

# AASA Media Policy

*For AASA sanctioned events V2.0*

## Background

The presence of Media, in the form of radio and TV reporters, photographers, broadcasters and journalists is an essential part of modern Motorsport. Professional level motorsport relies almost in its entirety on advertising sponsorship and the greater the exposure of the products to the public, the greater the return on investment. Amateur motorsport also benefits from Media coverage. Whilst most amateur teams are largely self-funded, consequential business exposure can generate income or at least reduce expenditure.

Currently, there is increasing public scrutiny of motorsport, and the automobile in general, with regard to its impact on society and the environment. Organisers and Sanctioning Bodies can benefit greatly from positive Media coverage by being able to portray the sport as an organised pastime for responsible people. This can greatly assist in counteracting the damage done by ill-informed Media reports on backstreet burnouts and illegal street drags.

By providing the Media with access to the sport from angles not generally available to the public, the AASA and organisers can provide a strong incentive for the Media to attend sanctioned events and thus provide positive coverage. Further, by developing a strong relationship with the Media the AASA can also better manage the coverage of critical incidents.

The present document provides a policy statement by the AASA on the attendance and treatment of Media at AASA Sanctioned motorsport events.

## Hazards

The AASA wishes to ensure that the Media have appropriate access to areas not available to the public. It is also generally desirable that Media have access to competitors and appropriate team personnel. However, such access carries with it an exposure to greater risks. Whilst the Media generally accept an elevated level of risk as being an occupational hazard, unfettered access may also expose competitors, team members and officials to increased risk on top of the risk to Media personnel themselves. Amongst these hazards are the following:

- Media personnel and/or their equipment are struck by a competing automobile.
- Media personnel come into conflict with stressed or angry competitors.
- Media personnel are struck by objects emanating from a competing automobile.
- Media personnel interfere with the duties of an Event Official.
- Media operations create a distraction to driver/co-driver of a competition automobile.
- Media personnel interfere with the duties of a team member.
- Media personnel interfere with team operations.
- Media personnel cause distraction or offence to spectators.
- Media publish content that may prejudice official inquiries.
- Media publish content that may bring the sport into disrepute.

The above list is neither exhaustive nor extensive.

### General Policy

The general policy of the AASA is that persons wishing to perform operations on behalf of a Media Organisation of any kind must remain in defined spectator access areas at each event, unless they are specifically accredited by the AASA and authorised by the Event Organiser.

### Media Operations

The AASA regards the following as Media Operations

- Still photography
- Video photography (direct or via Remote Piloted Aircraft)
- Sound recording
- Sketching and drawing
- Interviews for future published works
- Radio/TV/Commentary interviews for immediate or future broadcast
- Setting up and maintaining media related on-site equipment during the course of each Event.
- Setting up and maintaining media related equipment attached to automobiles during the course of each Event.

### General Risk Management Protocols for Media

- Always wear the AASA Hi-Vis Media tabard whilst conducting Media Operations.
- Obey each instruction issued to you by an Event Official.
- Attend all Media Briefings as may be required or advised.
- Register your daily attendance with the Event Organisers (use the Sign-on sheet, if provided).
- Position yourself in such a place so that you do not need to move into or through a possible automobile trajectory to record media.
- Assess the likelihood of dust, fog and rain on your operations, and those of the automobiles.
- Be aware of gravel, mud and water being thrown up by passing automobiles.
- Ensure you are suitably attired for the likely weather conditions.
- Ensure you have adequate food and water when operating in remote areas.
- Carry a form of communication and a basic first aid kit when operating in remote areas.
- Ensure your equipment, such as remote cameras; microphones, and RPA cannot be struck by competition or official automobiles, nor cause distraction to competitors.
- Do not interview drivers/co-drivers within 60 seconds of the start of the stage, or entry to the track. They need time to ready their thoughts and do last-minute checks.
- Do not approach nor attempt to contact trackside Officials during the course of the Event, nor interfere with their duties.
- Do not approach competitors immediately after they exit from their automobile. Approach appropriate team members first if possible, or wait for the competitor to signal that they are ready for an interview.
- Do not sit or rest on any barrier, as these can be moved in a collision.
- Remain standing at all times whilst conducting operations, unless behind two lines of protection.
- Always work with an observer when conducting video/TV interview operations in any area where there are likely to be multiple moving cars, such as a pit lane or service area.
- Do not use flash photography or video lighting when recording automobiles in competition unless specifically authorised in writing by the Clerk of Course. Ensure that automatic flash systems are turned off as dull days or heavy tree canopies may cause them to trigger.

### Specific advice for Events

#### Circuit Races

Where a motorsport event is held in closed environs such as racetracks, Media personnel shall heed the following:

- Always stay behind the first line of protection.
- Do not lean over barriers, nor project your arms or equipment beyond the first line of defence.
- Ensure that equipment cords and lines are secure and do not present a trip hazard
- Be aware that your presence may interrupt spectators' line of sight, and minimise this.
- Do not interfere with any Official's line of sight.
- Do not attempt to signal drivers, nor wear apparel that may be confused with a flag signal.
- Ensure that equipment mounted on automobiles is secure, and that media is retrieved in accordance with team instructions.
- When operating in Pit Lane during an event where refuelling is to occur, wear flame resistant apparel and fully enclosed shoes, and tie back long hair.

