



MEDIA ACCREDITATION GUIDELINES FOR ALL MSA EVENTS

Motorsport South Africa (MSA), has established guidelines that are applicable to all events running under a MSA permit. 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 primary function of media accreditation is to promote and grow Motorsport in South Africa.

All applicants and accredited media representatives must read, understand, and comply with the MSA Media Code of Conduct at all times while operating under MSA accreditation. Breaches may result in suspension or withdrawal of accreditation in line with the Code of Conduct.

Accredited media must also comply with applicable privacy and data protection requirements when collecting, storing, or sharing personal information (including images), and must take special care when photographing or interviewing minors.

Applicants must disclose any actual or potential conflicts of interest (for example paid relationships with teams, competitors, promoters, or sponsors) as part of the accreditation application.

IT IS IMPORTANT TO NOTE THAT APPLICANTS MUST BE 18 YEARS OR OLDER IN ORDER TO APPLY FOR MSA MEDIA ACCREDITATION

MSA ISSUES ACCREDITATION IN 6 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 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.

MSA Media Trainees are required to attend six events under the guidance of their mentor or a designated MSA Media representative before working independently. At least two of these must be non-circuit events.

Remember to sign on with the Event Secretary at each event to validate your MSA insurance.

Once you have completed the six mentored events, please submit your signed register to Jaco Deysel, MSA Media and Communications Coordinator, at jaco@motorsport.co.za.

- Attend an MSA Media Photography and safety training Workshop
- Attend a minimum of 6 events with your mentor or an accredited photographer
- Attend a minimum of 8 event annually
- Submit images after each event
- 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

Important to note: Applicants are required to meet with their assigned mentor before their application can be approved. Those who apply on or after 1 July will need to maintain their trainee accreditation status into the following year.

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 a selection of 15 edited images per event, within 72 hours after the event, unless otherwise agreed in writing with MSA.
- 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 breaches of the Code of Conduct in the previous sporting year.
- Where applicable: holder of an (inter)national press pass or FIA/FIM accreditation (advantageous but not mandatory).
- 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 - GENERAL ACCESS ONLY

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. SOCIAL MEDIA INFLUENCER ACCREDITATION - GENERAL ACCESS ONLY

Social media influencer accreditation is intended for creators who produce consistent, credible motorsport coverage and who can demonstrate significant audience reach. Influencers are accredited to report on MSA sanctioned events, subject to the same safety and conduct requirements as all other accredited media.

Minimum eligibility (must meet at least one of the following):

- Follower or subscriber threshold: 50,000+ followers/subscribers on at least one primary platform (Instagram, Facebook, X, TikTok, or YouTube).
- Alternative reach threshold (where reach is a better indicator than follower count): minimum average views of 50,000+ per motorsport related post/video over the past 60 days, or documented monthly reach of 200,000+.
- Applicants must submit platform analytics screenshots (reach, views, audience geography), plus links to qualifying content, as part of the application.
- Accreditation may be limited per event and assessed on a case by case basis, depending on venue capacity, safety requirements, and event priorities.
- Influencer content may not misrepresent official results, officials' decisions, or safety incidents. Accident and injury content restrictions apply in full.
- On acceptance, MSA may require reasonable deliverables such as event coverage posts/stories/videos and appropriate crediting. Any commercial use, paid advertising placement, or exclusive content requests must be agreed separately in writing.

6. ONE EVENT ACCESS – (GENERAL ACCESS ONLY)

Designed for media personnel requiring access to a single event.

MEDIA AGENCIES

Publications and agencies applying for the first time must provide:

- Circulation and quality details meeting MSA's standards.
- Documentation supporting professional media status.

NOTE: MARKETING PERSONNEL, TRADE MAGAZINE STAFF, AND REPRESENTATIVES OF SPONSORS, TEAMS, OR SUPPLIERS WILL NOT BE ACCREDITED.

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 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 from 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 . Queries can be submitted to Jaco Deysel at 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.
4. 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.
5. 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.

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.

ADDITIONAL NOTES:

- **NOTIFY MSA IN ADVANCE OF NON-ATTENDANCE OR CHANGES IN REPRESENTATIVES. FAILURE TO DO SO MAY AFFECT FUTURE ACCREDITATION REQUESTS.**