nominating individuals with varying levels of dedication and available time for Committee work); so it is decided to dissolve the Committee in its original structure and only maintain a Chairperson nominated by the Board, plus a “Panel” of collaborators and advisors (chosen by the Chairperson and approved by the Board) depending on the issues and goals to be tackled. The purpose was to make the Committee more efficiently operational, with faster response to pressing issues and easier access to subject matter experts;

- Suggestion to the Board to create a position for a *Social Media Coordinator* on the PAHF Media & Communications Panel, with a monthly honorarium, in accordance with goal #2 of the FIH “Hockey Revolution” (Increase the degree of professionalism in the sport). Although the suggestion is not (for now) to make the position part of the professional PAHF staff, a reasonable honorarium would help attract qualified individuals and entice them to spend time daily on their specific role.
  
- **2016:**
  - In April 2016 during the Women’s Junior Pan American Championship in Tacarigua: 18,000 views of videos posted on YouTube;
  
  - In May 2016 during the Men’s Junior Pan American Championship in Toronto: 41,000 visits, 16,000 visitors, 115,000 pages viewed on the web site;
  
  - Three-month *Social Media Coordinator* position (Candela Diaz Bustos) from June to August to support the FIH campaigns leading up and during the Olympic Games, plus highlight the 5 PAHF teams competing in Rio; the project was successful and the numbers were impressive on all social media platforms, with a significant number of new followers on Twitter (228), Facebook (731) and Instagram (897), and a large number of posts on each channel (480 on Twitter, 165 on Facebook and 76 on Instagram) over the 92 days of the contract;
  
  - Recommendation to create a permanent *Social Media Coordinator* position; after a public posting, Candela Diaz Bustos is appointed for a year (February 2017 to January 2018).
  
- **2017:**
  - Automatic (PAHF branded) tweets sent by the TMS at the end of each match;
  
  - Three Communications Officers (Ali Lee, Candela Diaz Bustos and Patrick Espejo) and a photographer (Yan Huckendubler) appointed for the 2017 Pan American Cups in Lancaster, USA.
  
- **2018:**
  - Nahir El Barri takes over the *Social Media Coordinator* position for a year (February 2018 to January 2019); her contract will be extended for another year to January 2020;
  
  - A Communications Forum was held in May 2018 in Santiago, with members of the Media & Communications Panel, representatives from the PAHF Board, Athletes Committee and the FIH. The purpose was to collectively review PAHF Communications work, how it can be enhanced, what more could be done, how to satisfy a large audience with different needs, how to keep audience engaged in-between competitions, how to generate new content on a regular basis, etc...

– With the obvious necessity to produce more of our own content, it was clear that the *Social Media Coordinator* position needed to be extended from part-time (1-2 hours a day) to a full-time position. The proposal was accepted by the PAHF Board and the position was renamed “*Social Media Coordinator and Content Creator*”, Nahir El Barri keeping the role until the end of her current contract (January 2020).

• **2019:**

– Rebranding of PAHF, with a new logo (simpler, crisper and aligned with the logos of the International and European Hockey Federations, displaying a unity of purpose in the international hockey community) and a “refreshed” look & feel of the web site with streamlined graphics and fresher colors;



- It is decided that the “*Social Media Coordinator & Content Creator*” (now a full time position) should become *de facto* the head of PAHF Communications (“Communications Manager”), taking the responsibilities of the current Chairperson, working with a (volunteer) “Web Master” for the daily maintenance of the web site and keeping the “Panel” as an advisory group (as currently).
- At the 2019 PAHF Congress in Lima, Nahir El Barri (PAHF Social Media & Content Creator) becomes in charge of PAHF Communications, replacing Yan Huckendubler.