#### Rally Events held on Closed Public Roads

The AASA recognises that the close regulation of Media Operation along the course of a closed road section is impractical. Nevertheless, the AASA provides the following advice:

- Ensure that you are in position along the stage prior to the Orange Car.
- Once the Orange Car has passed, do not cross or walk on the road, nor significantly change your position until the Stage is finished and closed by the Red car
- Utilise natural or artificial barriers for protection.
- Remain at least 15m from the edge of the road or designated/marked track when in an area with no natural or installed lines of protection or designated media area.
- Ensure your operations do not distract competing crews.
- Ensure that remote microphones and such like are well secured.
- Ensure your operations do not unnecessarily interfere with Spectators viewing

#### Extreme Events

Extreme Events such as burnouts can draw significant crowds. When operating between the first line of protection and the Spectator area, the following conditions shall be met:

- Always wear eye protection. A helmet is strongly advised
- Be mindful of the generation of smoke and noise. You are encouraged to wear appropriate hearing and respiratory PPE.
- Be aware of the possibility of flying objects from tyre disintegration. The wearing of a helmet, stout clothing and protective footwear is strongly encouraged.

#### Off Road Events

With circuits of up to 100km or more in length, it is impossible for Event Officials to monitor the safety of Media personnel at each point. The AASA offers the following guidelines:

- Always register your attendance with Event Organisers for each day that you intend to be present.
- Consult with the Clerk of Course about the most appropriate locations for Media operations. Comply with his or her instructions.
- Be aware that many events are held on private land. Ensure that you do not commit trespass.

- Stay within line of sight of Event Officials, such as recovery crews.
- Remain in an area protected by natural features or installed barriers
- Remain at least 15m from the edge of the road or designated/marked track when in an area with no natural or installed lines of protection or designated media area.
- Take advantage of natural protective features, such as trees or earth mounds and stay away from the likely trajectory of out of control automobiles.
- Be aware that in heavy dust the reduced visibility can mean that competition cars may inadvertently stray well away from the marked course.
- Stay within areas of mobile phone coverage if possible.
- Do not enter onto the marked course until you directly informed that it is safe to do so by Event Officials.
- When gaining access from public roads, ensure that your vehicle is parked in a visible location well off the road proper.
- If you are close to an incident, your first duty is to preserve your own safety. Try to contact Event Officials. Any following competition crews will be best placed to render assistance. Do not become an unnecessary casualty.
- Try to stay five seconds off the track in open areas. Remember that at top speed a front running buggy will travel 70m in one second.

### Speedway

The requirements for Speedway events are generally similar to those at circuit races. However, Speedway also utilises the infield. When performing Media Operations in the infield, the Media need to pay due attention to the requirement to remain within the safer areas

### Requirements for gaining AASA Accreditation

Each person who seeks accreditation from the AASA to conduct Media operations at a motorsport event shall complete and lodge the application form (Appendix 10A), or complete the on-line application at [www.aasa.com.au](http://www.aasa.com.au). In either case, the application must be received by the AASA ten business days prior to the event. The cost of the initial application includes the issue of a AASA Media tabard. Renewals generally do not include the issue of a new Tabard unless requested.

### AASA Accreditation

Once the AASA has received the above information, it will assess the person's application. The AASA reserves the right to accept or reject any application without providing reasons. If approved, the AASA shall provide the applicant with a written accreditation and Card. Each accreditation shall expire after a 12-month period.

### Organiser's Authorisation

Before attending each event at which they intend to conduct Media operations, the holder of the AASA Accreditation must contact the Event Organiser and obtain their permission prior to the commencement of the Event. (See Appendix 10B for a sample document). Media personnel must register their attendance with Event Organisers in such manner as is prescribed by the Organiser.

### Guidelines for Event Organisers

Event Organisers have the right to reject each or any request to conduct Media Operations at events under their control, only AASA accredited media persons will be accepted at events.

## Appendix 10



The organisers of events held under AASA sanction must not approve applications from persons who do not have accreditation by the AASA. The procedure for AASA accreditation is not onerous, but ensures that the person is familiar with the conditions imposed by the AASA on media personnel.

The event organiser may issue their own media tabard or require the accredited media person to have a AASA media accreditation tabard. The Organiser may issue such a tabard, on a temporary basis, to each person who, in his or her opinion, is representing a bona-fide Media Organisation. Prior to the issue of a temporary Media tabard, the Organiser must sight a AASA Media Accreditation Licence (whether it be an Annual Licence or an Event Licence).

Where Media Operations are authorised by the Organisers, the Organisers must provide a briefing to Media personnel. It is recommended that, where Media Operations may affect competitors, such as approved flash photography or RPA (Drone) operations, a relevant adjunct be made at the Drivers and/or Team Managers Briefings.