



## MEDIA ACCREDITATION GUIDELINES FOR ALL MSA EVENTS

Motorsport South Africa (MSA), has established guidelines that are applicable to all events organised by the organisation. It is important to note, however, that different procedures may apply for events that hold international status. This recognition by MSA emphasizes the value of media coverage in local motorsport, as long as it respects the intellectual property rights of MSA and any other relevant parties. In order to ensure compliance with these guidelines, it is crucial for media personnel to carefully read and understand them before applying for accreditation. Once accredited, all parties involved in media coverage, including journalists, photographers, and editors, must adhere to the MSA Media Code of Conduct in order to uphold the standards set by MSA. By doing so, MSA can continue to promote and protect the integrity of motorsport in South Africa through responsible and respectful media coverage.

**The main purpose (primary function) of media accreditation is to promote and grow Motorsport in South Africa**

### MSA ISSUES ACCREDITATION IN 5 DISTINCT CATEGORIES:

#### 1. TRAINEE PHOTOGRAPHERS ACCREDITATION

Accreditation for trainee (novice) photographers is an important step towards developing their skills and ensuring the quality of their work. As part of the accreditation process, trainee photographers will be required to be mentored by a MSA-appointed photographer. This mentorship will provide them with valuable guidance and feedback from an experienced professional, helping them improve their techniques and refine their eye for capturing great photographs. In addition to this, trainee photographers will also be required to complete a series of tasks to demonstrate their competence, such as participating in workshops, attending photography events, and submitting a portfolio of their work. These requirements will not only help them gain practical experience but also allow them to showcase their skills and creativity. By completing these tasks and being mentored by a MSA-appointed photographer, trainee photographers will have the opportunity to learn from the best in the industry and ultimately become accredited photographers themselves.

- Attend a MSA Media Photography and safety training Workshop
- Submit Content and Progress Reports on a weekly basis
- Take note: This form of accreditation can only be applied for once and will be valid for one year
- Submission of Photographic Portfolio and motivational letter when you apply

**It is important to note that all new trainees will be required to meet with the relevant mentor before an application is approved and accreditation is processed.**

## **2. STANDARD PHOTOGRAPHIC ACCREDITATION**

The MSA Standard Photographic Accreditation is a prestigious recognition for photographers who have completed the MSA photography and safety training workshop and are now able to sell their pictures commercially. This accreditation serves as a mark of excellence and professionalism, ensuring that the photographer has undergone rigorous training and possesses the necessary skills to produce high-quality photographs. With this accreditation, photographers gain credibility and are able to attract potential clients at events or through their website. It not only showcases their talent and expertise but also provides assurance to clients that they are hiring a reliable and skilled photographer. The MSA Standard Photographic Accreditation is a testament to the photographer's dedication and commitment to their craft, making them stand out in the competitive market of commercial photography.

- Published work in a minimum of 7 reputable Publications during the previous sporting year
- Published work on a minimum of 20 publications on social media over which the photographer and or journalist has no control (Personal social media pages do not count towards this publication criteria)
- Attended a minimum of 7 National or regional specific series events
- Submission of 15 images after each and every event
- Letter of Support from the relevant Editor, Human Resources or director of Company on Letterhead
- Certificate of MSA Media Training or MSA Marshall Training
- No Breaching of code of conduct in previous sporting year
- Holder of (Inter)National press pass, FIA/FIM accreditation
- Submission of Photographic Portfolio

## **3. CAMERA CREW ACCREDITATION**

Camera crew accreditation is a process by which film crews and production houses are granted official recognition and permission to work on a particular project. This accreditation serves as a form of validation for the crew's skills, experience, and professionalism. It also ensures that the crew and production house have met certain standards and requirements. The process of obtaining accreditation typically involves submitting an application with detailed information about the crew's qualifications, past projects, and references. The accreditation process varies, but generally involves a thorough review and background check. Once accredited, the crew and production house have access to film in restricted areas.

#### 4. JOURNALIST ACCREDITATION

Journalist accreditation is a process that allows journalists to gain official recognition and access to certain events or resources. It is typically granted to those who are employed by a reputable publication or freelance for one, as well as those who have a proven track record of published work. This could include articles, interviews, or other forms of media. Additionally, journalists who collaborate with websites that have a notable number of unique visitors may also be eligible for accreditation. This process helps to ensure that only qualified and experienced individuals are able to cover important events and access sensitive information. By requiring proof of work and collaboration with reputable sources, journalist accreditation helps to maintain the integrity and credibility of the media industry. It also serves as a means of accountability for journalists, as they must meet certain standards in order to maintain their accreditation.

#### 5. ONE EVENT ACCESS

For members who require one event access only.

### MEDIA AGENCIES

First-time applicants (publications / agencies) may be asked to submit a number of documents by email and may be required to submit the original documents by post or hand-delivery.

Usually, a maximum of two representatives (journalists and/or photographers) per publication may be accredited.

