

World Rowing Events Media Venue Access Policy

Vers.4 – August 2010

An important goal of FISA is to increase the media awareness of the sport of rowing and the World Rowing Events. FISA has always had a very open policy with regards to giving access for media to access the athletes in most areas around the venue. It is one of the only sports which allows the media to access all competition and athlete areas. This is an asset, and the cooperation between media and athletes has always been very good, and respectful, meaning that a strict policy has not been enforced up until now.

With more media attending the events, and athletes being increasingly solicited for interviews and photos, FISA is hereby stating a few points which we kindly ask all media (written press, photographers and TV) to respect to ensure that we can continue to allow access to all the areas for written and photographic media.

Grant of accreditation

International media wishing to receive accreditation to a World Rowing event must apply through the www.worldrowing.com website. Media accreditation forms can be found in the Media Centre section of the site, listed in order of the events of the season.

Upon receiving your accreditation request it shall be processed as follows:

1. If you have already attended a World Rowing event, and are a known member of the media you shall be sent confirmation of the request (approx. three weeks before the start of the event).
2. If you are not known to World Rowing you shall be asked to return a fax or scanned copy of your request, WITH SIGNATURE AND STAMP of your editor. For freelancers, an official approval from your national rowing federation must be attached to the request signed by your commissioning editor. Once this has been approved by FISA a confirmation shall be sent to you as above.

NB: all requests shall be checked with each respective national rowing federation media officer before being confirmed.

FISA shall grant accreditation to bona fide written press journalists, news or rowing websites, blogs (at FISA's discretion providing it is relevant and non-controversial), professional press photographers and rights holding TV/camera crews.

Priority is given to working journalists who are required to file directly from the event.

Accreditation shall not be granted to leisure or non-journalistic photographers.

FISA reserves the right to limit the number of accreditations per organisation.

FISA does not provide additional entry for family members or guests of journalists.

Priority order for Written Media

1. Recognised International News Agencies

2. Recognised Internet Rowing News sites (from competing countries only)
3. Recognised National Agencies (competing countries only)
4. National Newspapers (from competing countries only)
5. International Rowing Magazines
6. National Rowing Magazines (from competing countries only)
7. Regional Newspapers (from competing countries only)
8. Freelance Rowing Writers (from competing countries only)
9. Sport Specialised Magazines (from competing countries only)
10. General Interest Magazines (from competing countries only)
11. Other

NB: historians, statisticians and any other person requiring access to the media area with the aim of collecting data shall be granted access at FISA's discretion, based on space available and relevance.

Priority Order for Photographers

1. Recognised International News Agencies
2. Recognised National Photographic Agencies (from competing countries only)
3. National Daily Newspapers (from competing countries only)
4. Recognised Specialist Rowing Photographers (from competing countries only)
5. Recognised Photographic Agencies from all other countries
6. National Newspapers (from competing countries only)
7. International Rowing Magazines
8. Other large regional Newspapers, rowing magazines and photographic agencies (from competing countries only)
9. Freelancer Rowing Photographers (from competing countries only)
10. Rowing website photographers from websites recognised by the national federation (from competing countries only)
11. Other

Priority Order for TV or film crews (please also refer to FISA's policy about filming at events)

1. TV Rights holders
2. TV News access rights holders
3. Websites or other camera crews with prior confirmation of approval from national rights holder.

NB: Use of Recording Devices (audio and video) is only allowed with specific permission. Please notify the FISA media office in advance to clarify any rights issues.

Any audio or video obtained may not be reproduced without prior consent of FISA and any other appointed rights holders. **Please refer to FISA's policy about filming at World Rowing events.**

Access areas

All accredited media shall have access to the media centre, the media tribune, the mixed-zone area and the boat/athlete area. If the number of reporters exceeds the number of seats in the media tribune or if an unusual number of media is expected to the mixed zone

or to the media interview room, the organizers have the right to make special priority arrangements. In all cases, caution is requested in all “sensitive” areas (see below).

Within athlete/boat area:

The following areas cannot be accessed by representatives of the media:

- Launch Pontoons (unless specific permission has been requested)
- Athlete changing rooms, rest and massage areas
- Athlete food tent/restaurant (if separate from non-athlete catering area)

Start area:

The start pontoon and start bridge can only be accessed by professional photographers. Access is limited in number, and photographers must follow strictly the instructions given by the photo marshal. The photographers entitled to access this area shall be identified by a bib or other form of identification. These shall be allocated in order of priority as listed above (see “priority order for photographers”)

Once the starter has announced “Two minutes” to the crews lined up on the start line, anyone situated on the start bridge, pontoon or in the vicinity of the start area must remain seated and quiet until the “go” has been given. Special caution must be observed in order not to obstruct the line of vision between any of the athlete and the traffic light. In all circumstances, photographers should not move once the signal has been given and must generally ensure that their position and/or behaviour does not have any negative impact on the concentration of the athletes before the start of the race.

Medal ceremony area:

Professional photographers (“pool”) will have access to a specially demarcated area in front of the victory ceremony podium to shoot podium shots.

Media are not allowed on the victory ceremony pontoon. In some exceptional cases, special permission may be granted to a limited number of professional photographers to shoot from this position.

It is expected that photographers permitted to either of these two areas follow the strict instructions of the photo marshal and leave the area as soon as they have finished to allow access to other photographers.

Written media wishing to interview athletes near the victory ceremony pontoon shall be able to do so in the “mixed zone” situated near the pre-ceremony rest area. Here again, media are expected to respect the time limitations and to not hinder the smooth running of the victory ceremony procession.

Rules of conduct

Media and photographers are expected to respect the privacy of the athletes. It is strictly forbidden to access the changing rooms, athlete rest and massage areas and other “private” areas reserved to athletes.

Outside these areas, media are expected to exercise caution and show respect for athletes, and to not, in any way, disturb or hinder their race preparation and rest time. Interviews and photo shoots should be organized in advance whenever possible (the media centre staff can assist with contacting coaches or team managers to arrange meetings).

As many of the areas reserved for photographers have limited space, the photo marshal shall, at his/her discretion, limit the number of photographers allowed in the area. These photographers shall be identified clearly with a bib, badge or any other form of identification as provided by the organizing committee. It is expected that those photographers who have finished working in these restricted areas return their identification to the photo marshal to allow others to access the area if required.

In all cases, photographers are expected to exercise fair play and to collaborate with fellow photographers to ensure a pleasant and stress-free work environment.

Photographers failing to collaborate shall be asked to return their identification and leave the restricted area immediately.

This also applies to other media failing to respect their colleagues work or the recommendations in place at the venue. This includes respecting noise levels around broadcast and radio media and not smoking in inside areas.

Sanctions

Media granted access are expected to act professionally at all times. Any media person who does not follow the rules enumerated above and does not show respect for the athlete's wellbeing, in any way impedes on the smooth running of the races, or impede the work of fellow media shall see their accreditation revoked with immediate effect and shall not be granted subsequent media accreditation for future World Rowing events.

For additional information about media at World Rowing events please contact FISA's media team:

Marion Gallimore Rongère – FISA Communications Manager Marketing & TV
marion.gallimore@fisa.org

Debora Meier-Feutren – FISA Communications Manager Publications & Digital Media
debora.feutren@fisa.org