

REUNIÓN COMISION PRENSA Y MEDIOS DE COMUNICACION NORCECA 2025
2025 NORCECA PRESS AND MASS MEDIA COMMISSION MEETING

26 MARZO / MARCH 26, 2025

El día 26 del mes de MARZO de 2025, a las 9:00 am, de manera digital, se llevó a cabo la Reunión de la Comision de Prensa y Medios de Comunicacion de la Confederación Norte, Centroamericana y del Caribe de Voleibol. / ***On MARCH 26th, 2025, at 9:00 am, a digital meeting was held for the North, Central American and Caribbean Volleyball Confederation Press and Mass Media Commission.***

1. Apertura Reunion por el Presidente NORCECA
Opening of the Meeting by NORCECA President
Lic Cristobal Marte Hoffiz
Presidente NORCECA / ***NORCECA President***

El Lic. Cristobal Marte Hoffiz les da la bienvenida a los miembros de la Comision de Prensa y Medios de Comunicacion. El expresa su gratitud de parte de NORCECA y expreso su mas sincero agradecimiento a la Lic. Carolina Rivas y el arduo trabajo realizado durante los últimos años. Dice que ella es la columna vertebral de esta comisión. En el año 2025, en adición a los Eventos Zonales de vada zona AFECVOL, CAZOVA, ECVA y Zona Central, habran 14 Eventos Continentales incluyendo Sub-17, Sub-19, Sub-21, Sub-23 y de mayores, ambo femenino y masculino. El calendario de competencias esta publicado en la pagina web desde Enero. EL calendario de competencias del 2026 tambie esta publicado en la página web y dentro de dos meses estará publicado en la página web el calendario de competencias del año 2027. / ***Mr. Cristobal Marte Hoffiz welcomes all the members of the Press and Mass Media commission. He expresses his gratitude on behalf of NORCECA and expresses his deepest appreciation for Mrs. Carolina Rivas and her hard work over the past several years. Says she is the backbone of this commission. In the year 2025, in addition to the Zonal Events for each zone AFECVOL, CAZOVA, ECVA and Central Zone, there will be 14 Continental Events including U-17, U-19, U-21, U-23 and Senior Events, both female and male. The competition calendar has been posted on the website since January. The competition calendar for the year 2026 is also posted on the website and within 2 months they will post the 2027 competition calendar on the website.***

El Lic. Marte le gustaría felicitar a miembros de la pasada y presente Comision de Prensa por su arduo trabajo. Hay oficiales de prensa asignados a cada competencia y toda la informacion, partido por partido es enviada a tiempo. Esto es algo muy importante ya que asegura que todos estén informados de todos los eventos. / ***Mr. Marte would like to congratulate member of the past and present Press Commission for their hard work. There are press officers assigned to every competition and all information match by match is sent out on time. This is something very important as it ensures everybody is informed on every single event.***

Tambien nos indica que en las redes sociales hicieron un gran trabajo en ese año. Veremos las estadísticas de las redes sociales mas adelante durante la reunión para todas las redes sociales, incluyendo las notas de prensa y visitas a la pagkina web. La presencia de NORCECA en redes sociales esta creciendo muy rápidamente porque tenemos un buen producto que son los eventos organizados. La presencia en redes sociales le agega valor a nuestro producto. Si nadie sabe lo que estamos haciendo es como si no estuviéramos haciendo nada pero si incrementamos las visitas a nuestra página web e inrementamos nuestra presencia en redes sociales entonces estamos en el camino correcto. /

He also states social media did great work during the year. We will see statistics on social media later on during this meeting for all social media, including press releases and visits to the website. NORCECA's social media presence is growing very quickly because we have a good product which is all the events that are organized. Social media presence adds value to our product. If nobody knows what we are doing then its like we are not doing anything at all but if we increase the visits to our website and increase our social media presence then we are on the right path.

