

Media Accreditation Guidelines

As a round of the FIA World Rally Championship, Rally NZ has strict guidelines for media accreditation set out by the FIA, the international governing body of motorsport. Please follow the instructions carefully. We want to make your accreditation application and work on-event productive and pleasant experiences.

Accreditation Criteria

The following criteria will be considered for each application:

- Compliance with the accreditation deadline;
- Compliance with the requested elements of the procedure;
- Commitment of coverage devoted to the event;
- Circulation and quality criteria.

Coverage: For a daily newspaper, a substantial amount of coverage for the event is required. For example, an introductory article in the Thursday edition, follow-up articles in Friday, Saturday and where applicable, Sunday editions, plus an event report in the Monday edition. For a weekly or monthly publication, a substantial amount of coverage for each event is required.

Circulation and quality: Accreditation decisions are based on the 'media market' in New Zealand. The highest standard of fairness and accuracy are expected as a minimum quality requirement from the printed press.

Photographers: Applications must follow the same criteria, as stated above. In addition, publications or agencies must supply evidence of independent coverage of a minimum of 15 pictures published per pass issued at each WRC event.

Freelance journalists must apply for credentials via their own agencies. The onus is on the freelance applicant to prove the supply of regular stories to several publications corresponding to the accreditation criteria.

Please note that all accredited publications must be on sale to the general public via retail outlets (trade, club or internal company magazines can not be accredited).

Accreditation Instructions

1) New Zealand print journalists, photographers and radio stations

These media representatives must fill in the application form available on our website www.rallynz.org.nz in the Media section from mid-January 2010. The completed application form and all relevant accompanying documentation must reach the Rally New Zealand Media Office by **Wednesday 7 April 2010**. Please note that applications which are late or incomplete cannot be considered.

Address: Rally New Zealand Media Accreditation
P O Box 62021
Mt Wellington 1641
Auckland

The application must include:

1. The original accreditation form carefully filled in and with all required signatures.
2. A formal request for accreditation on the publication's official letterhead, signed by the Editor, Programme Director or relevant senior staff member.
3. If print media, a sample of the publication (preferably including previous Rally NZ coverage).
4. Examples (photocopies or audio recordings) of either Rally NZ coverage or another significant 2008-09 international rallying event.
5. Copy of the representative's national press card.
6. An outline of the coverage your media organisation plans to devote to Rally NZ 2010.

Please note:

1. A **maximum of three representatives** (journalists and/or photographers) per print publication may be accredited.
2. A maximum of **12 photographers' media passes** can be issued to New Zealand photographers, according to FIA regulations.

Approvals and Accreditation Agreement:

The Rally New Zealand Media Office sends a list of proposed national press representatives to the FIA WRC Media Delegate one week after applications close. When the list has been approved by the FIA, RNZ's Accreditation Officer will confirm the accreditation to each applicant via email. An Accreditation Agreement will be attached to the confirmation email. Each representative must have the Agreement signed by their Editor or Programme Director and bring it with them when they arrive at the event to collect their media credentials. *No media credentials can be collected without this document.*

2) International print journalists, international photographers and all press agencies

Representatives of the international media will be accredited directly by the FIA using the procedure detailed on the FIA website: http://www.fia.com/en-GB/mediacentre/accreditation/wrc_accreditation/Pages/PrinciplesProcedure.aspx

Applications must reach the FIA External Relations Department by Wednesday **14 April 2010**.

Address: FIA External Relations Department
Accreditation Unit (WRC)
8, Place de la Concorde
75008 Paris
France

3) Websites, TV and International Radio Stations

Representatives of New Zealand websites and television channels and international radio stations are accredited by the WRC broadcast rights holders, International Sportsworld Communicators (ISC). Please email accreditations@iscrally.com for the accreditation application form and return the completed form with all necessary supplementary documentation to them by **Wednesday 7 April 2010**.

Address: ISC Accreditation Service
Mayward House
46-52 Pentonville Road
London N1 9HF, Great Britain

For more information, please contact ISC directly on ph. +44 20 7584 7584, fax. +44 20 7502 5621.