

Press Accreditation Policy

Thank you for your interest in covering the Waste Management Winter RallySprint on February 18, 2017!

For safety and insurance reasons, only those meeting the criteria of defined below will be eligible for media/press credentials.

To apply for credentials, the assigning Editor/Producer must complete our online registration form at <http://goo.gl/forms/UF8ydYR9jW>.

If you are a freelance journalist, you must be on assignment from a media outlet. Photographers must also be on assignment. Spec photography, portfolio photography, and personal website photography are not valid assignments. If you are not the assigning Editor/Producer or are a freelance journalist or photographer, please forward this form to the appropriate person to be completed.

We take your coverage plans into consideration when reviewing your application to cover WMWR and expect coverage to be thoughtful, insightful, informative and consistent with your stated coverage plan. We do not consider social media or a compilation of photos, videos or articles unrelated to our official event as press coverage.

See attached for further details.

Please note the following:

- **ONE designated point person in your media outlet should complete the application, on behalf of your organization**, for ALL personnel wishing to cover the event on behalf of the outlet. The system is self-explanatory and you will be able to submit additional attendees over time if you do not yet have all your assignment plans set.

If you are not within the defined criteria for media, you are free to photograph or video the event from any unrestricted location for your own personal use. For example, your personal website and social media are all considered personal uses of your photos or video.

In addition, you are free to give or sell your work to any publication or to teams for their promotional purposes. Any other use requires the permission of the Press Officer of the Waste Management Winter Rally or his/her designee. If you are unsure, email media@wmwr.info.

Due to safety/insurance regulations:

- **NO LIVE STREAMING OF VIDEO***
- **NO USE OF UAVs (drones)**

**Except short (up to 20 sec.) video pieces created on a mobile device/mobile app. such as Periscope or Facebook Live.*

- Requests for accreditation will only be considered if submitted via this official online process with the online application form completed accordingly. **Application requests sent by email will not be accepted.**
- As part of this online credential application, **the assigning Editor/Producer MUST provide a Letter of Assignment on behalf of each individual attendee** on company letterhead, stating a description of your outlet, the full name of the journalist(s) assigned to attend and the scope of the coverage. Please also provide the name and telephone number of a contact in case of emergency. If you are submitting multiple attendees, you only need to write one Letter of Assignment, that lists coverage details for each individual on one overarching document. Just be sure to re-attach it directly to each individual application. **If you are a freelance journalist or photographer, you must be on assignment from a publication and provide an official Letter of Assignment.**
- **Only actively-covering, legitimate media working for an accredited news or media outlet (see examples below) will be considered for credentials.** Analysts, market marketing / advertising / public relations agents or personnel, brand content producers, consultants, media coaches / educators, filmmakers, etc., are not included in our definition of legitimate media. If you fall into this category, but are a contributor to an outlet that meets our qualifications, you must be on assignment, and provide a Letter of Assignment from your Editor.
 - **Print Media** are those employees or representatives whose publications appear in a recognized media database such as Luce, Cision, Vocus or Gorkana.
 - **Web-based Media Outlets** are online media outlets, such as news, forums, blogs, video and photographic sites. The outlet's Editor-in-Chief's responsibility is to not only provide a Letter of Assignment, but may be asked to supply examples of past coverage, demonstrate updated website content, and website traffic statistics (unique visitors, number of website views, and/or average video views) via a third party website statistical provider, such as Google Analytics. Online media outlets are strongly requested to NOT post high-resolution picture galleries in public photo websites, such as Flickr or Photobucket. Posting of high-resolution photos adversely affects sales by WMWR event photographers, which we support. Low to medium resolution galleries pictures are allowed in public gallery spaces if a media outlet utilizes such public services. High-resolution photos are allowed if the media outlet hosts a high-resolution gallery on their own website. Watermarks are encouraged on all photos for protection of copyright.