El Lic. Cristobal Marte informa que le duele el corazón le quisiera avisar a todos que el Prof. Ricardo Gioliver Arias, conocido como el padre del Voleibol, ha fallecido. Fue pionero en el deporte desde los años 1950 y en Republica Dominicana es considerado como la persona clave responsable del éxito del voleibol femenino en el país. / ***Mr. Cristobal Marte informs that with a heavy heart he would like to let everyone know that Prof. Ricardo Gioliver Arias, known as the father of Volleyball, has passed away. He has been a pioneer in the sport since the 1950's and in Dominican Republic he is considered responsible for the success of female volleyball in the country.***

Tambien informa que durante la mas reciente asamblea del Comité Olimpico Internacional celebrada en Grecia, hubo elecciones, y se eligio por primera vez una presidente femenina de Africa, Ms. Kirsty Coventry. Tambien le informa a todos que el Dr. Ary Graca, Ex-Presidente FIVB, se le otorgo la Orden Olimpica que es el honor mas alto que puede ser entregado a alguien por el COI. / ***He also informs that during the International Olympic Committee Assembly held recently, elections were held in Greece and we have for the first time ever a new female president from Africa, Ms. Kirsty Coventry. He also lets everyone know that Dr. Ary Graca, former FIVB President, was awarded the Olympic Order, which is the highest honor that can be awarded to someone by the IOC.***

Tambien informa que las finanzas de NORCECA son muy fuertes, proveyendo asistencia económica a todas las Federaciones Nacionales, en adición al apoyo de utieria y apoyo técnico, ellos están recibiendo todas las herramientas necesarias para desarrollar una Federacion Nacional. NORCECA actualmente tiene el estatus de un Institucion Economicamente Independiente. / ***He also indicates NORCECA finances are very strong, providing financial assistance to all National Federations, in addition to equipment support and technical support, they are receiving all necessary tools to develop a National Federation. NORCECA currently holds the status of a Financially Independent Institution.***

2. Palabras de Bienvenida / Welcoming Words

Mrs. Carolina Rivas

Presidente Comision / ***Commission President***

La Lic. Carolina Rivas les da la bienvenida a todos a la reunión y les agradece un año de mucho trabajo y dedicación a la Comision de Prensa. Ella mira hacia el futuro con mucha emoción, habran muchos torneos este año, nuevas oportunidades de progreso, nuevas propuestas y muchas cosas en las que pueden trabajar juntos. Le gustaría agradecer a todos por su compromiso, apoo y dedicación. Ek trabajo de todos ha sido invaluable. Todo esta siendo publicado en las redes sociales y la pagina web es constantemente actualizada. Se han conocido durante eventos, conociéndose mas a fondo, aprendiendo a trabajar juntos, llevarse bien y comunicarse. /

Mrs. Carolina Rivas welcomes everyone to the meeting and thanks them for a year of hard work and dedication to the Press Commission. She's looking ahead with a lot of excitement, a lot of tournaments this year, full of new opportunities, progress and new proposals and many things they can all work on together. She would like to sincerely thank everyone for their commitment, support and dedication. Everyone's work has been invaluable. Everything is being posted on Social Media and the website is constantly updated. They have met each other during events, getting to know each other, learning how to work together, get along and communicate.

3. Pase de Lista, Confirmación de Quorum y Presentación Nuevos Miembros
Attendance List, Quorum Confirmation and Introduction of New Members
 Mrs. Arateide Caceres
 Gerente General NORCECA / ***NORCECA General Manager***

La Lic. Arateide Caceres, Gerente General NORCECA, procede al pase de lista y les brinda la oportunidad a los miembros de la comisión a presentarse a los demás miembros, a indicar su nombre y país de procedencia. Presentes en la reunión están las siguientes personas: / ***Mrs. Arateide Caceres, NORCECA General Manager, proceeds with the attendance list and allows the opportunity for all members to introduce themselves by stating their name and country. The following persons are present in the meeting:***

Lic. Cristobal Marte Hoffiz	Dominican Republic	Presidente NORCECA <i>NORCECA President</i>
Prof. Mushtaque Mohammed	Trinidad & Tobago	Vicepresidente Ejecutivo / Presidente CAZOVA <i>Executive Vice President / CAZOVA President</i>
Glenn Quinlan	St. Kitts	Vicepresidente Ejecutivo / Presidente ECVA <i>Executive Vice President / ECVA President</i>
Lic. Arateide Caceres	Dominican Republic	Gerente General NORCECA <i>NORCECA General Manager</i>
Lic. Enrique Santis Rangel	Guatemala	Secretario General <i>General Secretary</i>
Jose Luis Jimenez Lao	Costa Rica	Staff NORCECA <i>NORCECA Staff</i>
Mrs. Carolina Rivas	Guatemala	Presidente Comisión <i>Commission President</i>
Yinet Cruz	Dominican Republic	Miembro Comisión <i>Commission Member</i>
Ernesto Beltre	Dominican Republic	Miembro Comisión <i>Commission Member</i>
Jose Caceres Veloz	Dominican Republic	Miembro Comisión <i>Commission Member</i>

