



## **2022 Media Policy and Accreditation Procedure** (Effective February 25, 2022)

The American Rally Association (ARA) was formed to sanction stage rallies in the United States with the goal of leading the continued growth of the sport. ARA has established a comprehensive media policy to allow for inclusive access and rights for accredited media. Accreditation is required to gain access to non-spectator ARA stage locations. The most current version of the policy will be available on the media page of the ARA website.

### **ARA Media Use Policy**

- The ARA holds exclusive Media rights to all sanctioned ARA National, Super Regional and Regional events, which are subject to the terms of their individual agreements with said events.
- Any content created by a credentialed ARA Media member, team representative or sponsor may not be used for commercial use unless pre-approved by the ARA and may be subject to media use fees.
  - The ARA allows photographers to sell photographs to entrants of ARA events as part of an existing agreement between the photographer and entrant, event, or sponsor as long as the agreement is pre-approved by the ARA prior to the event.
  - The ARA allows video production of its events by non-licensed sources, in regard to the following:
    - Videographer must have pre-approval from the ARA prior to the event.
    - Videographer may sell a video package to entrants of an event, as long as the video is focused on those entrants or is a short-format video recap of the competitor or of the event.
    - Short-format videos may include social media clips or produced video clips that highlight an entrant or the event, but do not exceed five minutes in total run time.
    - The ARA will not approve any production that is deemed as full-production, including but not limited to internet, webcasting, television, DVD, live streaming from stages, hosted live-stream broadcasts, etc.).
    - Working on behalf of a team or sponsor and using live platforms on social media channels will be allowed, as long as they meet the requirements listed above and do not have a professional broadcast, hosts, graphics or music packages, and do not claim to be an official broadcast of ARA or Event.
- Full production of videos may include videos that are of greater length than five minutes, are not considered highlights or recaps of action, are professionally hosted, voiced over, or treated with professional graphics packages and editing and are scripted out or produced in a format that is made for a traditional television-style broadcast.
- ARA reserves the right to receive copies of images, video, or audio content created at ARA Championship events by credentialed media. Any content used in ARA social media postings, the ARA, its licensed partners, or its associated event websites, PR, or other articles written on behalf of ARA will be credited to the creator.



- ARA reserves the right to demand content deemed harmful to the Championship series, events or competitors be removed immediately.
- All media members are requested to tag the ARA with its social media channels official names or #ARARally and #dirtfish.
- Media may not use ARA video or photography without consent from ARA, nor may it list or host ARA owned content on any channel or list without approval.
- ARA may sanction, demote, or ban any credentialed media personnel (and any applicable associated team) or outlet unwilling to follow ARA media policies.
- Any content created for commercial use must be pre-approved by ARA and may be subject to media use fees. All media planning a commercial digital, film, or television program must contact the ARA at [jeremy@usacnation.com](mailto:jeremy@usacnation.com) with a detailed description and proposal of the requested commercial use. Proposals will be reviewed on a case-by-case basis.
- Media license holder agrees to reference ARA in all printed and aired work.
- Media license holder agrees to provide the ARA with copies of work published, aired or printed as result of assignment. Copies may be via hard copy, email, or internet link.

### **Rules for Working Media**

ARA requires that credentialed media be on a working assignment from a recognized outlet or team. All media will be required to submit an assignment letter from an editor, team, or equivalent authority in order to receive credentials.

### **Levels of Accreditation**

ARA has three media accreditation levels; ARA Media, Restricted and Unrestricted. These levels have been established to elevate the safety of all involved based on motorsports experience and the needs of all media personnel. ARA will assign one of these accreditation levels to approved media.

#### **ARA Media or Orange ARA Media Vest**

Media that is associated directly with the ARA, its media partners, events, sponsors or those deemed to have an exceptional amount of experience covering rally, earning them this additional accommodation(s) during events.

#### **Unrestricted or Blue ARA Media Vest.**

Designed for seasoned motorsports media professionals with extensive rally experience. Members of the press with Unrestricted access are permitted to work from any location that adheres to ARA policy on safety.

#### **Restricted or Red ARA Media Vest**

Designed for media professionals with limited rally or motorsports media experience. Those with limited access are allowed to a number of specified locations listed in the event media kit. Restricted media professionals can reapply at any time to be considered for an unrestricted accreditation.



## **ARA Licensing and Event Application Process**

All media applicants must purchase either a Single Event or Annual ARA Media License. Purchase of the license does not give final approval for a media member to work at an event.

