

ANNEX H - GUIDELINES ON COMMUNICATION WITH MEDIA

Event organisers are encouraged to communicate their news and key messages/information to local and regional media, both online and offline. These will usually be newspapers, magazines, radio/television stations and associated websites.

Such media outlets can be an effective channel between events and the general public, including casual spectators who may be more likely to consume these media than specialist motor sport publications.

Organisers are advised to compile and update a list of local and regional media outlets and their contact details. These outlets can usually be found via a Google search and will tend to have editorial/news email addresses on their 'contact us' pages.

For example, searching for 'Lincolnshire news' returns the *Lincolnshire Echo* as a top result. Clicking through to www.lincolnshireecho.co.uk and scrolling to the bottom of the page reveals a 'Contact us' link. This page offers news@lincolnshireecho.co.uk and sports@lincolnshireecho.co.uk as relevant contacts.

Any organisers who struggle to compile an effective list of local media outlets and contact details may seek additional help from their local MSA Regional Development Officer (RDO) whose contact details can be found on the www.msauk.org and www.gomotorsport.net websites.

Any news should typically be sent to these outlets via a media release. This will contain a series of details known as the five Ws: Who; What; Where; When; Why. Ideally it should also include:

- A short headline;
- A quote;
- Copyright-free image(s);
- Contact details for further information;
- Website and social media links for further information.

Other considerations:

- Always be factual;
- Check your spelling;
- When sending to multiple recipients, send the release to your own email address with your intended recipients in the 'Bcc' (blind carbon copy) address bar so that their contact details are hidden from view;
- After emailing a media release, it may sometimes be worth following up with a telephone call to ensure key media have received it.

If in doubt, contact the MSA Communications Department for advice: media@msauk.org / 01753 765 005.

Email to Organisers 23 November 2015

Dear Organiser,

You will be aware that one of the recommendations of the Scottish Government's Motorsport Event Safety review (MESR) was that the MSA '... introduces a more formal press accreditation scheme so that valid press credentials must be presented when signing-on. Press should be required to wear numbered tabards at an event.'

In August we emailed rally organisers advising that we were working on a new-for-2016 MSA Rally Media Accreditation scheme. We are pleased to announce that this scheme is now ready to go live.

The framework for this system was agreed during a meeting of rally media at Motor Sports House. There were 15 guests, including not only rally journalists, photographers, broadcasters and editors but

also a press officer, a competitor and even a representative from the National Union of Journalists (NUJ).

We also tweaked the system following feedback at a recent meeting of the Association of North East and Cumbria Car Clubs (ANECCC), to allow for each event to have one designated Event Photographer where needs be.

The requirement for stage rally organisers to use the MSA Rally Media Accreditation system will be affirmed in the forthcoming 2016 Stage Rally Safety Requirements which are due for publication in November and presume that events do all offer a media service of some kind.

While most events currently provide facilities for the media, others may not. If that is the case for your event, we would first urge you to consider any provisions you may be able to offer the media in future, and if you feel you are not in a position to do so, we would be keen to hear from you and to see how we may be able to help.

We see this new accreditation system as a real step forward from the interim position announced in February, when we issued our MSA Statement on Rally Media Access – this is now superseded by this new MSA Rally Media Accreditation system. The MSA recognises the value of coverage to the sport and continues to hold genuine and responsible members of the rally media in the highest regard. We hope this new system works well for them and for you, and of course we are open to further discussion on any tweaks that may be considered necessary in the future.

The accreditation documents can be found on the MSA website via the following link:
www.msauk.org/assets/msarallymediaaccreditation2016.pdf

If you have any questions, please see the FAQ below. If you cannot find the answer there, please email us on media@msauk.org and we will get back to you.

With best wishes for a safe and successful 2016 season,

Rob Jones
CHIEF EXECUTIVE

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

Yes, but you can only grant them special stage access equivalent to Level One MSA Accredited media: 'When on special stages, Level One MSA 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.

Can we set up designated Media Areas?

Yes. The MSA Rally Safety Requirements/Manual calls for the use of designated spectator areas, and there is no reason why some 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.

What level of access can we grant MSA Media Tabard wearers?

We are keen for the media to work more closely with organisers before events, to help ensure that both parties are satisfied. The accreditation conditions state: 'When on special stages, Level Two MSA 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 MSA Safety Delegate must be made aware of all such agreements and has the authority to amend those locations on the day if necessary.'

Can we give photographers our own tabards?

Not for national events, no – from 2016, only the MSA will issue rally media tabards. These will be white, with the MSA logo, the word 'MEDIA', the year and the tabard number, plus the RallyFuture logo and warning triangle. As stated above, any media that event organisers sign on without MSA Rally Media Accreditation can only be granted access equivalent to Level One MSA 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 the MSA if they require alternative arrangements.

Will MSA accredited media still have to sign on with us?

Absolutely. The conditions state: 'Members of the media must first sign on with event organisers and will not exercise the privileges of MSA Rally Media Accreditation until having done so.' A new signing on form is available to organisers as part of the accreditation documents.

<https://www.msauk.org/Resource-Centre/Clubs-Organisers>

How can we be sure that someone with an MSA pass or tabard is absolutely genuine?

A downloadable PDF document with the picture, name, publication, pass and/or tabard number of everyone granted MSA Rally Media Accreditation will be available on the MSA website, alongside the accreditation documents. This will be kept up to date, taking into account new or revoked accreditations.

What should we do if an MSA media pass or tabard wearer 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 the MSA will always support a Stage Commander's decision to delay or even cancel a stage on grounds of safety. Alternatively, if a member of the MSA accredited media generally misbehaves or repeatedly ignores marshals' instructions, note the MSA Media Pass and/or Tabard number, and submit a detailed report with any available evidence to media@msauk.org following the event. As stated in the accreditation conditions, 'The MSA Media Pass and Tabard will remain the property of the MSA. The MSA reserves the right to revoke accreditation and demand the return of the MSA Media Pass and/or Tabard at any time and will do so if any of these terms and conditions – or the Rally Media Code Of Conduct – is deemed to have been broken.'

Can we use our own photographer on our event and if so what level of access can we give them?

The following will be stated in the 2016 Stage Rally Safety Requirements: 'Event organisers are encouraged to use an MSA Level Two Accredited Photographer to capture and supply any promotional images required. However, to assist where such an arrangement is deemed impractical, an event organiser may nominate and sign on one Event Photographer of their choosing, subject to a written request and subsequent authorisation by the MSA. The request must state why it is deemed impractical to use an existing MSA Level Two Accredited Photographer and provide all relevant details of the preferred individual, who as a minimum must be an accredited MSA Rally or Cross Country Marshal, having completed the online training modules (launching January 2016.) If successful in their request to the MSA, the Event Photographer may be allowed provisions and access equivalent to those of MSA Level Two accredited media. The Event Photographer will also be subject to the same Code of Conduct and conditions as MSA Level Two accredited media. Requests must allow enough time for the Event Photographer to be issued with an MSA Media Tabard, which must be returned to the MSA within five working days following the event. Failure to return the MSA Tabard will incur a penalty of £200, payable by the event organiser.'

What are the rules for accredited media using drones?

The accreditation conditions state: 'The holder of an MSA Media Pass or Tabard will not use advanced technology, such as drones, without the specific prior written authorisation of both the MSA and the event organiser.'

Only commercial use by an operator who is both an MSA Accredited Media and who is approved by the CAA can be considered for possible inclusion.

All other use of drones is prohibited.