Emir Alfaro	Nicaragua	Miembro Comision Commission Member
Rodrigo Navarro	Guatemala	Miembro Comision Commission Member
Cayacoa Moquete	Dominican Republic	Coordinador Comision Commission Coordinator
John Zaalman	Suriname	Miembro Comision Commission Member
Heriberto Rosario	Puerto Rico	Miembro Comision Commission Member
StaciAnn Lake	Grenada	Miembro Comision Commission Member

4. Aprobacion de la Agenda / **Approval of the Agenda**

Mrs. Arateide Caceres

Gerente General NORCECA / **NORCECA General Manager**

La Lic. Arateide Caceres procede a la aprobacion de la agenda. La misma fue enviada con suficiente tiempo de antelación para la revisión de los miembros. No hay objeciones, observaciones ni adiciones y la agenda es aprobda por los miembros. / **Mrs. Arateide Caceres procedes with approval of the agenda. It was sent to all members with sufficient time in advance. There are no objections, observations or additions and the agenda is approved by the members.**

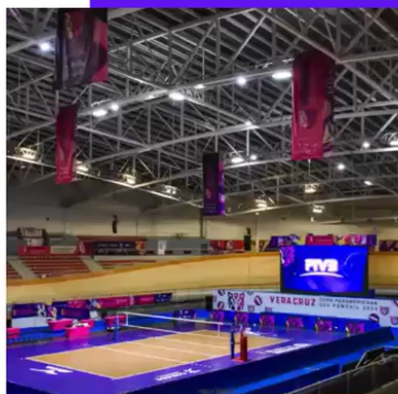
5. Informe de Prensa / **Press Report**

Mrs. Carolina Rivas

Presidente Comision / **Commission President**

MISSION

The Press Commission is dedicated to ensuring accurate, timely, and engaging communication of all events, developments, and initiatives related to our Confederation. It upholds transparency, professionalism, and credibility in disseminating information to the public, media, and stakeholders. Through various media channels, the commission aims to enhance visibility, foster engagement, and uphold NORCECA's reputation.



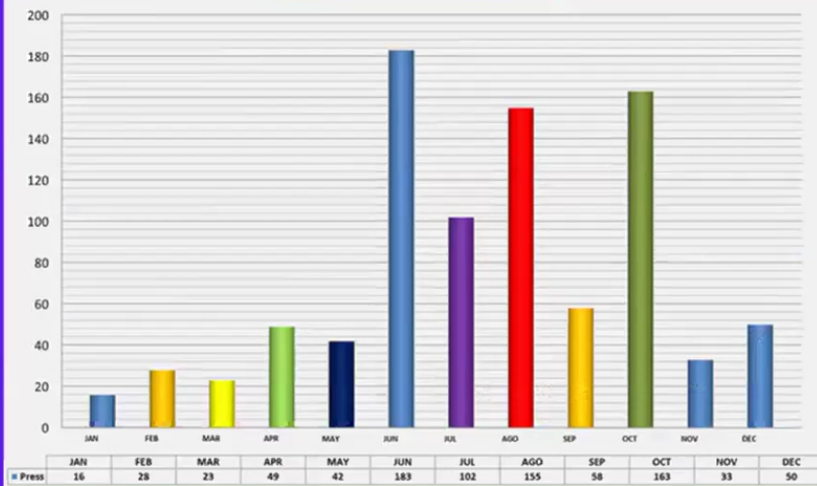
GOAL

Our primary goal is to effectively manage and coordinate media coverage, ensuring widespread and positive representation of our Confederation. This includes producing press releases, managing media relations, overseeing digital communication strategies, and supporting the promotion of key events and initiatives. We strive to build strong relationships with journalists, broadcasters, and digital platforms to maximize outreach and audience engagement.

