

## **MSA CODE OF CONDUCT FOR ACCREDITED MEDIA MEMBERS**

This Code of Conduct represents Motorsport South Africa's (MSA's) guidelines and expectations in relation to the behaviour and conduct of its accredited media members. This Code of Conduct is binding on all MSA accredited media members.

This Code of Conduct applies at all MSA-sanctioned motorsport or other events attended in the capacity of a MSA-accredited media member. It also applies to the sending of correspondence and the use of social media.

### **GUIDING PRINCIPLES**

MSA has a proud history of non-discrimination and refrains from manifesting racial, political, gender or religious discrimination in the course of its activities. It requires the same of its associates, including accredited media members.

MSA, being a member of SASCOC, accepts this body's Code of Conduct and requires the same of its associates, including accredited media members.

MSA acknowledges that it is bound by the provisions of the Constitution of the Republic of South Africa and all other applicable national, provincial and local laws and regulations and expects its associates, including accredited media members, to conduct themselves within this framework.

### **OBLIGATIONS OF REPRESENTATIVES**

MSA's accredited media members acknowledge that they are required to act in accordance with the following principles:

#### **Professionalism**

MSA accredited media members acknowledge that MSA carries on the business of providing fair, safe and socially responsible motorsport. MSA's business is therefore vulnerable if its public or professional image is tarnished in any way.

Accredited media members, by signature of this document:

- Agree to act professionally and represent MSA in a professional manner at all times;
- respect the rights, dignity and worth of everyone involved in any event;
- serve as positive role models for those they come into contact within the sport;
- treat event officials with courtesy and respect, and refrain from interfering with their responsibilities;
- co-operate with organisers, team managers and competitors;
- while being polite and friendly towards competitors, avoid developing relationships with them that may potentially be viewed as inappropriate;
- ensure that they are free of obligations to any other interest, and avoid conflicts of interest that could reasonably be seen to compromise their positions as an accredited media member; and
- not to publicly do or say (or omit to do or say) anything which is, or may reasonably be considered to be, detrimental, prejudicial, offensive or unfavourable to MSA, its associates and motorsport in general.

#### **Preparedness**

Accredited media members should be appropriately prepared for their duties in all aspects, including fitness, dress, promptness and being appropriately equipped (this includes adequate knowledge of MSA's rules and regulations as appropriate).

#### **Good sportsmanship**

Accredited media members acknowledge that part of their activities are in the highly publicised and visible activity of motorsport and undertake to behave towards others in the spirit of fairness and in a sportsmanlike manner.

### **Road safety**

MSA is committed to promoting road safety. Accredited media members are expected to drive courteously, carefully, mindful of the rights of other road users and in accordance with the law. This should be particularly borne in mind when driving vehicles displaying brandings or markings related to MSA, sponsors and the events being attended.

### **Vehicle usage**

Accredited media members frequently have access to vehicles on loan from motor manufacturers, sponsors and other parties, and have a duty to respect and treat such vehicles properly.

Loaned vehicles should always be returned with at least as much fuel in the fuel tank as was the case when they were received, and in a clean condition. Any damage to a loan vehicle should immediately and courteously be reported to the provider of the vehicle and, where appropriate, to senior officials of the relevant event.

### **Compliance with the venue rules**

Accredited media members must observe and perform the terms and conditions of any lease, license, entry ticket or other agreement in force for any venue used for any event and comply with any applicable rules and regulations affecting the use of the venue and any instructions or requests made on behalf of the owner, the lessee or licensee of the venue.

### **Environmental awareness**

MSA expects its accredited media members to display a high level of environmental awareness and to take steps to ensure that their activities have as minimal an impact on the environment as is possible. Accredited media members should be guided at all times in this regard by the provisions of MSA's Environmental Code.

### **Respect for intellectual property**

Without limiting their obligations, accredited media members must not do (or omit to do) or be involved in the doing of anything by which intellectual property rights owned by MSA may be lost or detrimentally affected. In addition, accredited media members shall not release documents or other information acquired during their duties without the authorisation of MSA.

### **Appropriate appearance**

Accredited media members must exhibit an appropriate standard of dress, cleanliness and appearance and, when required to do so, wear and maintain in a clean and presentable condition the apparel/uniform issued by MSA or its sponsors in its entirety and without modification.

### **Exercise common sense**

Accredited media members must recognise that motorsport events are, by their nature, hazardous and they must therefore exercise common sense at all times with regard to both their own personal safety and the safety of others.

### **Alcohol and drugs**

Accredited media members should refrain from the excessive use of alcohol or the use of recreational drugs, to avoid unnecessarily compromising their positions, MSA or motorsport in general.

### **Social media**

The following represent broad guidelines for the use of social media by accredited media members:

- Put yourself in the other person's shoes. Take a moment to think before you post. If it was you someone was posting a picture or comment about, how would you feel?

- Once it's out there it's out there. Never assume that something you post online is private. Comments, photos and status updates can all be copied, shown to friends, screen captured and saved or sent on by others. Always assume the person you are posting about will see your post.
- If in doubt, leave it out. If you have to stop and think about it, it probably means you should not be posting it! Remember, your online presence is part of your personal brand. What you say and do online effects how people perceive you.
- Social media should not be used to make disparaging or negative remarks about competitors, officials, volunteers, event organisers, promoters or MSA. There can be serious consequences for misuse of social media. If you have an issue that needs resolving, there are appropriate channels to do this through. Start by making contact with MSA head office.
- Never post photos or comments about a motorsport incident or accident without considering the potential consequences, either legal or emotional.
- Use social media as a tool to promote and encourage the development of our sport. Social media, correctly and responsibly used for positive objectives, is an amazing platform. Use it to promote events, club activities and membership. Use it to spread the word about our great sport and keep it positive.

**BINDING AGREEMENT**

I hereby agree to familiarise myself with the provisions of this Code of Conduct document and to adhere to the contents at all times. I further acknowledge that any failure on my part to do so may negatively affect my media accreditation through MSA.

NAME AND SURNAME	
DATE	
SIGNATURE	