



STAR CLASS MEDIA POLICY

The mission of the Star Class Media Team is to communicate the qualities and values of the International Star Class. These values include but are not limited to: competitive spirit, camaraderie, sportsmanship, elite competition, lifestyle, eco-friendly, respect of Mother Nature, Star families, and support of the next generation. The communication assets include, but are not limited to: ISCYRA website, social media, clinics, round tables, podcasts, and books.

The Star Class social media channels operate according to an editorial plan developed monthly in coordination with our Social Media Agency. In addition to event coverage, the editorial calendar includes recurring content series such as *Meet the Fleet*, *Star Legends*, *Star Sailors*, historical features, and other storytelling initiatives designed to showcase the heritage, personalities, and culture of the Class.

When regattas are taking place, content is prioritized according to the importance of the event within the Star Class calendar and the level of media coverage available. As a general rule, priority is given in the following order:

1. **Star World Championship** – supported by a dedicated Star Class media team on site.
2. **Continental Championships** (Western Hemisphere, Eastern Hemisphere, Southern Hemisphere, European Championship, North American Championship, South American Championship) – covered with official Star Class media assets, including photos, videos and interviews whenever possible.
3. **National Championships and District Championships** – covered using content provided by local organizers, supplemented by interviews and additional media when available.

Coverage priorities also reflect the annual calendar. All major events are promoted at the beginning of the season, but as events approach, editorial focus shifts toward upcoming championships, particularly those that may benefit from additional visibility and promotion. During major championships, the Star Class Instagram account is generally dedicated exclusively to that event in order to provide clear, consistent coverage and avoid competing messages. These championships deserve the full attention of the Class and its audience.

For events outside the official championship structure, such as **Vintage Star regattas** in Europe and North America, the Star Class may collaborate on social media posts when the quality of the available content meets the standards of the Class. Otherwise, coverage will generally be limited to Instagram Stories.

The same principle applies to **invitational regattas, clinics, and other non-championship Star events**. Collaborative posts may be considered when they do not overlap with official Star Class championships and when the quality of the photos, videos and storytelling aligns with the standards of the Star Class social media channels. When these conditions are not met, the events may still be supported through Stories and other lighter forms of promotion.