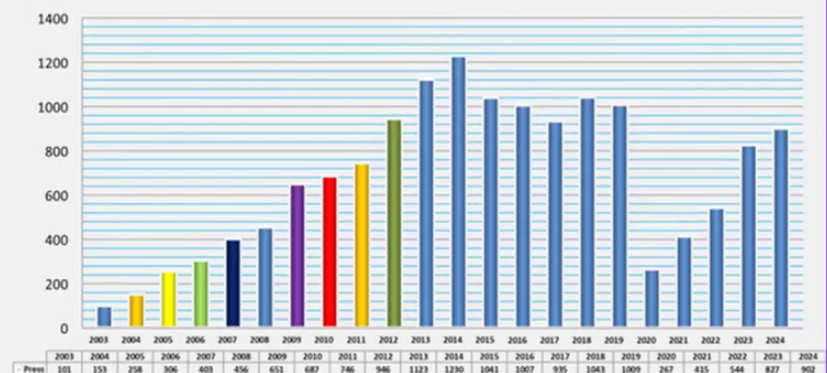


2024

News posted in NORCECA Website in 2024



Press Releases 2003-2024 posted by Years

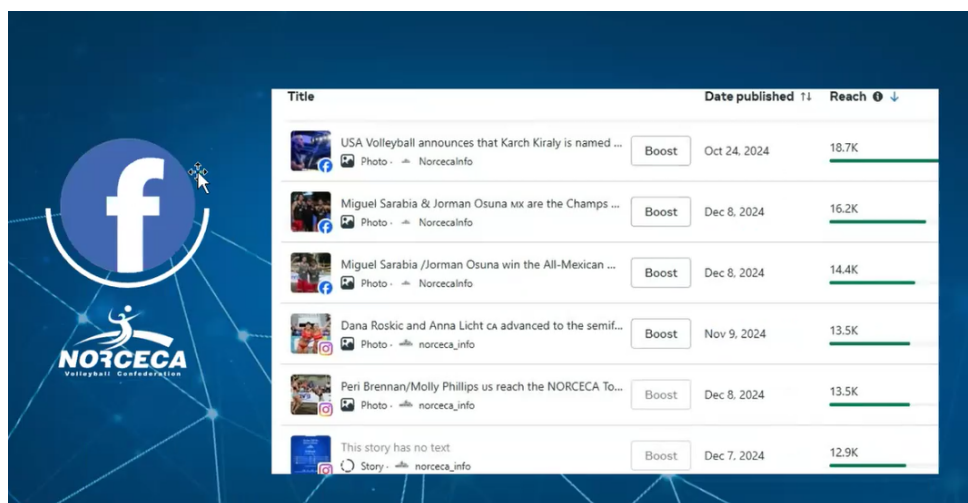
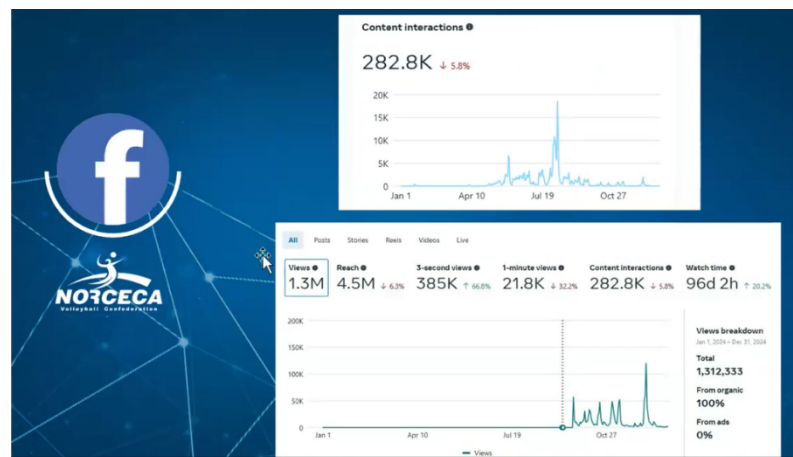


