



Media Accreditation Policy at World Rowing Events: (15.01.24)

An important goal of World Rowing is to increase the media awareness of the sport of rowing and the World Rowing Events. World Rowing has always had a very open policy with regard to giving the media access to athletes in most areas around the venue. Rowing is one of the only sports which allows the media to access the boat area in which teams are based, which is both an asset and a privilege, relying on a respectful cooperation between media and athletes. It is to everyone's credit that World Rowing has not had to enforce a strict policy in this area and we hope this will continue.

However, with the evolution in the world of media there is a sharp growth in the number of photographers and individual social media reporters attending events, leading to increased demand for media accreditation. This has necessitated an updated and more robust policy to determine and prioritise those who should receive accreditation. This new policy must also take into account the increasing impact on athletes, the limitations on space in accredited areas (especially the mixed zone), dedicated work areas and services for the media including Internet capacity and the dedicated areas reserved for professional photographers, especially in the start area.

Media accreditation process

Individuals wishing to receive media accreditation to access media work areas at a World Rowing event must apply through the www.worldrowing.com website. Media accreditation forms can be found in the Media Centre section of this site.

A request for media accreditation shall be processed as follows:

- a) If the applicant is a bona-fide member of the media who is already well-known by World Rowing's media team, he/she is likely to be sent an approval of the request.
Note: *Having been granted media accreditation in the past does not guarantee ongoing accreditation.*
- b) If the applicant is not known to World Rowing's team, he/she shall be asked to supply some or all of the following:
 - a website link to proof of work
 - proof of where the applicant's work will be published
 - written approval from the applicant's editor
 - written approval from the applicant's national rowing federation (if World Rowing considers this to be necessary).

Note: *Supplying any of these does not guarantee media accreditation.*

Granting of media accreditation

World Rowing's Media Team shall consider granting media accreditation to applicants from: the following categories of media, always taking into account available space and facilities at the venue(s) :

- Host broadcaster camera crews.
- World Rowing Productions



- Camera crews from other official Broadcast Rights holders.
- Non-rights holding broadcasters subject to the approval of World Rowing Productions.
- Bona fide written journalists.
- Well-known Rowing websites.
- Known Rowing magazines.
- Professional photographers.
- Reporters from Rowing-specific Facebook, Instagram, YouTube & Twitter accounts with at least 50% native content, that have existed at least 2 years and are not an individual's personal account. The number of followers will also be taken into account.
- Rowing-specific media bloggers/vloggers will be assessed on a case-by-case basis in consideration of available space and relevance.
- National Rowing Federations, up to two accreditations or a maximum of three in exceptional circumstances and at the discretion of World Rowing Media Team.

Media accreditation will not be granted to:

- Parents/family members of competing athletes.
- Non-professional photographers or non-sport photographers.
- Additional family members or guests of media.

Note:

- Local organising committees can make recommendations for those members of the media whom they wish to be accredited, but the final decision remains with the World Rowing Media Team.
- Local organising committees can accredit up to a maximum of five people but must provide proof that they are all professional, working media.
- Historians, statisticians and any other person requesting access to the media area with the aim of collecting data may be granted accreditation at World Rowing's Media Team discretion, based on space available and relevance.
- Accredited social media specialists who seek to take photographs must comply with the policy for an accredited photographer i.e., to wear a photo-bib and abide by all Rules of Conduct (see below).

Priority order for Written Media

1. World Rowing staff.
2. Professional journalists who are required to file directly from the event.
3. Journalists from recognised international news agencies.
4. Journalists from recognised Internet Rowing News sites.
5. Journalists from recognised National Agencies (competing countries only).
6. Journalists from National Newspapers (from competing countries only).
7. Reporters from International Rowing Magazines.
8. Reporters from National Rowing Magazines (from competing countries only).
9. Reporters from regional Newspapers (from competing countries only).
10. Freelance Rowing Writers (from competing countries only).
11. Journalists from Sport Specialised Magazines (from competing countries only).
12. Journalists from General Interest Magazines (from competing countries only).

