



# 2018/19 MEDIA ACCREDITATION

Adelaide DragRace Promotions (ADRP) issues two types of media accreditation (“**Media Pass**” or “**Media Passes**”) to industry recognised journalists and photographers at ADRP’s discretion to cover the events held at AIR (the “**Venue**”):

- Season Media Pass (“**SMP**”);
- or a Single Event Media Pass (“**SEMP**”).

An applicant may apply for a Media Pass on the following Media Accreditation Terms and Conditions. An applicant who is approved by ADRP and issued with a Media Pass is referred to as “**the Media**”.

## MEDIA ACCREDITATION TERMS AND CONDITIONS

### 1. WHO CAN APPLY FOR A MEDIA PASS?

An applicant may apply for a Media Pass if the applicant:

- writes and publishes pre and post event stories of the event they plan to attend;
- writes and has published (not including reproduction) more than ten stories per month for their publication;
- has a minimum of 50,000 Facebook likes or 5,000 unique monthly visitors to the website (web based publications only). The applicant must provide auditable traffic figures for 12 months (expressed as a unique IP address per month);
- intends to attend:
  - most of the racing season at the Venue (Season Media Pass); or

### 2. APPLYING FOR A MEDIA PASS

To apply for a Media Pass the applicant must:

- complete the attached application form;
- include a letter from the applicant’s editor (or similar) that includes:
  - name/s of representative/s who will be covering any one event (**maximum of 2 persons**);
  - job title/s of representative/s (journalist or photographer);
  - intended use;
  - information on the publication (e.g. circulation, readership, frequency etc.); and
  - formal approval that the article will be published stating the frequency of publications relating to events at the Venue (for an SMP application) or intended date of publication (for a SEMP application).
- The applicant may be asked to provide examples of their work/published content.
- An applicant who is a general news and specialist consumer publication who does not intend to publish conventional race reports may apply for a SEMP where the

### 3. COVERAGE OF EVENTS

- Media associated with online news services must provide pre and post event coverage.
- Media associated with weekly and monthly publications must cover a substantial amount of coverage per event.
- The Media must refer to the event in an accurate manner.

### 4. PHOTOGRAPHERS

- Media attending as photographers at events are required to provide ADRP with a minimum of 10 full-size (minimum of 3,000 pixels wide), non-watermarked photos from each event free of charge for promotional use. The photographs must include action showing prominent track signage, trophy presentations, crowd shots, pit paddock, burnouts and include Demo Derby and fireworks when they are held at the Venue.
- Photos must be provided within 24 hours of the event.

### 5. GENERAL

- The Media may only use the stories and photographs gained from attending the Venue for media purposes only and may not use them for commercial purposes without media exposure.
- Media who are 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.
- ADRP may, without notice, revoke a Media Pass at its discretion.
- A Media Pass is specific to the individual and grants access free of charge to the Venue for authorised events.
- The Media are required to show their Media Pass at the entry gate to the Venue. A ‘Media List’ will be at the Sign-On Credentials (inside the main pit area) for the Media to sign-on at each event.

- one specific event (Single Event Media Pass);
- A freelance Media may only be granted a Media Pass if the application is made in conjunction with a publication or media outlet entity.

Applicants who undertake a commercial venture primarily (this includes but is not limited to website, television, radio and commercial photographers) are not eligible for a Media Pass. Prior permission must be granted in writing from the Promoter prior to attending and covering an event if for commercial purposes.

- An applicant relating to a website must provide satisfactory evidence that the website is a professionally run news or sport website and all coverage on the website must be free of charge to the public. One representative journalist per website per event may be accredited.
- Publishers of blogs, forums and other personal websites are not be eligible for a Media Pass.
- An application for a SEMP must be submitted at least 7 business days prior to the event for it to be considered.
- An applicant for a SEMP must also provide:
  - evidence of at least 5 events covered in the media from the previous racing season at the Venue, or similar venue ; and
  - written confirmation that the applicant will not apply for additional Media Accreditation for any other purposes i.e. radio or television.

- The Media will liaise with the General Manager of the Venue in regards to all content and event results prior to publication.
- The Media will forward the publication to the General Manager of the Venue upon publication.

- Photos are to be supplied by one of the following options:
  - Direct download via photographers’ website;
  - FTP access
  - Dropbox access.