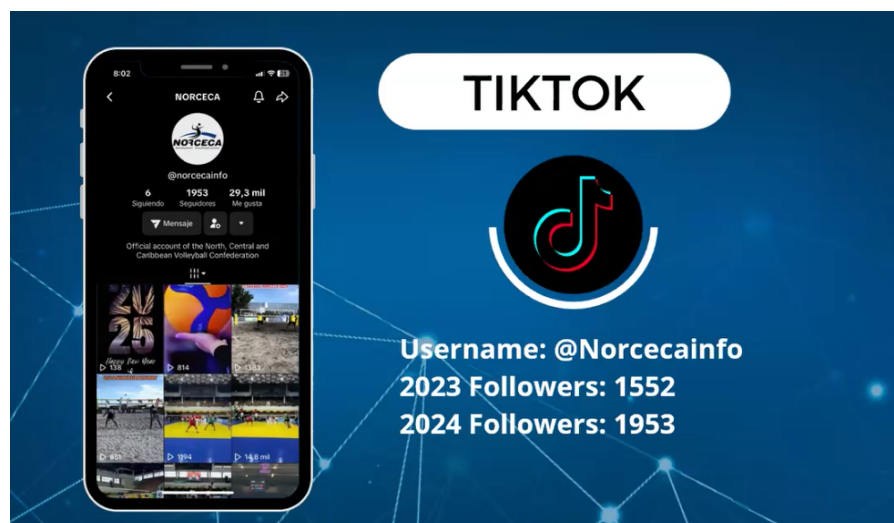
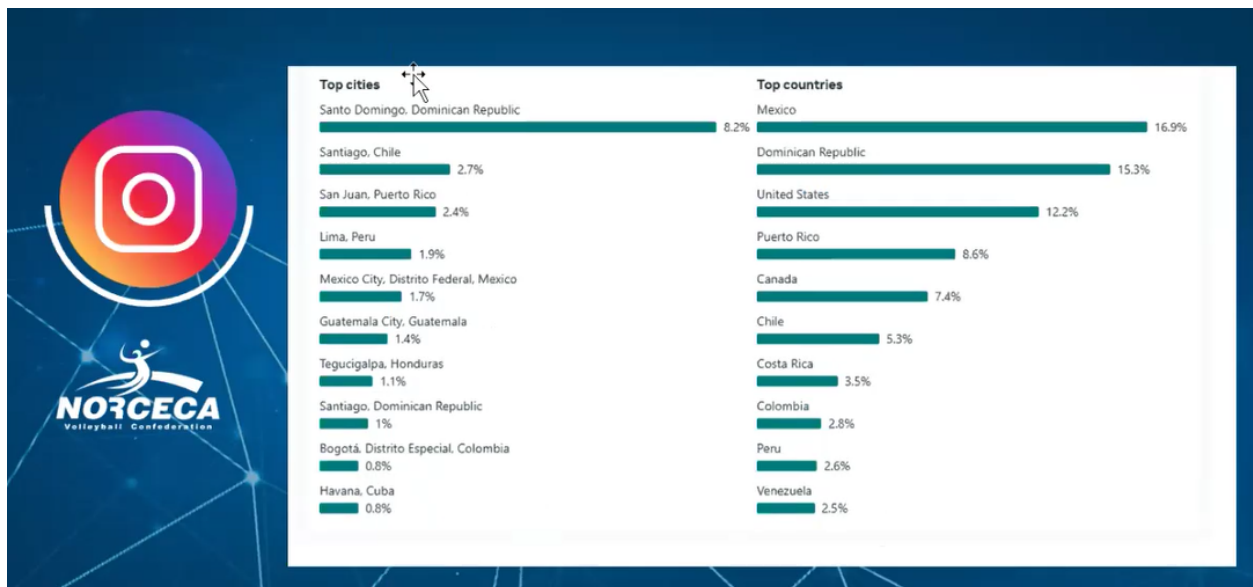
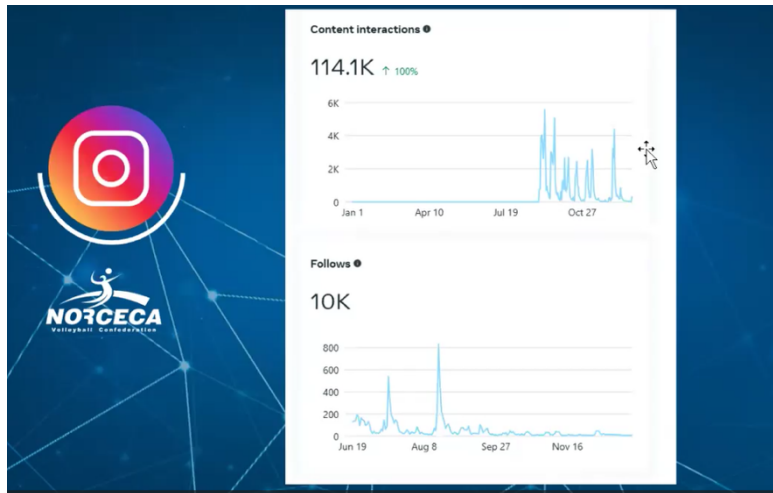
YEAR BY YEAR