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

- MSA considers media accreditation to be a working tool to be used only by bona-fide members of the media.
- NB: Marketing personnel, sub-editors, staff of the publication's secretariat, etc. cannot be accredited as media.
- MSA only accredits publications and agencies:
  - with a minimum circulation whose size and quality satisfies MSA's requirements;
  - with a format and quality which satisfies MSA's requirements;
  - which are available to the public in sales outlets (publications only).

Internal magazines of companies, trade magazines and newsletters cannot be accredited as media. However, at the sole discretion of MSA, and where the quality and circulation criteria justify their consideration, such magazines may be eligible for accreditation on a case-by-case basis.

Under no circumstances will advertising organisations be accredited as media, nor will MSA issue any form of media accreditation to representatives of sponsors, suppliers, engine suppliers, teams, drivers, etc.

## WEBSITES

The number of websites that can be accredited for covering local motorsport events is limited and the availability of accreditation may vary depending on the location. It is important to note that meeting all the accreditation criteria does not guarantee acceptance, as only a maximum of two representatives per website per event will be granted accreditation. In order to be considered for accreditation, the website must be professionally run and dedicated to reporting on local motorsport events or have a dedicated motorsport section within a general news or sports website. Evidence of publication and traffic figures from the last three years must also be submitted, along with a commitment to publish news coverage of events during the current season. General feature articles will not qualify for consideration. The representative journalist must also be a full-time professional employed or engaged by the website for coverage of MSA sanctioned events. The website must also have a clear and easily accessible "contacts" section with full contact details. Upon acceptance of accreditation, the website will be required to submit a minimum of 15 high-quality images after each sanctioned event attended during the year. The website must have a suitable written Privacy Policy, a Right to Reply/Complaints Policy and otherwise comply with all laws, regulations, guidelines and good practice relating to the operation of a website.

The applicant must respect the intellectual property rights of MSA and any other relevant third parties.

**NOTE: SOCIAL MEDIA SITES WILL BE ASSESSED ON A CASE BY CASE BASIS**

## INTERNATIONAL EVENTS

For any international events held within the territory of South Africa, active and approved MSA accreditation will not automatically allow MSA accredited media access or rights to such events. However, MSA will be the sole contact point to liaise with the international body that will assist in sanctioning these "Special" accreditations for the event in question.

## MSA MEDIA ACCREDITATION – STEVE WICKS PHOTOGRAPHER OF THE YEAR

MSA-accredited photographers are highly encouraged to participate in the Steve Wicks Photographer of the Year competition. This coveted award recognizes the outstanding talents of accredited photographers in capturing the best of their motorsport images during the course of the calendar year. The winner of this competition is selected by a panel of international judges and is presented with the Steve Wicks Photographer of the Year Award at the MSA National Awards Gala Evening. To increase their chances of winning, MSA accredited photographers are advised to start compiling their album of potential entries as the season progresses, allowing them to showcase their best work throughout the year. This competition not only provides recognition and prestige, but also serves as a platform for photographers to showcase their skills and passion for motorsport photography. Don't miss out on this exciting opportunity and submit your entries for a chance to be crowned as the Steve Wicks Photographer of the Year.

### Entry Submission Requirements:

- Open to all current MSA Accredited Media Members
- Image size must be between 2.5 MB and 5 MB (Images outside of this criteria will automatically be disqualified)
- Images must be from the current season
- Images must be submitted without a watermark

## MOTORSPORT ACCREDITATION PROCEDURE

### The accreditation procedure is as follows:

1. All requests for accreditation must be made via email. The application form can be completed online from the media section via [www.motorsport.co.za](http://www.motorsport.co.za). Queries can be submitted to Jaco Deysel at [jaco@motorsport.co.za](mailto:jaco@motorsport.co.za).
2. Applications must be received by MSA at least two weeks before the first event for which accreditation is being sought. Applications which are late, incomplete may not be considered and/or a late penalty fee may apply.
3. Applications must meet all the relevant criteria.

All supporting material, including sample proofs of coverage, should be supplied and submitted via email. In case additional material is required the applicant will be informed accordingly by email. Applications sent without this will automatically be rejected.

4. Requests must include a formal application letter written on the applicant's letterhead.

This letter must include the following supporting documentation:

- the name(s) of the representative(s) who will be covering the event(s);
  - a photocopy of the ID of the representative(s) who will be covering the event(s);
  - the job title(s) of the representative(s), journalist(s) and/or photographer(s);
  - information on the publication (such as circulation, readership, frequency, etc);
  - PDF files of material published following previous events, particularly those the applicant was accredited for (original copies by post may be requested from time to time or from first-time applicants);
  - a formal undertaking to publish a report related to the event concerned and an indication as to when the reports will be published.
5. MSA, through the Media Committee, will verify whether the application meets all relevant criteria. MSA will send an email to the publication or individual informing it/him/her of the decision that has been made with regards to the application.

If the representative(s) is (are) unable to attend any local events during the course of the year, MSA must be notified as soon as possible before the start the new season. Failure to inform MSA of non-attendance may result in further accreditation requests being refused.

If a change of representative(s) is to be made, MSA must be notified as soon as possible