

Annex H - Guidelines on Working with the Media

Overview

The Motorsport UK Rally Media Accreditation scheme was created and developed in conjunction with members of the rally media, including key journalists, photographers and broadcasters.

The scheme is only required and valid for special stage rallies, single-venue rallies and rally timed trials. It is underpinned by a Code of Conduct, plus strict conditions. It features two levels to cater for the different needs of journalists and photographers/broadcasters:

- Level One offers a Motorsport UK Media Pass only and caters mainly for the needs of journalists
- Level Two adds a Motorsport UK Media Tabard – carrying additional privileges set out in the conditions below – and caters only for photographers and broadcasters.

Motorsport UK media tabard



The 2024 Motorsport UK Media Tabard is blue with the Motorsport UK logo, year, word 'MEDIA', tabard number, and warning triangle.

If anybody is seen at an event in 2024 wearing a 2023 (pink) 2022 (yellow), 2020/21 (light blue), 2019 (green), 2018 (purple); 2017 (blue) or 2016 (white) Motorsport UK/MSA Media Tabard, they must not be given any access privileges over and above an ordinary spectator and, if possible without conflict, the tabard should be confiscated and returned to the Communications Department at Motorsport UK House.

Event Photographer and Videographer provision

Event organisers are encouraged to use a Motorsport UK Level Two Accredited Photographer to capture and supply any promotional images required. However, an event organiser may nominate and sign on one Event Photographer and one Event Videographer of their choosing, subject to a written request and subsequent authorisation by Motorsport UK.

The request must state why the organiser wishes to use the relevant individual, and provide all relevant details of the preferred individual, who as a minimum must have completed the Motorsport UK's online rally marshals' training modules and hold public liability insurance cover worth at least £5m.

If successful in their request to Motorsport UK, the Event Photographer/Videographer may be allowed provisions and access equivalent to those of Motorsport UK Level Two accredited media. The Event Photographer and/or Event Videographer will also be subject to the same Code of Conduct and conditions as Motorsport UK Level Two accredited media.

Requests must allow enough time for the Event Photographer to be issued with a Motorsport UK Media Tabard, which must be returned to Motorsport UK during the working days following the event, unless otherwise agreed with Motorsport UK.

FREQUENTLY ASKED QUESTION

Should we run our own accreditation process on top of Motorsport UK Rally Media Accreditation?

Motorsport UK Rally Media Accreditation holders have already had their credentials scrutinised by Motorsport UK and therefore they should not be expected to show those credentials again for every event. However, it is recognised that organisers need to know who to expect at their event, so it is perfectly reasonable to adopt a process whereby Motorsport UK Rally Media Accreditation holders must confirm their planned attendance in advance via a simple email to your press officer or equivalent, with their name, outlet, and Motorsport UK pass and tabard numbers. This information can be verified against the online list of accreditation holders available on the Motorsport UK website.

Do we have to accept any Motorsport UK Rally Media Accreditation holder who wants to sign on for our event?

No, it is your event and therefore it is ultimately your decision as to who is or is not allowed to sign on. If there is a particular Motorsport UK Rally Media Accreditation holder who you do not wish to be present on your event, please email media@motorsportuk.org with details.

Can we sign on as media someone who doesn't have Motorsport UK Rally Media Accreditation, such as our local press?

Yes, but you can only grant them special stage access equivalent to Level One Motorsport UK Accredited media: 'When on special stages, Level One Motorsport UK Media Pass holders cannot stand in locations to which ordinary spectators do not have authorised access.'

In all cases, you should scrutinise the application, asking to see a commissioning letter from an editor/producer for your event, and a public liability insurance certificate. Always ensure that you are wholly satisfied by someone's credentials before signing them on as media.

What level of access can we grant Motorsport UK Media Tabard wearers?

The accreditation conditions state: 'When on special stages, Level Two Motorsport UK Tabard holders may only operate in locations additional to those to which ordinary spectators and Level One media have access when those locations have been agreed with the event organiser in writing in advance and are included in the event's Safety Manual. The Motorsport UK Safety Delegate must be made aware of all such agreements and has the authority to amend those locations on the day if necessary.'

It is understood that different events gave different levels of access to Motorsport UK Media Tabard holders. For clarity, an agreed 'location' for Motorsport UK Media Tabard holders does not necessarily need to be a very particular and defined area – for example, depending on the nature of the event it could be determined that the agreed media 'locations' are any that are not Prohibited Areas. The more restricted an accreditation holder is, the more likely they are to conclude that they might have as much freedom as an anonymous spectator.