Priority Order for Photographers and Social Media specialists

1. World Rowing staff.
2. Recognised specialist rowing photographers.
3. Photographers from recognised International News Agencies.
4. Photographers from recognised National Photographic Agencies (from competing countries only).
5. Photographers from recognised Photographic Agencies from all other countries.



6. Photographers from National Newspapers (from competing countries only).
7. Freelancer Rowing Photographers (from competing countries only).
8. Social media photographers.
9. Website photographers.

Priority Order for TV or film crews

1. Host broadcaster.
2. World Rowing Productions.
3. TV Rights holders.
4. TV News access rights holders.
5. Non-rights holders with prior confirmation of approval from national rights holder or World Rowing Productions.
6. Social media sites – only with prior confirmation of approval (on-site) from the World Rowing Media team.

Note: this approval needs to include 'boomerang' feature on Instagram.

Note: Use of Filming Devices is only allowed with specific permission from World Rowing Productions. Please refer to World Rowing's Policy for Filming at World Rowing Regattas.

Access areas

All accredited media representatives shall have access to the media centre, the media tribune and the boat/athlete area. Access to the mixed-zone will be restricted depending on space and the number of accredited media. The World Rowing Media Team will determine the number to be granted access. Media representatives from Social Media sites will not be granted access to the mixed zone unless specific approval has been given by the World Rowing Media team on-site. Access to the mixed zone will be indicated by a sticker added to the media accreditation badge. If the number of representatives of the media exceeds the number of seats in the media tribune and/or media centre, the above priority list will be applied by the World Rowing Media team in consultation with the local press officer to ensure an efficient working environment.

Within athlete/boat area:

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

- Launch Pontoons (unless specific permission has been given by the World Rowing Media team).
- Athlete changing rooms, rest and massage areas.
- Doping Control
- Athlete food tent/restaurant (if separate from non-athlete catering area).

Start area:

The number of persons able to access the start pontoon and start bridge is usually limited. Photographers must follow the instructions given by the Media Operations Officer or the Photo Marshal. The photographers entitled to access this area shall be identified by a bib or other form of identification provided by the World Rowing Media team. 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 athletes and the traffic light. In all



circumstances, photographers must 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.

Victory ceremony area:

Special permission may be granted, on a case-by-case basis, to a limited number of media for access to the victory ceremony area. This is subject to the decision of World Rowing and based on the layout of the venue. Any media permitted to this area must follow the instructions of the responsible Marshal and leave the area as soon as they have completed their task. This is to allow a clear view for other media.

Non-filming media representatives 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.

Rules of conduct

All media representatives and photographers are expected to respect the privacy of the athletes. In particular, it is strictly forbidden to access the changing rooms, athlete rest and massage areas and other “private” areas reserved to athletes.

Outside these areas, accredited media are expected to exercise caution and show respect for athletes and not disturb or hinder their race preparation and rest times. Interviews and photo/filming shoots should be organised in advance by contacting the relevant Team Manager.

As many of the areas reserved for photographers have limited space, the photo marshal shall, at his/her own discretion, limit the number of photographers allowed in the area. These photographers shall be identified clearly with a “photo” bib.

In all cases, all members of the media must exercise fair play and collaborate with fellow media representatives to ensure a pleasant and stress-free work environment. This includes respecting noise levels around broadcast and radio media and not smoking in the indoor areas, athlete/team areas and anywhere else where the Organisers and other local regulations require to be smoke-free.

Media failing to comply with these Rules of Conduct shall be required to return their identification and leave the restricted area(s) immediately.

Sanctions

All members of the media who are granted access are expected to act professionally at all times. The World Rowing Media team reserves the right to revoke, with immediate effect, the accreditation of any media person who does not follow the Rules listed above and decline any subsequent request for media accreditation at future World Rowing events.

Questions

Please always contact the World Rowing Media team in the case of any questions or a specific request.

Email: media@worldrowing.com