



## **MEDIA ACCREDITATION GUIDELINES FOR ALL MSA EVENTS**

These guidelines are applicable to all Motorsport South Africa (MSA) events, it being recorded that different procedures may apply for events that carry international status. MSA recognises the value of the media for reporting on local motorsport, provided that such coverage respects both the intellectual property rights of MSA, as well as those of any other relevant party.

Applicants for media accreditation are urged to carefully read these guidelines before submitting an application for accreditation. All accredited parties and their journalists, photographers and editors are required to adhere to these guidelines.

### **MSA ISSUES ACCREDITATION IN FOUR DISTINCT CATEGORIES:**

#### **1. TRAINEE PHOTOGRAPHERS ACCREDITATION**

Accreditation for trainee (novice) photographers, who will be required to be mentored by a MSA-appointed photographer. The Trainee Photographers will also be required to: complete the following:

- Attend a MSA Media Photography Workshop
- Attend a Marshals Training Seminar
- Submit Attendance Reports
- Submit Content and Progress Reports on a weekly basis
- Take note: This form of accreditation can only be applied for once and will be valid for one year
- Submission of Photographic Portfolio

#### **2. PHOTOGRAPHIC ACCREDITATION**

Photographers who sell their pictures commercially, either at events or through a website.

- Published work in a minimum of 7 reputable Publications during the previous sporting year
- Attended a minimum of 7 National or regional specific series events
- Submission of 15 images after each and every event
- Letter of Support from the relevant Editor, Human Resources or director of Company on Letterhead
- Certificate of MSA Media Training or MSA Marshall Training
- No Breaching of code of conduct in previous sporting year
- Holder of (Inter)National press pass, FIA/FIM accreditation or SAGMJ Pass
- Submission of Photographic Portfolio

### **3. CAMERA CREW ACCREDITATION**

Accreditation for film crew and production houses.

### **4. JOURNALIST ACCREDITATION**

Journalists who are permanently employed by or freelance for a publication and have proof of work published work in a reputable publication, or who collaborate for a website with a significant number of unique visitors.

### **5. ONE EVENT ACCESS**

For members who require one event access only.

Applications from publications, agencies and freelance photographers for National, Regional or Club events can be addressed to the MSA Media and Communication Coordinator (jaco@motorsport.co.za).

First-time applicants (publications / agencies) may be asked to submit a number of documents by email and may be required to submit the original documents by post or hand-delivery.

Usually, a maximum of two representatives (journalists and/or photographers) per publication may be accredited.

Editors of publications and agencies are asked to conform to the following principles to ensure that media accreditation is restricted to professional journalists and photographers:

- MSA considers media accreditation to be a working tool to be used only by bona-fide members of the media.
- NB: Publishers, marketing personnel, sub-editors, staff of the publication's secretariat, etc. cannot be accredited as media.
- MSA only accredits publications and agencies:
  - with a minimum circulation whose size and quality satisfies MSA's requirements;
  - with a format and quality which satisfies MSA's requirements;
  - which are available to the public in sales outlets (publications only).

Internal magazines of companies, trade magazines and newsletters cannot be accredited as media. However, at the sole discretion of MSA, and where the quality and circulation criteria justify their consideration, such magazines may be eligible for accreditation on a case-by-case basis.

Under no circumstances will advertising organisations be accredited as media, nor will MSA issue any form of media accreditation to representatives of sponsors, suppliers, engine suppliers, teams, drivers, etc.

## **WEBSITES**

The number of websites that can be accredited is limited and availability may depend on the location. An application may be refused even where all the accreditation criteria are met.

A maximum of two representative journalists/photographers per website per event may be accredited.

The applicant must be, or represent, a professionally run website dedicated to reporting on local motorsport

events or a professionally run general news or sports website with a dedicated motorsport section. In each case all and any coverage of the local events must be free of charge to the public.