Therefore, it may be considered pragmatically that a less restrictive approach to media locations could help to ensure that the media remain accredited, identifiable and accountable.

Do we need to share stage maps with Motorsport UK Rally Media Accreditation holders?

The Motorsport UK Rally Media Accreditation scheme calls for the media and organisers to work together to determine any privileged locations for Motorsport UK Media Tabard holders. Therefore, we would expect organisers to share stage maps in confidence – usually this should be around four to six weeks in advance if possible – unless they have a particular reason not to. Once determined, those media locations should form part of the safety plan, but we would not expect an organiser to release the safety plan to photographers.

Can we set up designated Media Areas?

Yes. The Motorsport UK Stage Rally Safety Requirements call for the use of designated spectator areas, and there is no reason why some of – or parts of – these cannot be reserved exclusively for signed-on media, in which case they could be renamed Media Areas. The key point is that if they were not designated as Media Areas, they would still exist but as Spectator Areas.

Can we give photographers our own tabards?

Not for national events – only Motorsport UK now issues rally media tabards. In 2022 these are yellow with the Motorsport UK logo, the word 'MEDIA', the year and the tabard number in black, plus the RallyFuture logo and warning triangle (see above).

As stated above, any media that event organisers sign on without Motorsport UK Rally Media Accreditation can only be granted access equivalent to Level One Motorsport UK Accredited media. Since this means that they cannot stand in locations to which ordinary spectators do not have authorised access, they will not require a tabard.

For international events, which carry a different set of considerations, organisers may liaise with Motorsport UK if they require alternative arrangements.

Do Motorsport UK accredited media have to sign on with us?

The conditions state: 'Members of the media must first sign on with event organisers and will not exercise the privileges of Motorsport UK Rally Media Accreditation until having done so.' The signing on form is available to organisers [here](#).

What should we do if a Motorsport UK Media Accreditation holder misbehaves or ignores instructions from marshals and officials?

First, if anyone at all is standing in an area that is prohibited, unauthorised or considered by the marshals/officials on the day to be unsafe and refuses to relocate, please remember that Motorsport UK will always support a Stage Commander's decision to delay or cancel a stage safety grounds.

Alternatively, if a member of the Motorsport UK accredited media generally misbehaves or repeatedly ignores marshals' instructions, note the Motorsport UK Media Pass and/or Tabard number, and submit a detailed report with any available evidence to media@motorsportuk.org following the event.

We run our stage rally at a racing circuit. Can the venue's own accreditation holders sign on as media?

For stage rallies held at Motorsport UK licensed race tracks, the venue's own media accreditation holders should also be able to sign on as media, providing that in addition to meeting the venue's media accreditation criteria they:

- Hold public liability insurance worth at least £5m
- Successfully complete Motorsport UK's [online rally marshals training modules](#)

This is subject to the event organising club's agreement; the club must have sight of the full media list in advance, and any concerns or objections from either the club or the venue must be raised with Motorsport UK as soon as possible in advance of the event so that a satisfactory resolution can be sought.

Where the venue's own media accreditation holders are approved and signed on, they must also wear Motorsport UK media tabards (provided to the venue) to avoid any confusion that may arise from two different media tabards being used on the event.

On the event, the venue's media accreditation holders will be subject to the same code of conduct and conditions as Motorsport UK Rally Media Accreditation holders, as detailed in [this document](#).

The venue will be responsible for the conduct of its media accreditation holders on the event.

We run a stage rally in Northern Ireland; can we accept Motorsport Ireland media accreditation holders?

No, if it is a stage rally running under a Motorsport UK Permit then only the Motorsport UK Rally Media Accreditation scheme applies, unless conditional arrangements are made with Motorsport UK well in advance. For further guidance, please email media@motorsportuk.org.

How can we be sure that someone with a Motorsport UK pass or tabard is absolutely genuine?

A downloadable PDF document with the picture, name, publication, pass and/or tabard number of everyone granted Motorsport UK Rally Media Accreditation is available on the Motorsport UK website.

What are the rules for accredited media using drones?

If you wish to fly a Drone at an event, you must complete the Drone accreditation separately. Please visit the Resource Centre [here](#) and type in Drone.