

Abstract

Title: Media protocols for football stadiums in the top football league of the Czech Republic

Objectives: The aim of this work is to create a Media protocol for the club FK Mladá Boleslav. Media protocol is a document that contains key information and rules for media representatives in a given stadium during match day in the highest Czech football competition. The structure of the Media protocol will also serve as a model for other clubs participating in this competition.

Methods: The structure of the Media protocol was developed based on an analysis of public and internal documents. The information contained in the Media protocol was obtained through a semi-structured interview. This information was then supplemented by graphically edited photographs taken during a match of the highest Czech football competition and edited in Adobe Photoshop.

Results: The result of this work is the Media protocol for FK Mladá Boleslav, which consists of seven sections for media representatives. The sections contain relevant information and rules regarding to the media infrastructure at the FK Mladá Boleslav stadium. The final form of the protocol has been approved by the members of the League Football Association and of FK Mladá Boleslav. The created structure of the protocol will serve as a template for other clubs of the Czech top football competition in the future. Clubs will thus be able to create their own media protocols, tailored to their stadiums, according to the template in the form of this Media protocol.

Keywords: media relations, football stadium, football, protocol, FK Mladá Boleslav, FORTUNA:LIGA