- **Public Relations Agencies:** Media press credentials are reserved for bona fide members of the press. Publishers, marketing personnel, public relation officers, sub-editors, staff of the publication's secretariat, etc. will not be accredited as Media. These individuals will be issued a VIP designation as determined by the rally event organizers. Status provides access to service areas, Parc Expose, super special events, and award ceremonies. The WMWR Press Officer will provide photos to any media outlet upon request. Photos will be available by contacting the Press Officer at media@wmwr.info.
- **Documentaries, Filming, Streaming Video:** All documentary and filming staff applying for press credentials **MUST** be preapproved at least two weeks prior to the event. Projects will be approved on a case-by-case basis.
- Media Credential applications should be filled out as soon as possible, and no later than **Tuesday, February 14, 2017**. No applications will be considered after this date, and walk-up requests will not be granted without prior permission from the Event Chair or Press Officer or their designee at the event.
- Your application is not considered complete until receipt of your Letter of Assignment. **Please email your Letter of Assignment within five (5) business days of filling out this application.**
- Once your application is complete, please allow us three (3) complete business days to consider your request.
- If you are approved for credentials, you will receive access to the rally course, spectator area, service area and rally headquarters/public areas. We reserve the right to approve or deny accreditation. The decision is final and cannot be appealed. Credentials may be revoked for any reason including unsafe or unsportsmanlike behavior or abuse of this code of conduct.

MEDIA CREDENTIALS: DETAILED INFORMATION

ALL Photographers and Videographers

1. A WMWR official will issue a Photo/Video vest and a wristband to approved photographers and videographers.
 - a. It is understood that accredited photographers and videographers work is for the exclusive use of the media source which issued their letter of assignment. Any other use requires the written permission of the WMWR Press Officer.

- b. The issued vest numbers will be provided to the Chief of Controls. Anyone without the correct Photo/Video vest and wristband may have their credentials immediately revoked.
- c. Photographers and videographers must demonstrate a satisfactory understanding of rally operations to receive credentials and are free to work on any part of the course in a safe manner. However, failure to follow the directions of all event officials at all times may result in immediate revocation of credentials.
- d. Photographers and videographers must be in place before “00” car enters the stage and remain in place until after “Green Light” car passes their location. Any movement inside this window can result in injury or death and will, therefore, result in immediate revocation of credentials.
- e. Live streaming of video not allowed without written permission and agreement with the WMWR Press Officer and Event Chair (except for short snippets using a mobile app such as Periscope or Facebook Live.)**
- f. Due to sanctioning body regulations, no photography or videography using an unmanned aircraft (UAV, drone, etc.) will be allowed at any SCCA-sanctioned RallyCross or RallySprint events. This includes regional, divisional and the RXNC events.**

Event Photographers & Videographers

The Press Officer has the right to assign at least one “Event Photographer” to each event as well as a “Video Crew” to document the event for promotion or commercial purposes.

Event Photographers and Video Crew...

- 1. Must make their photographs and/or videos freely available to the event organizers and Press Officer for promotional purposes and will be properly credited for their work(s). Photos must be made available during the event for use on the WMWR-designated websites, social media, social networking sites, etc., and for Accredited Media and the event’s media staff immediately after the event for publication.
- 2. Will be credited for their works;
- 3. Are:
 - a. Allowed to sell photographs to any rally team for promotional (not commercial) purposes;
 - b. Expected to photograph and/or video all teams — as teams are not allowed to have their own photographers on stage, the Event Photographers and Video Crew may be their primary source of promotional media. In addition, Event Photographers and Video Crew are free to give or sell their work to any publication or display their work in

promotional folios and websites. Any other use requires the written permission of the Event Chair and/or the Press Officer. If you are unsure, email media@wmwr.info.

- c. Encouraged to post their work(s) on personal or public websites and add their own watermarks.

Writers/Reporters

1. A WMWR media official will issue a Media Credential and a wristband to writers.
 - a. Writers will have access to areas normally closed to the general public, such as event organizer meetings, award ceremonies and press conferences. They will not have the same unlimited access to the stages as photographers and videographers.
 - b. Upon request, the Press officer or other media official will supply writers with photographs from staff photographers and/or event photographers for publication purposes.

NOTE: Please contact the WMWR Press Officer with regard to your story deadlines so that photographs are provided in a timely manner.

Media Credential Agreement (Photo/Video) – Media Vest

As a condition of the issuance of a media vest, I agree to the following regulations:

- I will wear the media vest properly, as my outermost garment, with the vest number clearly visible.
- I will not give the vest to any other person to wear; media vests are nontransferable.
- I will stand in a safe position at all times while shooting (photographs and/or film/video).
- I will promptly obey the direction of rally marshals, control workers and other rally officials.
- I will return my media vest to the Press Officer or his/her designee at headquarters at the completion of the event.

I understand that if I do not adhere to the regulations as stated in our Press Accreditation information, my media credential request may be under scrutiny at future Finger Lakes STPR Motorsports events.

Please sign and date and bring to rally registration.

Signature _____ Date _____

Print Full Name / Media Outlet _____