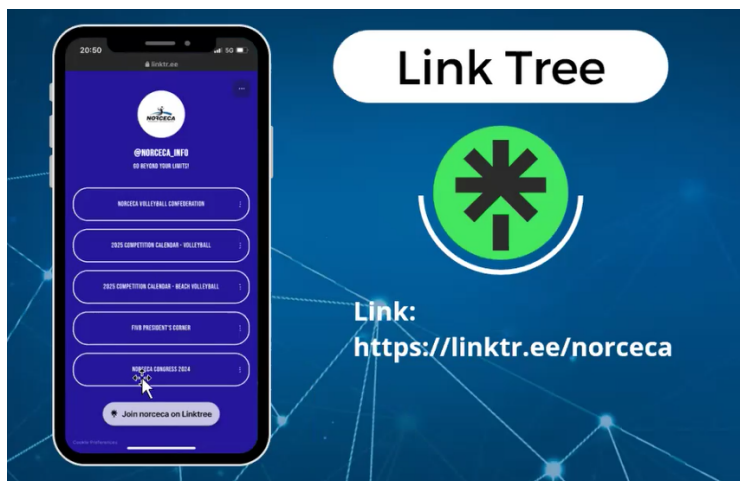
6. Informe Redes Sociales / *Social Media Report*

Ms. Yinet Cruz

Miembro Comision / *Commission Member*







Link Tree



Link:
<https://linktr.ee/norceca>



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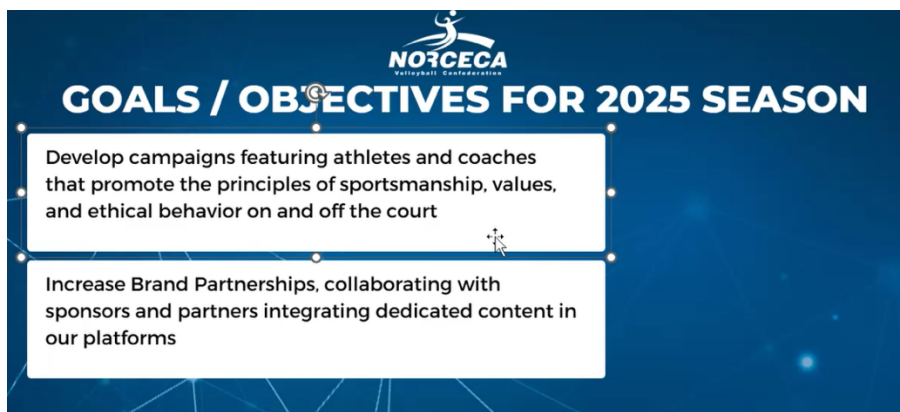


Username: @Norceca_info
2023 Followers: 3,241
2024 Followers: 3,520



GOALS / OBJECTIVES FOR 2025 SEASON

Enhance our collaboration throughout NORCECA's Associations	Continue partnering with FIVB Media	Increase engagement with athletes and staff of national federations to create appealing content for our audience.
Boost engagement by increasing interactions with fans	Elevate the connection and interaction with our fans on X and TikTok	Create and maintain our profile in the professional network platform LinkedIn to build a professional network for learning and development
Keep strengthening the collaboration and coordination with teams, athletes, and coaches during competitions to create distinctive and compelling content.		



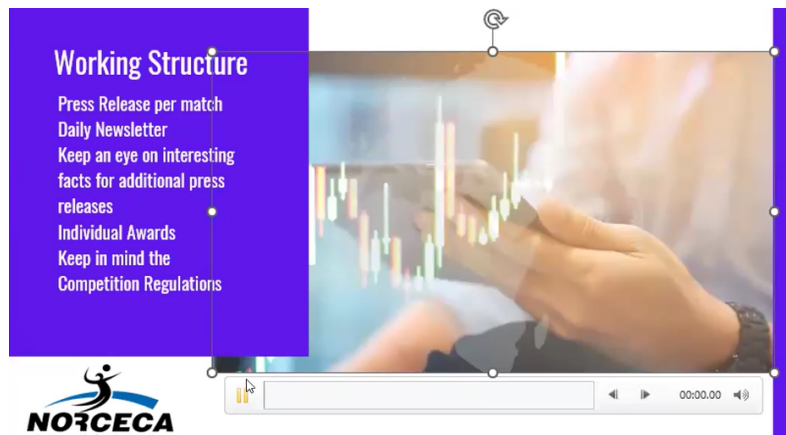
El Sr. Ernesto Beltre dice que a veces en los eventos los fotógrafos locales se han acercado a él porque quieren compartir sus fotos. Sería de mucha ayuda intentar encontrar la manera de incluir fotos que los fotógrafos locales han tomado durante los eventos. La Lic. Carolina Rivas dice que este punto será discutido más adelante en la agenda y una propuesta será presentada más adelante en la reunión. / **Mr. Ernesto Beltre states that sometimes at events local photographers will approach him and want to share their photos. It would be helpful to find a way to include photos from local photographers taken during the events. Mrs. Carolina Rivas states that this point will be taken into account and a proposal will be submitted later on in the meeting.**