**The following process is in place effective February 25, 2022, for media applications.**

- 1) Purchase an ARA Media License at [www.rallylicense.com](http://www.rallylicense.com) This will either be a single event or an annual license. If you choose a single event, you will be able to choose the specific event you will be working at. If you choose an annual license, you will be able to choose any or all of the events you wish to attend.
- 2) Roughly one month prior to the event, you will receive an email about applying for the upcoming event. That application will determine your approval level, as well as your media status for the event (restricted or unrestricted).
  - a. This application will also be linked on the ARA Media page on the ARA Website.
  - b. Once you have received approval for an ARA event in 2022, and you have an annual license, you will be given a code to by-pass the full application. (You will need to fill out part of the form, including the code, to apply for the event.)
- 3) You will receive approval 10-14 days prior to the event.
- 4) Media registration for each event will close 10 days prior to the start of the event. If you do not have your credentials, or those of your spotter or other team media in place, you will not be approved.
- 5) Media communication for each event will happen through Telegram and Sportity.
- 6) ARA Media and ARA Unrestricted Media will be required to have the RS Lite Tracking app in place during Recce and the Event
- 7) If you have any questions, please contact the ARA Marketing Director.

All ARA License holders will receive an electronic confirmation of their license, which they must keep on their phone or print while at the event.

## **On Stage Safety Procedures**

ARA stage-side safety standards were created to help photographers/videographers remain out of the path of potential incidents. These standards will be reviewed and restated in the pre-event media briefing.

## **Requirements for Stage-Side Safety**

Motor racing is a dangerous activity and all who participate as competitors, workers and attendees are primarily responsible for their own personal safety.



- 1) The racetrack (or stage), and adjacent areas, including service areas, are extremely dangerous locations during a competition.
- 2) Approved ARA Media members will avoid placing themselves in dangerous areas during the competition.
- 3) The ARA event organizers are responsible for ensuring that the stages are free of people in dangerous locations during the competition. They will use Trained Marshals on-stage, course opening cars, and sweep vehicles.
- 4) ARA event organizers are to use a standardized system to indicate “NO GO” and “OK” areas along stages:
  - a. Red/White “candy cane” or solid red tape to indicate dangerous areas off limits to all people during the competition.
  - b. Yellow tape to indicate less dangerous areas where people are allowed during the competition.
  - c. Not all areas along a stage road or away from spectators may be marked. These areas are always off limits to Restricted media.
- 5) Any person found violating the safety guidelines will be immediately removed from the area of the competition. The course opening cars have the ability to remove any media member from a stage. Cancellation or delay of a stage due to a media member’s actions will mean a two-year ban from that media member and its parent organization from all ARA events. The media member(s) and organization(s) may also be subject to fines from the ARA or the event.

### **Media Requirements on Stages**

The following is a list of safety procedures recommended by ARA for all media members. Questions on these safety rules may be directed to the ARA Media Director.

- 1) Pay attention for vehicles
  - a. Always look upstage; the direction that vehicles will come from.
  - b. Keep vehicles in your line of sight.
  - c. Listen, you will likely hear vehicles before you see them.
- 2) Never stand on the outside of corners or in other likely impact zones.
- 3) Use remote cameras whenever possible.
- 4) Use a spotter.
- 5) Keep several feet between you and the road surface.
- 6) Have an escape route planned, or a safe place to go if a vehicle loses control near you.
- 7) Stand at least two feet back from walls and k-rail, these barriers can move when hit by a vehicle.
- 8) Be in place before Car 00 passes your location. They will assess the safety of your position.
- 9) Know the time gap between cars and be prepared for multiple vehicles to pass your location at one time.
- 10) ARA, Event Officials and Marshalls have final word on where you stand. If asked to move, move without discussion or you will be removed.

### **ARA and Unrestricted Media On-Stage Rules**



- 1) Always work from the relative safety of an adequate barricade (berm, tree, grade separation, etc.).
- 2) Avoid working in a likely crash zone:
  - a. “Outside” of turns
  - b. “Down range” of jumps and other substantial hazards
- 3) Do not access the racing surface (stage road) during the competition (between 00 and “Green Light” sweep).
- 4) Never work from a red-taped area.
- 5) Do not work outside yellow-taped areas.
- 6) Do not access the racing surface during the competition (between 0 and green light sweep).
- 7) Spectator captain may allow media to traverse in pre-approved areas near Spectator Areas outside of a yellow-taped area. (i.e., crossover) or be positioned.
- 8) Any media wishing to work outside the standard, yellow-taped area at a spectator point must have the spectator point chief delineate the requested area with additional yellow tape.

#### **Notes for Restricted Media on Stages**

- Restricted Media will be confined to areas on stage that are managed by Course Marshalls and are not allowed to move away from the area without approval. Approval may only be given before the stage starts. These areas include Spectator Areas or crossroads or access roads that are controlled by a course Marshall or event official.

