



2021 Media Policy and Accreditation Procedure (Effective February 9, 2021)

The American Rally Association (ARA) is a nonprofit organization 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, and 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 regards 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 the 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 not 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 television 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.
 - 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 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

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 accommodations during events.

ARA Media will receive an Orange ARA Media Vest.

Unrestricted

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.

Unrestricted Media will receive a Blue ARA Media Vest.

Restricted

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.

Restricted media will receive a Red ARA Media Vest.

Single Versus Multiple Event Media



The ARA will offer single-event and multi-event applications for those working three or more rallies in a single competition season.

This is part of the ARA Licensing program, and applicants can complete their license at www.rallylicense.com. This does not mean you are approved to work any selected rallies, and the ARA will notify you of rejection as soon as possible. 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. If you want a hard card, please request one by contacting jeremy@usacnation.com.

Accreditation for multi-event media will be granted for the entirety of the 2021 season. The license application will allow you to select what events you expect to work at in 2021, and if you are attending an event that is not on your original schedule, the ARA must be notified no later than one week before each event attended.

On Stage Safety Procedures

ARA has a specific set of safety procedures for stage-side media. These safety standards were created to help photographers/videographers remain out of the path of potential incidents. Any vehicle can lose control at any point in competition. These standards will be reviewed and restated in the pre-event media briefing.

General 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. They are to sign a waiver indicating they understand and accept that responsibility.

1. The race track (or stage) is an extremely dangerous location during a competition, as are areas adjacent to the race track itself.
2. All people participating in an ARA rally are to avoid placing themselves in dangerous areas during the competition.
3. The ARA event organizers are responsible for the physical layout of the race course (stages).
4. The ARA event organizers are responsible for ensuring that the stages are free of people in dangerous locations during the competition. Their primary tools are:
 - (a) Trained marshals positioned where non-participants are spectating



- (b) Inspections of stages by course opening cars immediately prior to the competition.
- 5. 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) Tape must be deployed at all designated spectator areas, anywhere nonparticipants are spectating and at all marshaled locations.
 - (d) Not all areas along a stage road or away from spectators may be marked. These areas are always off limits to Restricted media.
- 6. Any person found violating the safety guidelines is to 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 and organization 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 media@americanrallyassociation.org.

- 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, 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.



- (a) Typically, 2 minutes for front runners and 1 minute for all others.
 - (b) If at the end of a stage, know that cars may bunch up, be prepared for multiple vehicles to pass your location at one time.
10. ARA and all Rally Officials and Marshalls have final word on where you stand. If asked to move, move without discussion.

ARA and Unrestricted Media Additional Stage Requirements

In General

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
 - (c) The organizer may approve exceptions by marking same with yellow tape.
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. Be “on location” no later than 00 so that both 00 and 0 can assess your position.

Additional Considerations at Designated Spectator Areas

1. Do not work outside yellow-taped areas.
2. Do not access the racing surface during the competition (between 0 and green light sweep).
3. Spectator Area diagrams submitted for safety approval must indicate any positions outside the yellow-taped areas where the spectator captain may allow media to traverse (i.e., crossover) or be positioned.
4. 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.
 - Note: Spectator Chief reserves the right to not grant access to locations for any reason.

Notes for Restricted Media on Stages



Only operate from OK areas pre-approved by ARA officials indicated as such with yellow tape.

COVID Restrictions:

- All media members must abide by the protocols and procedures put in place by the ARA, the event and the local and state guidelines.
- All media members must complete any COVID Waiver or processes prior to the event and will not be granted access to service areas, or receive their on-site credentials or media vests if not completed. The ARA will deliver information on the process the week of the event.
- 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.

Accredited Media Code of Conduct

By applying for ARA media accreditation, applicants must agree to uphold the following Code of Conduct before their application will be approved:

- ✓ I recognize that safety must be the overriding concern at all times and my credentials can be revoked for unsafe conduct.
- ✓ I will look out for the safety of spectators, volunteers and competitors as well as myself.
- ✓ I will not be under the influence of drugs or alcohol when working an ARA Event.
- ✓ 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.
- ✓ I will not abuse the privileges granted by ARA media accreditation.
- ✓ I understand that my actions may impact others in the sport.
- ✓ I will follow all instructions from any event or ARA official.
- ✓ I will endeavor to support ARA and help promote safety in rallying.
- ✓ I will act in the best interests of the sport.
- ✓ 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 time of application
2. Must abide by the ARA media Code of Conduct at all times



3. Media credentials (vest and event credentials) must be worn at *all times* while working at an ARA event.
4. ARA media credentials are non-transferable and allow access only to the person to whom they were issued.
5. Any member of the ARA event staff, ARA stewards, selected event officials, may revoke credentials at any time.
6. Credentials can be revoked for unsafe behavior, abuse of the ARA Media Code of Conduct, behavior deemed unflattering to the 2021 ARA National and Regional Series and any other breach of the spirit of the arrangement.
7. ARA may request any images or video of a competitor accident for investigation and insurance purposes.
8. 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 \$100 replacement fee and no longer eligible for ARA media credentials until the vest is returned or the fee is paid.
9. If provided by the event, vehicle identification decals must be affixed to the front top passenger side of the windshield.
10. After a stage is completed no media can exit or have vehicles on the stage road until after the final sweep, typically using a green light.

Media Drone Policy

Drone use is not allowed unless approved by ARA. Requests for drone usage at ARA events will not be given at an event, or up to two weeks prior.

Approved drone operators will be given special credentials to show their status. No approval will be given without a copy of FAA license.

Applying for Credentials

Media accreditation will be facilitated through downloadable forms on the ARA website, www.americanrallyassociation.org/media.

Applicants will be required to submit:

- Completed application
- Assignment Letter from an editor or equivalent.
- Samples of their work
- Copy of a valid photo ID



- Professional resume
- Professional References

Completed applications should be emailed to media@americanrallyassociation.org. Applications without all required information will not be reviewed.

ARA will work to respond to all applications within one calendar week of submission. If an application is submitted less than one week before an ARA rally, every effort will be made to review it prior to the event, however we cannot guarantee the application will be reviewed. Therefore, it is suggested that applicants contact ARA marketing directly.

Applications for a single event may be submitted until one week prior to the event's start. Applications submitted after this time will not be reviewed. Multi-event media applications may be submitted at any time during the competition season.

ARA Responsibility Toward Media

ARA has committed to providing the following services at all 2021 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 is listed in the supplemental regulations for the rally a media member wishes to attend.
 - (b) ARA reserves the right to change this time and location in advance of the event.
2. 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.
3. 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

