



NMC Press Release

For Immediate Release

September 1st, 2023

NMC Response to UK Government Announcement on Major and Mega Sport Event Policy

News Media Welcome Opportunities To Shape Bids and Staging Of Future Major and Mega-Events Of Public Interest

The News Media Coalition (NMC) of news publishers and news agencies today (01/09/23) is gearing up to collaborate with the sports movement and other partners on preparation for the UK's next sporting major and mega-events.

This follows the ministerial announcement that the UK's Gold Framework strategic policy on big events has been amended to encourage organisers to involve the news media at the outset to ensure newsgathering at events is able to embrace innovation and fit with changes in news consumption by sports fans.

Andrew Moger, chief executive of the NMC, said: 'The government's reworking of the gold framework represents a meaningful change in approach. For the first time this long-standing policy document now includes specific reference to the news media as being stakeholders in preparations, alongside such matters as venue selection, impacts of events and strategy.'

He added: 'The News Media through independent witness-based coverage across various styles and in all news formats is vital to sport and future mega-events. It's a driver for public interest, adds to commercial values around events, highlights sporting achievement and national sporting reputations when targets are achieved - while at the same time providing a safety-net of public opinion should things go wrong.'

'Now we are looking forward to discussions on the needs for news media being had earlier in the event bidding and delivery periods, meaning that change can be affected earlier, rather than once possibly restrictive plans have been put in place'.

'Newsrooms, reporters, photographers and video journalists have rightly now been given a higher priority and we look forward to sharing our aspirations, alongside prospective event hosts, broadcasters and other formal partners'. Moger added: 'Ultimately, this has the potential to be positive for sports fans, a strong news media sector, the safeguarding of press freedom and for sport itself. In this way the UK could, if successful, add to best practice in this area and enhance UK's reputation abroad as a leader in staging major and mega-events'.

Moger concluded: 'But this doesn't just have a UK dimension. We believe that all governments across Europe and the wider world must encourage those involved in bidding for, planning and organising major events should engage with us in the news media so that we can continue to best serve the public with independent news reporting, news photography and video journalism. Sport administrators, sport ministries and indeed news media organisations all have a role in making this happen.'

The Gold Framework now states: *'Event organisers should undertake early engagement with broadcasters and other news media outlets when considering prospective events, to ensure that the highest levels of partnerships, opportunity and innovation can be explored early for all types of journalism, working within any existing parameters set by event owners and/or international federations.'*

UK Sport (the executive non-departmental public body sponsored by the Department of Culture, Media & Sport) and the NMC gave evidence to a parliamentary inquiry on major events and the government believes UK Sport is in a strong position to bring parties together, including the media.

Its Deputy CEO, Simon Morton, said today: 'UK Sport is pleased to have worked with the NMC since the October 2021 Select Committee inquiry to ensure that News Media is referenced in the 2023 Gold Framework. With rapid changes in the way that our audiences consume major and mega events in this country, we are pleased that this latest version of the gold framework will signpost prospective event hosts to engage with broadcasters and the news media early in the event lifecycle, ensuring the visibility and impact of the UK's events can reach, inspire and unite our nation.'

Background

The announcement comes after the NMC gave evidence to the UK cross-party parliamentary committee inquiry into major cultural and sporting events including the Birmingham Commonwealth Games and *Unboxed*, the festival of creativity. In its report, the DCMS Committee, said: "The news media are vital stakeholders for major events, amplifying them at home and abroad and delivering greater value for money. Moreover, beyond this purely instrumentalist role, there is an intrinsic value to free and reliable reporting of major events.' It said that mainstream media play a key role in raising "visibility, public debate and business interest" in major events.

It had recommended that DCMS and UK Sport should, in consultation with news media organisations, update the Gold Framework to set out requirements at time of rapid change in the televisual and digital sectors. for publicly funded events to 'protect media freedoms and consider coverage requirements from bid stage and throughout the lifecycle of each event.'

Editors notes:

The News Media Coalition is an international not-for-profit organisation which works with news event organisers, governments and other stakeholders to protect news content and news business freedoms from arbitrary controls or restrictions on newsgathering, distribution or content use. NMC Members include major publishing houses and national and international news agencies (in alphabetical order): Agence France-Presse, Associated Press, Associated Newspapers, Australian Associated Press, Deutsche Presse-Agentur, EFE Agencia, ESI Media, European Pressphoto Agency, European Publishers Council, Getty Images, Guardian Media Group, News UK, PA Media, Reach plc, Shutterstock, SNTV, Stuff, Telegraph Media Group and Thomson Reuters.

NMC Contact:

Andrew Moger, NMC Chief Executive: andy@newsmediacoalition.org, 07836572273
Further information can be found on the NMC website [here](#).