The applicant must submit audited traffic figures for the last three years (expressed as unique IP addresses per year) together with a geographical breakdown of users (i) for the website or (ii) in case the website is not a website dedicated to local motorsport.

The applicant must submit satisfactory evidence of publication on the website of news coverage of local events in the previous three seasons, together with the dates of publication, correctly by-lined. Blogs will not qualify..

Please note that only coverage of local motorsport events will qualify for consideration. General feature articles that are non-event specific will not qualify.

The applicant must undertake to publish news items in the season in which accreditation is sought. Copies of the articles should be sent to [jaco@motorsport.co.za](mailto:jaco@motorsport.co.za).

The applicant will be required to submit a minimum of 15 high quality images, free of watermarking after each and every sanctioned event which is attended during the course of the year.

The representative journalist must be (i) a full time professional journalist (or equivalent) and (ii) must be employed or engaged by the website as a journalist, wholly or primarily for the coverage of MSA sanctioned events.

The website must maintain a clear “contacts” section with a link from the website homepage and which must contain full contact details for the website including a full postal address (PO Boxes not accepted), telephone and fax numbers, email address; and (ii) all contributing journalists must be named either on their articles or elsewhere on the website, photographs must be accompanied by a photographer’s credit and all sources must be credited in accordance with editorial best practice.

The website must have a suitable written Privacy Policy, a Right to Reply/Complaints Policy and otherwise comply with all laws, regulations, guidelines and good practice relating to the operation of a website.

The applicant must respect the intellectual property rights of MSA and any other relevant third parties.

**NOTE: SOCIAL MEDIA SITES WILL BE ASSESSED ON A CASE BY CASE BASIS**

## INTERNATIONAL EVENTS

For any international events held within the territory of South Africa, active and approved MSA accreditation will not automatically allow MSA accredited media access or rights to such events. However, MSA will be the sole contact point to liaise with the international body that will assist in sanctioning these “Special” accreditations for the event in question.

## MOTORSPORT ACCREDITATION PROCEDURE

### The accreditation procedure is as follows:

1. All requests for accreditation must be made via email. The application forms can be downloaded from the media section via [www.motorsport.co.za](http://www.motorsport.co.za). Completed applications must be submitted to Jaco Deysel at [jaco@motorsport.co.za](mailto:jaco@motorsport.co.za).
2. Applications must be received by MSA at least two weeks before the first event for which accreditation is being sought. Applications which are late, incomplete or sent by fax may not be considered and/or a late penalty fee may apply.
3. Applications must meet all the relevant criteria.

All supporting material, including sample proofs of coverage, should be supplied and submitted via email or by post in their original form. In case additional material is required the applicant will be informed accordingly by email. Applications sent without this will automatically be rejected.

4. Requests must include a formal application letter written on the applicant's letterhead.

This letter must be signed by the editor or a senior member of the editorial staff. Requests signed by clerical staff will not be accepted. This letter must include:

- the name(s) of the representative(s) who will be covering the event(s);
- a photocopy of the ID of the representative(s) who will be covering the event(s);
- the job title(s) of the representative(s), journalist(s) and/or photographer(s);
- information on the publication (such as circulation, readership, frequency, etc);
- an original copy of the publication
- PDF files of material published following previous events, particularly those the applicant was accredited for (original copies by post may be requested from time to time or from first-time applicants);
- a formal undertaking from the editor to publish a report related to the event concerned and an indication as to when the reports will be published.

5. MSA, through the Media Committee, will verify whether the application meets all relevant criteria. MSA will send an email to the publication or individual informing it/him/her of the decision that has been made with regards to the application. If successful, an Accreditation Agreement will be included for signature.

If the representative(s) is (are) unable to attend any local events during the course of the year, MSA must be notified as soon as possible before the start of the new season. Failure to inform MSA of non-attendance may result in further accreditation requests being refused.

If a change of representative(s) is to be made, MSA must be notified as soon as possible.