Photos MUST be emailed to:

**info@adelaidedragracepromotions.com.au**

- On entering the Venue the Media must:
  - Sign the Venue’s “Participant Acknowledgement and Waiver Motorsport”;
  - wear the appropriate wristband to confirm the waiver in 4(g)(ii) has been signed;
  - wear a **media** branded safety vest at all times during the event;
  - wear a fluoro safety vest at all times when on the Speedway infield; Drag Racing track; and all other restricted areas.
- ADRP does not permit the distribution of any promotional material without the express written permission of the Promoter in writing.
- The Media must respect ethical and industry standards and must not breach any copyright legislation. The Media must comply with all of the Venue’s regulations and safety procedures.
- A Media Pass is for events promoted by ADRP only and other third party events will require separate approval from the event organiser.



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## 6. TELEVISION/VIDEO/BROADCAST & LIVE STREAMING

- a) ADRP retains the exclusive rights to film and broadcast all events held at the Venue.
- b) It is prohibited for anyone other than ADRP to film or broadcast (in any form) any event at the Venue for commercial purposes or gain without the prior written consent of ADRP. This includes digital footage for television, internet or DVDs that might be used for either sale or promotion of activities at the venue and any use of race footage. Prior written approval from the Promoter is required in all cases.

- f) ADRP reserves the right to restrict access to any Media carrying video or audio recording devices at any time without notice.
- g) The Media will liaise with the Promoter in regards to all content and event results prior to publication.
- h) Some events at the Venue are broadcast on TV. The TV station broadcasting the event can restrict access to the media. The Media are not permitted to capture images at these events.

## 7. INSURANCE

ADRP's insurance does not extend to the Media and ADRP takes no responsibility for any injury or accident to the Media resulting from activities at the Venue. All Media are required to provide the following policies of insurance as directed by ADRP from a reputable and solvent insurer which carries on insurance business in Australia and is authorised to operate as an insurance company:

- a) Public liability insurance covering the legal liability of the Media and their agents arising out of the Media being at the Venue for an amount as advised by ADRP,

for any one occurrence and unlimited as to the number of occurrences happening during any one 12 month period of insurance; and

- b) Accident Compensation Act 1985 and the Accident Compensation (WorkCover Insurance) Act 1993 including cover for common law liability for an amount of not less than \$50 million for any one occurrence in respect of workers of the employer of the Media. The insurance policy must be extended to cover any claims and liability that may arise with an indemnity under section 175(2) of the Workers' Compensation and Injury Management Act 1981.

## APPLICATION

APPLICANT'S FULL NAME: \_\_\_\_\_

MOBILE PHONE: \_\_\_\_\_ WORK PHONE: \_\_\_\_\_

APPLICANT'S EMAIL: \_\_\_\_\_

EMPLOYER: \_\_\_\_\_ EMPLOYERS ABN/CAN: \_\_\_\_\_

EMPLOYER'S EMAIL: \_\_\_\_\_

OCCUPATION:  Journalist       Photographer       Other (please specify) \_\_\_\_\_

TYPE OF MEDIA:  Magazine       Newspaper       Television       Website

Commercial Use (any type of income derived from MEDIA)     Other (please specify) \_\_\_\_\_

### MEDIA PASS TYPE:

#### A. 2018 SEASON MEDIA PASS

- 1. DRAG RACING  (National Drag Racing, Test & Tunes, Sportsman & Street Racing events)

#### B. SINGLE EVENT (Name & date of event)

PRVIACY STATEMENT: ADRP's Privacy Statement will apply to the use and access to any personal information.

Due to the risks inherent in motor racing I understand that I am required to sign the AIR "Participant Acknowledgement and Waiver Motorsport" for each event I attend.

I/We agree to comply with the Media Accreditation Terms and Conditions (attached) and the AIR Conditions of Entry/Sub Regs (on the AIR website).

Applicants Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Return the completed application in full, including the required supporting evidence to the relevant Manager:

<b>For all Drag Racing events:</b>	
Please include on the subject line: Media Accreditation Application	
Email: info@adelaidedragracing.com.au	

### OFFICE USE ONLY:

Date Application Received: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

- Public Liability Received: Y / N    Expiry date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

- Workers Compensation Received: Y / N    Expiry date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Application accepted? Y/N    Date notified: \_\_\_\_ / \_\_\_\_ / \_\_\_\_    Signature of Authorising Officer: \_\_\_\_\_