



2018

## MOTORSPORT IRELAND MEDIA ACCREDITATION GUIDE



## Introduction

It is acknowledged that the media can play an important role in the promotion of Irish Motorsport. They generate the material that is transmitted over the airways (TV, radio, social media etc.) and what appears in the print media, thereby publicising the sport. This can assist in its promotion and provide exposure for the many sponsors associated with the sport. Motorsport Ireland accredited media (hereafter the media) should therefore be allowed to carry out their work in the best possible conditions.

However the media is **NOT EXEMPT** from having to respect safety rules. In general this should not interfere with their ability to perform their duties. However, if a choice has to be made between carrying out their work and being exposed to an unacceptable level of risk then, **SAFETY MUST ALWAYS TAKE PRECEDENCE.**

Marshals are responsible for safety at their location and surrounding areas when events go live. They must maintain their location as detailed in the event safety plan and manage all personnel present as per the rules and procedures documented in the Motorsport Ireland Yearbook and relevant handbooks.

Marshals and media should work together for the betterment of the sport – i.e. the best possible images should be produced to promote the sport and the relevant countryside in a positive manner, **but only** having respect for safety rules and practices and ensuring that the safety of everybody in the area and the future of the sport is not endangered in any way.

As such, marshals and media should have an understanding of each other's roles and responsibilities and should have a mutual respect for these roles and for each other.

When differences of opinion arise, both parties should endeavour to avoid conflict and to treat each other in a respectful manner. In this regard all parties are reminded of their obligations as per the Motorsport Ireland General Code of Conduct (see App. 122 of the current MI Yearbook) and of potential consequences which may result from breaches of this code.

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## Media Tabard and Accreditation ID Card

Motorsport Ireland issue successful applicants for media accreditation with a Motorsport Ireland media tabard which carries the accreditation registration number and the year of issue. Successful applicants are also issued with a media accreditation ID card, the number on this card will correspond to the number on the tabard. The MI media tabard and accreditation ID card are valid until December 31st in the year of issue.

Tabards are allocated on a strictly named basis and are non-transferrable. Failure to comply with this will result in the immediate withdrawal of the tabard.

The MI media tabard and accreditation ID card will remain the property of MI. MI reserves the right to revoke accreditation and request the return of the MI media tabard and accreditation ID card at any time.

When functioning in the capacity of MI accredited media, the MI media tabard must be worn in a manner that it is clearly visible at all times and not covered in any way. The ID card must also be available for inspection at all times.

### ID Card



### MI Media Tabard



## Protocol

The MI media accreditation holder must abide by MI regulations and must not do anything that could damage the reputation of, or have any negative effect on, motor sport generally. MI regulations are detailed in the MI Yearbook.

Members of the media must first introduce themselves to the event Press Officer / Secretary and 'sign-on', and will not exercise the privileges of MI media accreditation until having done so. Media personnel found working on events without first having signed-on with the organisers may be asked to leave the event and / or have breaches of protocol investigated by Motorsport Ireland.

On arrival at their chosen location, the media and the marshal in charge of the location should have a conversation regarding what the media person might wish to do, and what the marshal can permit, having considered the safety implications. The MI media should be allowed to move around the location on their arrival (up to 10 minutes before FCD time) in order to identify the most suitable position / positions for their requirements.

Following this the communication between media and marshal might include:

- exactly where the media person wishes to position themselves
- if they have a remotely controlled camera
  
- if they wish to move position or leave the area while the course / stage is live

In terms of positioning, it must firstly be remembered that areas which are designated as 'no go' or 'prohibited area' must be maintained clear of all personnel – spectators, residents, retired competitors, officials and MI accredited media.

However, there can on occasion be areas within or on the fringes of areas designated as 'no go' or 'prohibited area', where one, or a small number of MI accredited media can function safely – **but only with the agreement** of the event appointed MI Safety Officer and the marshal in charge of the location. This might be immediately in front of the spectator boundary rope / tape (but low down and must not impede the view of compliant spectators), where there is good protection for one or a small number of people offered by a solid object, or in an area designated as 'no go' or 'prohibited area' because for spectators to access it would entail crossing the course / stage and where the approach is particularly fast and / or has limited visibility. In such situations, the media must remember that should the marshals be having difficulty managing uncooperative spectators, permitting a number of media to access an area that is not for general access can on occasion give rise to further difficulties in that the spectators then want access to this area also. Under such circumstances the marshals may decline the request from the media to access the area in question and this should be respected.

