



ISAF Media Accreditation Guidelines

Accreditation is a vital organizational tool. It helps the organizing committee to estimate the level of media interest and the number of people wishing to attend an event in each media category.

It is also an effective way of controlling access to the event to enable the smooth running of the event.

A completed Accreditation Form should not be thought of as a guarantee. The ISAF MNAs can be a very useful reference point as the bona fide nature of a particular journalist.

Each person may only receive one accreditation

Accreditation should provide journalists / photographers with access to the Press Centre, Mixed Zone, Interview Room and other designated press areas.

1. Accreditation Forms

The Accreditation form should give you all the information and safeguards that you require.

Keep it Simple!

The Accreditation Form should only include questions which are absolutely necessary. Mandatory details are: Name, nationality, freelance or employed, name of employer, media category and functions, request for parking space, request for on-water access, proof of right to be allowed admission as a working journalist.

The form must be signed, dated and carry the stamp of the employer or MNA.

The form should request that a photograph of the applicant is also submitted.

The latest date for submission of the form must be clearly specified and the methods of return.

A caveat should be included stating that no assumptions or bookings should be made before the Organizing Committee have confirmed acceptance.

If there is TV coverage of the event, all requests for TV accreditation must be forwarded to the host broadcaster.

2. Distribution of the Accreditation Form to Potential Applicants

The media must be informed that accreditation is necessary. This should be done through the event organizers own media contact list and also through ISAF. The ISAF Media Team will distribute the information, where appropriate, to MNAs, Class Associations and the ISAF Press List.

If possible, the media accreditation should be run online (this could be part of the athlete entry system). If this is not possible then create a form which can be uploaded to the event website or sent by email as per Appendix A.

3. Deadlines

The Submission date must be clearly stated on the application form.

There will always be some late applications who cannot be rejected so it is advisable to allow a contingency when you set the deadline. It is at the discretion of the event organizer whether or not to accept late applications.

It should also be expected that some applicants who were accepted will not show up.

A recommended time-scale for inviting applicants is 3 months. It is not advisable to open the accreditation too early but consideration must be made with regard to the location of the event and the potential travel implications. The minimum time before the event is one month.

4. Confirmation

Confirmation of acceptance should not start before the deadline for applicants has passed.

If there are too many applicants then provision has to be made for sending out rejection notices. If there is excess demand, then a minimum contingent per participating country must be determined and explained.

Confirmation letters should include information about how and when applicants can obtain their entry passes.

It is advisable to maintain a small reserve in order to cater for unexpected but influential late arrivals.

5. Accreditation Passes

The Accreditation Passes for the event should be colour coded to relate to the different segments of the organization. The Media Accreditation pass should be orange.

Different levels/types of media accreditation should be identified on the Accreditation Pass to enable the organizers to restrict access where applicable, i.e. written press, photographer, radio

5.1 Photographs for Accreditation passes

Photographs of the accredited person must be included on the Accreditation Pass. The criteria are as follows:

- (a) Photographs must be recent (within the last 6 months)
- (b) The background must be white or light coloured without shadow
- (c) The person must be face on (i.e not in profile)
- (d) Passport photos must be 35mm x 45mm
- (e) Digital photographs must be jpg format with the file size between 100kb and 500kb.

5.2 Issuing Accreditation Passes

Accreditation passes and a press kit should be issued at the Accreditation Centre on the venue.

At the start of the competition, the credential lists of all media who have been issued with an Accreditation Pass must be provided to the Press Centre manager.

Event organizers may issue coloured bibs with the passes to certain media categories – for example to differentiate between the official photographers and other photographers.

6. Media Access on the Venue

Media access may be restricted to certain areas of the venue.

Accreditation should provide journalists / photographers with access to the Press Centre, Mixed Zone, Interview Room and other designated press areas.

6.1 Media boats

Journalists and photographers should be offered daily access to media boats to go to the race course areas. The minimum number of media boats required is as specified in the event guidelines and/or contract

Where there is a high level demand for boat access this must be carefully controlled by the press centre manager through a booking system.

Media boat requests should be made before the close of play for the following day.

Written press and photographic press should be allocated to separate boats as the on water zones should be different.

7. Travel and Accommodation

Media personnel are responsible for their own travel, accommodation and expenses.

The Event Organizer may designate a specific hotel for media or make accommodation recommendations on request.

It may be necessary to allocate an on-site parking area for media. If this is an option then it should be included on the accreditation form.

Appendix 1 – sample accreditation form