El Sr. Glenn Quinlan dice que la calidad de las imágenes entregadas por los fotógrafos locales es muy buena pero a ellos les falta una guía de los requerimientos que deberán cumplir para las fotos que son enviadas a NORCECA para su publicación. Debemos proveer recomendaciones e instrucciones para que ellos sepan que se espera de ellos. El Lic. Marte está de acuerdo y le solicita a Carolina, Yoshira, Beltre o Cayacoa que creen una guía y ejemplos de fotos que serían aceptables. / **Mr. Glenn Quinlan states that the quality of the images submitted by local photographers is very good but they are missing a guideline of the requirements that must be met for the photos they submit for publication to NORCECA. We must provide recommendations and instructions so they know what is expected. Mr. Marte agrees and would request that Carolina, Yoshira, Beltre or Cayacoa can provide a guideline and some examples of photos that would be acceptable.**

La Lic. Arateide Caceres dice que debido al hecho de que tenemos una cantidad limitada de fotógrafos disponibles, lo que ella ha hecho en eventos en Mexico, Puerto Rico y Canada es pedirle al Comité de Control que contraten un fotografo local que trabaje junto con el fotógrafo NORCECA para ser entrenado y de esta forma aprenden todo lo necesario para que en eventos futuros puedan trabajar como fotógrafos locales en el comité de control. El Sr. Glenn Quinlan dice que esta es una buena idea pero debemos pensar en el costo asociado de tener dos fotógrafos en un evento. El Sr. Marte dice que se puede contemplar proveer asistencia para un 2do fotógrafo. / ***Mrs. Arateide Caceres says that due to the fact we have a limited amount of photographers available, what she has done at events in Mexico, Puerto Rico and Canada is ask the Control Committee to hire a local photographer to work side by side with the NORCECA photographer to be trained so that this way they can work as local photographers on the control committee for future events. Mr. Glenn Quinlan says this is a good idea but we must think of the cost associated with having two photographers at an event. Mr. Marte states assistance for a 2nd photographer is something that could be contemplated for future events.***

7. Discussion General / *General Discussion*

7.a. Flujograma Estructura de Trabajo / *Work Structure Flowchart*



Overview

- Part of the official NORCECA delegation (control committee)
- Has experience in media, journalism and social media management
- Provides daily content for the NORCECA web site during the tournament
- Ensures accuracy of information sent to press outlets
- Helps facilitate requests of media on site.



Manage media zones

- Area for press delegate, official photographer and media to work
- Power and internet ☺
- Mixed zone with back drop
- Manage zones for press photographers and video journalists



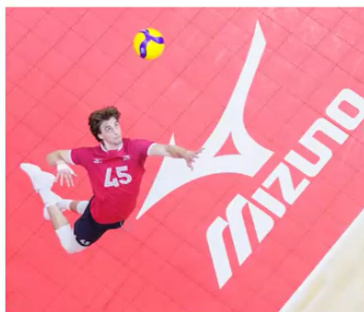
Content management (required)

- Quotes from coaches before tournament for NORCECA web site
- Match reports for each match (score, key stats, optional quotes)
- Send reports to NORCECA key contacts and web admin
- Ensures photos are sent to social media manager
- Press release to the VIS manager for “Daily Bulletin”
- Fulfill requests from media on site.



Photos

- Shows both teams
- Variety (attacking, receiving, setting, emotion)
- Coaches, anthems
- Branding/sponsors
- Awards – individual and group
- Medalists



Extras

- Video for social media; manage an extra local social media provider.
- Content in local languages (beyond English or Spanish)
- Coordinate webcast (usually done by local organizing committee)
- Ensure correct branding (usually done by organizing committee)



7.b. [Revision General de Obligaciones e Instrucciones para Delegados de Prensa y Fotografos](#) / *General Overview of Duties and Guidelines for the Press Delegate and Photographers*



Quick List

Press Delegate Duties

- Verify facilities set-up, banners, mixed zone and local media area
- Coordinate with VIS Supervisor forms and live-app
- Accommodate photographers
- Coordinate workflow with official photographer
- Post match interviews
- Provide press information for the daily VIS bulletin





- Verify facilities set-up, banners and security system provided for your tasks
- Accommodate photographers
- Work in coordination with press delegate
- Most photos must be in landscape
- If possible, the player's number must be visible
- Captions
- Attention to branding and sponsorship