In the case of remotely controlled cameras, the media may only access the camera when the course / stage is live with the agreement of the marshals at the location.

The media can be permitted to walk from one point of the course / stage to another and / or cross the course / stage during intervals between the passage of competing cars, **but only with the agreement** of the marshals who will signal approval for such a pre-arranged action having considered safety implications. If wishing to cross the course / stage, media personnel must find a place with a wide view of the road before crossing and always respect the instructions given by the marshals. The marshal may consult the event appointed MI Safety Officer for guidance on such matters.

On occasion there may be a designated MI media area at a specified location, with details included in the event safety plan and roped / taped off and signed on the ground. Such areas should be reserved for MI accredited media only. However the media should not be restricted to such areas and may be permitted to access all areas other than 'no go' or 'prohibited areas'.

MI accredited media should at all times communicate with the marshals and cooperate with their instructions.

If, in the opinion of a marshal or official, the wearer of a MI media tabard is located in an area of danger he or she will be asked to move. If this instruction is ignored, a written report of the incident, detailing the number of the tabard holder, must be sent to the Clerk of the Course, who will forward it to the Stewards for onward transmission to Motorsport Ireland.

Motorsport Ireland having investigated the matter, may at their discretion, summon the relevant parties to a meeting.

Having investigated the matter (which may include meeting the parties), Motorsport Ireland may:

- issue a reprimand, which will be taken into account in the event of further offences
- withdraw the accreditation for a specified period, or indefinitely

Any such decision may be appealed to the Motorsport Commission whose decision will be final.

## **Social Media**

All MI accredited media personnel are bound by and must comply fully with the Motorsport Ireland Social Media Policy of Conduct (see Appendix 126 of MI Yearbook).

## **Minors in Motorsport**

Media personnel taking photographs / film / video at an event or practice session should be mindful when taking images of minors. Such photographs / film / video should be restricted to dummy grid, on-track, parc ferme, podium and the confines of the junior competitor's workplace in the paddock, unless written permission has been obtained from the competitor and their parent / guardian present at the event / practice session. Refer to the Motorsport Ireland Code of Conduct for Children's Sport (see Appendix 123 of MI Yearbook).

## **Accident Scenes**

It is of vital importance that people involved in accidents on events are not identified to the general public in any way. Media personnel who happen to capture images / footage of accident scenes where any person is potentially injured or requires the help of emergency services must respect the privacy of anyone who may be injured and never share any images or footage of these accident scenes through social media, print, TV, or any form of media.

Accidents in motorsport can sometimes attract attention from national / international media, and you are reminded that you should never make comments or statements to any media organisation in relation to an accident on an event. Should you be approached for such information, please refer the enquiry to the event Press Officer or to Motorsport Ireland headquarters in Dawson Street, Dublin 2, and they will be accommodated as MI determines appropriate.

Event Clerks of the Course or MI Officials at an event may from time to time request images for accident investigative purposes, and these are the only people to whom such imagery should be released.

## Organisers

Event organisers should endeavour to be of assistance to MI accredited media in order to maximise promotion of motorsport and its associated sponsors.

Event Press Officers should circulate press releases to relevant media and should be available pre-event to provide information to the media as requested. The development of a good working relationship between event press officers and the media should be of benefit to both parties and to the sport.

Event organisers should provide a sign-on facility for the media. Details of this facility should be advised pre-event. A pack, which should include an event programme and course car schedule, should also be provided.

Clerks of the Course, Chief Marshals and Officials in general should endeavour to ensure that marshals are aware of the importance of the media to motorsport. They should encourage marshals to facilitate the media, **in so far as is possible but with respect to safety**, to carry out their work in the best possible conditions. They should encourage a mutual respect and a 'work together' attitude between marshals and media, endeavour to minimise conflict between the parties and emphasise that **safety must always take precedence**.

Event organisers could also be of assistance to the media by providing reserved media parking in the vicinity of eg. Start ceremonies, service areas, finish ceremonies etc. **when this is possible**.

Event organisers could also be of assistance to the media by providing a level of control (marshalling) of general spectators at start and finish ceremonies thereby ensuring that the media are not obstructed by non-accredited personnel while carrying out their duties.

## FIA Rally Media Safety Video 2018

To view the FIA Rally Media Safety Video 2018 please go to:

<https://www.youtube.com/watch?v=xUQbNijTICo>

## Additional Media Queries

For additional media queries or should someone with MI media accreditation lose or damage their tabard / ID card, please contact Art McCarrick by email to [art@motorsportireland.com](mailto:art@motorsportireland.com)