



## IMPORTANT INFORMATION FOR MEDIA

**MEDIA CONTACT:** Michèle Rogerson, T. 613-266-4771, [micheler@skillscanada.com](mailto:micheler@skillscanada.com)

### MEDIA CENTRE SERVICES

- Located at the Centre de foires d'ExpoCité, on Level 1, to the left of entrance D to the competition floor.
- Access through the entrance C & D.
- Internet available for media at the Media Centre.

### HOURS OF OPERATION

**MAY 29:** 12:00 p.m. to 6 p.m.

**MAY 30 AND 31:** 8:30 a.m. to 5 p.m.

**JUNE 1:** 9:00 a.m. to 10:00 a.m.

### MEDIA ACCREDITATION AND REGISTRATION

- All media attending SCNC need to be accredited and ensure that their media badge is always visible.
- Media includes reporters, journalists, photographers, and film crews.

**PLEASE NOTE:** To obtain a media accreditation badge when the media center is closed, please go to the registration desk, which is located on Level 1, by entrance E.

### AUDIO/VIDEO RECORDING AND PHOTOGRAPHY

All cameras must be clearly identified with media affiliation. Tape recorders may be used only for pre-approved spokesperson or competitor interviews. Photography is not permitted in the contest/competition area but is permitted immediately outside of these areas. Please note that all competitors and volunteers have signed waivers to be photographed and filmed. For student visitors, all students who are wearing a green lanyard can be photographed or filmed. The students with a white or orange lanyard cannot be photographed or filmed.

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## INTERVIEWS

Interview requests may be submitted in advance to the Skills/Compétences Canada office and on-site through **Michèle Rogerson** at [micheler@skillscanada.com](mailto:micheler@skillscanada.com) or 613-266-4771. Interview requests can also be submitted onsite to the Media Centre and must be organized and approved prior to the interview.

## OBTAINING TIMELY SCNC 2024 PICTURES, B-ROLL AND VIDEOS FROM SCNC

- Pictures will be uploaded at the end of each day on **Flickr**. These will be saved in the SCNC 2024 Album. If you require a specific photo that you cannot find, please contact **Bradley Thomas** at [bradleyt@skillscanada.com](mailto:bradleyt@skillscanada.com) or 613-816-2872 and he will assist you.
- Videos of the competition can be viewed on **YouTube**. For B-Roll footage or copies of promotional videos, please contact **Bradley Thomas**.
- The official hashtag for SCNC is **#SCNC2024**
- Our Facebook handle is **@SkillsCanada**
- Our X handle is **@Skills\_Canada**
- Our Instagram handle is **@skillscompetencescanada**
- Find us on LinkedIn: **Skills/Compétences Canada**
- Check us out on TikTok: **@skillscompetencescanada**

## MEDIA CODE OF CONDUCT

Skills/Compétences Canada openly encourages and promotes all aspects of the Skills Canada National Competition to media. However, to ensure competitors are respected during competition time, a code of conduct applies. In other words, no photography or filming of a competitor should take place that may interfere with or hinder the performance of the competitor in the competition.

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## LIVESTREAM

Catch the livestream of the opening and closing ceremonies on **May 29 at 7:15 pm**, and on **June 1 at 11:00 am**, on SCC's [YouTube](#) channel. You can also check out the livestream of the competition action, watch fascinating interviews, and much more, during the competition days on **May 30 and 31**, from 8:30 am to 4 pm, on this channel.

## IN ADDITION

- Media may take photos and film from outside the contest areas during the competition.
- Media can enter a contest area only during breaks in the competition **with the permission of the Chair of the National Technical Committee (NTC) for that Skill Area**. Specific 'shots' or 'angles' are to be organized in discussion with the Chair or NTC media member, and the competitor. Steel toe shoes/boots are required to enter the contest area. Steel caps are available for media at the Media Centre located beside entrance D.
- The NTC media member for each Skill Area will be identified with a fluorescent wristband.
- No media can communicate with a competitor without the permission of the NTC Chair or the NTC media member.
- No media is to enter the 'personal space' (i.e. do 'close-ups') of a competitor without the permission of the NTC Chair or NTC media member.