Quick List

Official Photographer Duties



7.c. Funciones e Instrucciones Adicionales para el Contenido de Redes Sociales NORCECA *Additional Duties and Guidelines for NORCECA Social Media Content*



- Photos for social package for each match, if VIS system is available: upload 2 photos prior the start of each match, 5 photos immediately after the first set for VB and 2 for BVB, complete an approximate of 20 photos per match for VB, for BVB regular intervals uploading an approximate of 40 photos per day
- Shots of side activities
- Awarding ceremony



El Sr. Ernesto Beltre dice que algunas veces en eventos de playa es difícil moverse de una cancha a otra para lograr las fotografías requeridas dentro del tiempo designado debido a condiciones de la temperatura y otros factores. La Lic. Carolina Ribvas esta de acuerdo que ciertos factores como la temperatura y la distancia de las canchas le pueden presentar retos a los fotógrafos. El Lic. Marte dice que será buena idea que el fotógrafo se enfoque en la cancha de competencias principal porque allí se juegan los partidos mas importantes. El sr. Glenn Quinlan dice que la cancha principal es donde juega el país sede y esto no garantiza los mejores partidos. La Lic. Arateide Caceres dice que una posible solución puede ser que el Presidente del Comité de Control y el Delegado de Prensa digan al fotógrafo en cual cancha se deberían enfocar y el comité de control puede designar fotógrafos de apoyo en las otras canchas. /

Mr. Ernesto Beltre states that for beach events sometimes it's difficult to move from one court to the next or accomplish the required photographs within the allotted timeframe due to weather conditions and other factors. Mrs. Carolina Rivas agrees that certain factors such as the weather and the distance between courts can sometimes prove a challenge for photographers. Mr. Marte states it would be a good idea for the photographer to focus on the main competition court because that is usually where the most important matches are played. Mr. Glenn Quinlan points out that the main court is not always where the best matches are played because that is where the host country usually plays and this does not guarantee the best matches. Mrs. Arateide Caceres states that a possible solution could be that the Control Committee President and Press Delegate advise the photographer which court they should focus on and the control committee would assign support photographers to the other courts.

8. Propuestas y Discusion Mesa Redonda / Proposals and Roundtable Discussion

PORPUESTA / PROPOSAL

1. Tener fotografos locales que trabajen junto a los fotografos NORCECA como parte de un entrenamiento para que estos fotografos puedan asistir en eventos futuros como parte del comité de control. / ***Have local photographers work with NORCECA photographers and be part of a training program so that these photographers can assist in future events as part of the local control committee.***
2. Crear un manual para los fotografos locales que les servira de guia de las fotos tomadas durante los eventos a ser enviadas a NORCECA para que sean publicadas en la pagina web y cuentas de redes sociales. / ***Create a manual for local photographers which will serve as a guideline for photos taken during events to be submitted so that they are posted on the NORCECA website and social media accounts***
3. Pagar publicidad en las cuentas de redes sociales. / ***Paid advertising on social media accounts.***
4. Empezar a implementar sesiones de fotos breves con el equipo aparte de la reunión preliminar. El Lic. Marte dice que le podemos enviar un cuestionario a los equipos y que el jugador mas popular o el mejor jugador del equipo puede contesta las preguntas y enviar fotos para que el jugador sea pomocionado y se cree una expectativa sobre este jugador. / ***Start implementing quick photoshoots with the team separate from the preliminary inquiry. Mr. Marte states we can send a questionnaire to the teams and have the most popular player of best player on the team send pictures and answer questions so the player can be promoted and expectation can be built around this player.***

9. Visión Estratégica 2024-2032 de la FIVB / *FIVB Strategic Vision 2024-2032*



10. Otros Asuntos *Other Matters*

No hay otros temas a ser tratados durante la reunion. / ***No other matters to be discussed during the meeting.***

11. Cierra de la Reunion *Closing Remarks*

El Lic. Cristobal Marte y la Lic. Carolina Rivas cierran la reunión dando gracias a los presentes por su participación. This was a very dynamic meeting. Estan muy agradecidos del trabajo realizado por parte de la Comision de Prensa y Medios de Comunicacion y saben que seguirán todos comprometidos con NORCECA y el continuo mejoramiento de la comisión. / ***Mr.Cristobal Marte and Mrs. Carolina Rivas close the meeting by thanking all present for their participation in this meeting. Fue una reunion muy dinamica. They are veery grateful for the work that has been done by the Press and Mass Media Commission and they know they will all continue to be committed to NORCECA and the continued improvement of the commission.***