#### **Accredited Media Code of Conduct**

By applying for ARA media accreditation, applicants must agree to uphold the following Code of Conduct:

- 1) I recognize that safety is the overriding concern at all times and my credentials can be revoked for unsafe conduct.
- 2) I will look out for the safety of spectators, volunteers and competitors as well as myself.
- 3) I will not be under the influence of drugs or alcohol when working an ARA Event.
- 4) I will abide by all posted speed limits, as well as those put in place by the Event or ARA for stage roads used in competition or recce.
- 5) I will not abuse the privileges granted by ARA media accreditation.
- 6) I understand that my actions may impact others in the sport.
- 7) I will follow all instructions from any event or ARA official.
- 8) I will endeavor to support ARA and help promote safety in rallying.
- 9) I will act in the best interests of the sport.
- 10) I will respect my fellow media and work together so that all media can achieve their desired content.

#### **Media Accreditation Conditions of Application Issue and Use**



1. Must be at least 18 years old at the time of application
2. Must abide by the ARA media Code of Conduct:
3. I recognize that safety is the overriding concern at all times and my credentials can be revoked for unsafe conduct.
  - (a) I will look out for the safety of spectators, volunteers and competitors as well as myself.
  - (b) I will not be under the influence of drugs or alcohol when working an ARA Event.
  - (c) I will abide by all posted speed limits, as well as those put in place by the Event or ARA for stage roads used in competition or recce.
  - (d) I will not abuse the privileges granted by ARA media accreditation.
  - (e) I understand that my actions may impact others in the sport.
  - (f) I will follow all instructions from any event or ARA official.
  - (g) I will endeavor to support ARA and help promote safety in rallying.
  - (h) I will act in the best interests of the sport.
  - (i) I will respect my fellow media and work together so that all media can achieve their desired content.
4. Media credentials (vest and event credentials) must be worn at all times while working an ARA event.
5. ARA media credentials are non-transferable and allow access only to the person to whom they were issued.
6. Any member of the ARA event staff(s), ARA stewards, or event officials, may revoke credentials at any time.
7. Credentials can be revoked for unsafe behavior, abuse of the ARA Media Code of Conduct, behavior deemed unflattering to the ARA National and Regional Series and any other breach of the spirit of the arrangement.
8. ARA may request any images or video of a competitor's accident for investigation and insurance purposes.
9. Vests must be returned at the end of each event before the podium celebration.
  - (a) Vests not returned will not be valid at other ARA events. The person the vest was checked out to will be billed a \$200 replacement fee and no longer eligible for ARA media credentials until the vest is returned or the fee is paid.
10. If provided by the event, vehicle identification decals must be affixed to the front top passenger side of the windshield.

### **Media Drone Policy**

The ARA has not allowed drones to be used prior to 2022, however, they will be allowed on a limited basis in 2022. To be approved to man a drone at an ARA event, you will need the following:

- 1) A copy of a valid FAA Drone Commercial Operator's License must be provided to the ARA one week prior to the start of the event. Certificate must include your FAA number with proof of safety completion.
- 2) Minimum of \$500,000 in Drone Liability Insurance. The United States Auto Club must be included as an additional insured and a copy of the insurance certificate must be provide to the ARA prior to the start of the event.



- 3) No use of smaller drones that do not need to be licensed are acceptable at ARA events.
- 4) A list of approved Drone pilots will be given to event officials, and a letter of approval will be given by the ARA to the drone pilot for approval of that event.
- 5) A drone may not be flown over crowds or spectator areas.
- 6) A drone may not interfere with a competitor on stage, or event officials working the event, either on-stage or in public areas. You may pilot the drone above a car, but never in front of or in the vision of a moving competition or opening/sweep vehicle. Shots form above are acceptable.
- 7) If an event official determines you are out of compliance or being unsafe, you will be asked to land the drone and may be removed as media from the event.
- 8) If you do not have approval to use a drone at an ARA event, you will be removed from the event and fined \$1,000. Your license will be revoked for the remainder of the year, and you will not be able to work as a media member for up to two years from the date of the incident.

### **ARA Responsibility Toward Media**

ARA has committed to providing the following services at all 2022 ARA National Rally Championship events:

- 1) ARA Marketing personnel to serve as point of contact to support media members, assist with credentialing, questions, and media safety briefing.
- 2) Scheduled mandatory ARA/event media briefing focused on safety and event-specific details.
  - a. The time and location of this briefing may be listed in the supplemental regulations for the rally.
  - b. ARA reserves the right to change this time and location in advance of the event.
- 3) Comprehensive standardized media kits, which will include stage information, schedules, restricted media locations, maps and contact information will be sent in a media welcome kit email one week before the start of a rally.
- 4) High visibility and easily recognizable media credentials color coded for each media level.
  - a. Orange Media vests numbered for credentialed ARA Media
  - b. Blue media vests numbered for each Unrestricted credentialed media
  - c. Red media vests numbered for each Restricted credentialed media