



# International Media Accreditation

## 13. Media and Accreditation

### 13.1 Media Centre

Place: TBA  
Tel: TBA  
Fax: TBA  
E-mail: [press@rallyitaliasardegna.com](mailto:press@rallyitaliasardegna.com)

### 13.2 Accreditation Centre

Place : TBA  
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E-mail: [press@rallyitaliasardegna.com](mailto:press@rallyitaliasardegna.com)

### 13.3 Media Contacts

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Accreditation Manager TBA  
E-mail: [press@rallyitaliasardegna.com](mailto:press@rallyitaliasardegna.com)

### 13.4 Accreditation criteria of FIA WRC Events ("Rally by Rally" International Media)

Editors of publications are asked to conform to the following principles to ensure that media accreditation is restricted to professional journalists and photographers.

1. The FIA considers the "Media" pass to be a working tool to be used only by bona fide members of the press. Publishers, marketing personnel, sub-editors, staff of the publication's secretariat, etc. cannot be accredited as Media.
2. The FIA only accredits publications:
  - a) with a minimum circulation whose size and quality fulfil the criteria of the FIA;
  - b) with a format and quality which fulfil the criteria of the FIA;
  - c) which are on sale to the public.

Club and internal magazines of companies, trade magazines and newsletters cannot be accredited as Media.

3. TV and radio, websites and other electronic media must send their application to:



### ISC Accreditation Service

The Clockhouse, St Catherine's Mews, Milner Street  
London, SW3 2PX, Great Britain

Tel: (44) 20 7584 7584

Fax: (44) 20 7584 7281

4. Under no circumstances will advertising, public relations agencies or similar companies and organisations be accredited as media, nor will the Organisers issue any accreditation to representatives (press officers or otherwise) of sponsors, suppliers, engine suppliers, teams, drivers, etc.
5. The FIA WRC Media Delegate may accept requests from teams with seeded drivers for the accreditation of press personnel, with a maximum of one person per team.
6. The FIA will only accredit press from outside the country in which the event is held. National press must apply to the National Press Officer (e.g. German press applying for the Rally Deutschland should apply to the National Press Officer, while press from countries other than Germany should apply to the FIA).
7. FIA Permanent Credential Holders requesting a Substitute and/or an Additional Pass, must apply to the FIA.
8. The central and local offices of the major international press agencies (AP, AFP, Reuters, ANSA, UPI, DPA, LUSA, BELGA, JIJI, KYODO, EFE, Press Association, SAPA, Australian AP, APA, etc.) will always be accredited by the FIA.

### Accreditation criteria

The FIA will allocate annual permanent Media accreditation to publications intending to publish reports for every FIA World Rally Championship event during the season.

Press passes can also be allocated on a rally-by-rally basis to general news, specialist, business and lifestyle consumer publications that do not intend to publish conventional rally reports but whose coverage is considered to be of promotional benefit to the sport.

Usually, a maximum of two representatives (journalists and/or photographers) per publication may be accredited for any one round of the FIA World Rally Championship. Agencies are subject to the same requirements as publications.

All applicants must fulfil the following basic criteria:

### Coverage

For a daily newspaper, a substantial amount of coverage for each event is required.

For example, an introductory article in the Thursday edition, follow-up articles in Friday, Saturday and, where applicable, Sunday editions, plus a rally report in the Monday edition.

For a weekly or monthly publication, a substantial amount of coverage for each event is required and a major portion of the overall content should be on the subject of WRC.

### Quality

The highest standards of fairness and accuracy are expected as a minimum quality requirement from the press.

### Circulation

Accreditation decisions are based on the relative 'media market' in the country of the applicant. As such, the usual minimum circulation for a national weekly or monthly publication is 20,000 copies. For a national daily the minimum circulation is 50,000 copies.

Publications must be on sale to the general public via retail outlets (trade, club or internal company magazines will not be accredited).

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 at least five publications.

Photo agencies must be able to prove that the pictures have been regularly sold to publications matching the FIA criteria and have been paid for at the normal commercial rate. A publication must be able to prove that the pictures published are the original work of the publication's accredited photographer.

### Permanent accreditation procedure

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### Rally-by-Rally accreditation procedure

For rally-by-rally passes, the FIA will only accredit press from outside the country in which the event is held. National publications must apply via the event's national press office. National publications which are accredited on a permanent basis and wish to apply for additional or substitute passes must apply directly to the FIA.

Applicants must submit sample proofs of coverage to the FIA External Relations Department at the latest three weeks prior to the first day of the event (wednesday 18th April).

Publications or agencies applying for a rally-by-rally photographer accreditation must supply evidence of independent coverage of a minimum of 15 pictures per pass issued at each event they have been accredited for in the previous year's Championship. The number of international press photographer passes will usually not exceed 30 at each event.

Promotional photographers for teams, sponsors, etc. who do not comply with the above criteria may apply for accreditation to ISC (address below).

### 13.5 FIA WRC photographers' accreditation - Press Accreditation

Publications or agencies applying for a rally-by-rally accreditation must supply evidence of independent coverage of a minimum of 15 pictures per pass issued at the same event the previous year.

Publications or agencies which were not accredited the previous year may submit their publications which will be considered individually based on the intended coverage and the promotional benefit to the sport.

It must also be shown that:

- i). In the case of an agency, pictures have been regularly sold to publications matching the FIA criteria and have been paid for at the normal commercial rate;
- ii). In the case of a publication, published pictures are the original work of the publication's accredited photographer.

Accreditation decisions are made by the FIA WRC Media Delegate and Photographers' Delegate according to the following procedures:

1. Applications must be received at least three weeks prior to the first day of the relevant event and should be sent by registered post to the following address:

#### FIA External Relations Department

Accreditation Unit (WRC)  
8, Place de la Concorde  
75008 Paris  
France

2. Applications which are late, incomplete, or sent by fax may not be considered.

3. Requests must be sent with the accreditation form and a formal application letter written on the publication's letterhead. This letter must be signed by the editor or a senior member of the editorial staff. Requests signed by clerical staff will not be accepted.

This letter must include:

- a) the name(s) of the representative(s) who will be covering the event(s);
- b) the photocopy of the official national press card(s) (where applicable) of the representative(s) who will be covering the event(s);
- c) the job title(s) of the representative(s) (journalist(s) and/or photographer(s));
- d) information on the publication (such as circulation, readership, frequency, etc);

- e) an original copy of the publication;
- f) photocopies or originals of material published following previous FIA World Rally Championship events;
- g) a contact fax number;
- h) a formal undertaking from the editor to publish a report related to the event concerned and an indication as to when this report will be published;
- i) an identity photo in electronic format (\*jpeg or \*tif) of the representative must be sent to the Accreditation Unit (WRC) to the following email address:  
**sgomez@fiacommunications.com**

Important: The subject must be filled in as follows:

Name of the Rally – Name of the Publication – Name of the Representative

Note: 'd', 'e' and 'h' do not apply to the major international press agencies.

**4.** The FIA will fax or email the result of the application to the publication. If successful, an agreement will be included for signature by the editor of the publication.

If the representative(s) is (are) unable to attend the event, the FIA External Relations Department must be notified as early as possible before the opening of the accreditation centre.

If a change of representative(s) is to be made, please notify the FIA External Relations Department as early as possible.

**5.** The representative(s) must produce the signed agreement which is sent with the confirmation when collecting the credential at the event. **NO ACCREDITATION CAN BE COLLECTED WITHOUT THIS DOCUMENT.**

**6.** The application for a press pass must include written confirmation that the publication/agency or the journalist/photographer to whom the credential has been allocated has not applied or will not apply for additional FIA passes for any other purposes, including journalism for Television and Radio networks.

### Deadlines

The deadline for applications is usually three weeks prior to the first day of the relevant event, unless otherwise stated (Rally d'Italia Sardegna, Wednesday 18 April). Late requests may not be examined.

If a decision is disputed an individual application will be referred to the Director of Communications for final approval.

The FIA liaises closely with National Press Offices and National Sporting Authorities to confirm the validity of a given application.

Priority is given to publications intending to publish a report related to the event for which the accreditation is requested.

## 13.6 Tv, radio, web site, commercial photographers and other electronic media

All applications from web sites and other electronic media should be directed to ISC, as with television, radio and promotional photographer applications.

### INTERNATIONAL SPORTSWORLD COMMUNICATORS

Accreditation Service

The Clockhouse, St Catherine's Mews, Milner Street

LONDON SW3 2PX

GREAT BRITAIN

Tel.: +44 207 584 75 84

Fax: +44 207 584 72 81

E-mail: [accreditations@iscrally.com](mailto:accreditations@iscrally.com)