

# **ACCREDITATION GUIDELINES FOR THE 2008 FIA WORLD TOURING CAR CHAMPIONSHIP**

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### **ACCREDITATION PRINCIPLES**

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

1. The FIA considers the media pass to be a working tool to be used only by bona fide members of the press. Publishers, marketing personnel, sub-editors, staff of the publication's secretariat, etc. cannot be accredited as media.

2. The FIA only accredits publications:

- a) with a minimum circulation whose size and quality fulfill the criteria of the FIA;
- b) with a format and quality which fulfill the criteria of the FIA;
- c) which are available to the public in sales outlets;

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

3. TV and Radio media must send their application to:

Eurosport – attention of Antonios Argyropoulos  
3 rue Gaston et René Caudron, 92798 Issy les Moulineaux, France  
Phone (33) 1 40938517 – Fax (33) 1 40938002  
Email: antonios@eurosport.com

4. Under no circumstances will advertising, public relations agencies or similar companies and organisations be accredited as media, nor will the FIA issue any accreditation to representatives (press officers or otherwise) of sponsors, suppliers, engine suppliers, teams, drivers, etc.

5. The FIA will only accredit press from outside the country in which the event is held. National press must apply to the National Press Officer (e.g. German press applying for the German Grand Prix should apply to the National Press Officer or contact Oschersleben directly whilst press from countries other than Germany should apply to the FIA).

6. The central and local offices of the major international press agencies (AFP, ANSA, AP, DPA, EFE, JIJI, KYODO, Press Association, Reuters, UPI, etc.) will always be accredited by the FIA.

## **ACCREDITATION CRITERIA**

The FIA will allocate annual permanent media accreditation to publications intending to publish reports for every WTCC race during the season.

Press passes can also be allocated on a race-by-race basis to general news, specialist, business and lifestyle consumer publications that do not intend to publish conventional race reports but whose coverage is considered to be of promotional benefit to the sport.

Usually, a maximum of two representatives (journalists and/or photographers) per publication may be accredited for any one round of the FIA World Touring Car Championship. Agencies are subject to the same requirements as publications.

All applicants must fulfill the following basic criteria:

### **Coverage**

For a daily newspaper, a substantial amount of coverage for each event is required. For example, an introductory article in the Saturday edition, follow-up article in the Sunday edition, plus a race report in the Monday edition.

For a weekly or monthly publication, a substantial amount of coverage for each event is required and a major portion of the overall content should be on the subject of WTCC.

### **Quality**

The highest standards of fairness and accuracy are expected as a minimum quality requirement from the press.

### **Circulation**

Accreditation decisions are based on the relative 'media market' in the country of the applicant. As such, the usual minimum circulation for a national weekly or monthly publication is 20,000 copies. For a national daily the minimum circulation is 50,000 copies.

Freelance journalists must apply for credentials via their own agencies. The onus is on the freelance applicant to prove the supply of regular stories to at least three publications meeting the FIA accreditation criteria.

Photo agencies must be able to prove that the pictures have been regularly sold to publications matching the FIA criteria and have been paid for at the normal commercial rate. A publication must be able to prove that the pictures published are the original work of the publication's accredited photographer.

## **PERMANENT ACCREDITATION PROCEDURE**

A WTCC permanent press pass will provide access to every event during the given WTCC season. To qualify for a WTCC permanent press or photographer's credential applicants must submit sample proofs of coverage to the FIA Press Council by the appropriate deadline.

The FIA Press Council meets annually to review applications.

The FIA Press Council is made up of leading international motor sport correspondents, representatives of motor sport photographers and FIA Press delegates from the key FIA Championships (Formula One, WRC, WTCC, GT and the Photographers' Delegate). The Press Council is chaired by the FIA Director of Communications.

To qualify for a permanent journalist's credential the applicant must have attended at least 5 events during the previous year's Championship.

To qualify for a permanent photographer's credential the applicant must have attended at least 5 events during the previous year's Championship. Additionally, to qualify for a permanent photographer's pass, at least 100 photographs, per pass issued, must have been published in the press during the previous year's Championship.

## **RACE-BY-RACE ACCREDITATION PROCEDURE**

For race-by-race passes, the FIA will only accredit press from outside the country in which the event is held. National publications must apply via the event's national press office.

Applicants must send their request to the FIA WTCC Press Delegate at the latest two weeks prior to the first day of the event (see deadlines listed below).

Accreditation decisions are made by the FIA WTCC Press Delegate according to the following procedures:

1. Applications must be received at least two weeks (see deadlines below) prior to the relevant event and should be sent by fax to:

FIA WTCC Press Delegate – Fabio Ravaioli  
Via Cremuzio Cordo 29, 00136 Rome, Italy  
Tel. +39 06 39729497, fax +39 06 39729470  
Email: [media@fiawtcc.com](mailto:media@fiawtcc.com)

2. Applications which are late or incomplete may not be considered.

3. Requests must be sent with the accreditation form and a formal application letter written on the publication's letterhead. This letter must be signed by the editor or a senior member of the editorial staff. Requests signed by clerical staff will not be accepted.

This letter must include:

a) the name(s) of the representative(s) who will be covering the event(s);

b) the photocopy of the official national press card(s) (where applicable) of the representative(s) who will be covering the event(s);

c) the job title(s) of the representative(s) (journalist(s) and/or photographer(s));

d) information on the publication (such as circulation, readership, frequency, etc);

e) a contact fax number;

f) a formal undertaking from the editor to publish a report related to the event concerned and an indication as to when this report will be published;

Note: d' and 'f' do not apply to the major international press agencies.

4. The FIA will fax or email the result of the application to the publication. If successful, an agreement will be included for signature by the editor of the publication.

If the representative(s) is (are) unable to attend the event, the FIA Press Delegate must be notified as early as possible before the opening of the accreditation centre.

If a change of representative(s) is to be made, please notify the FIA Press Delegate as early as possible.

5. The representative(s) must produce the signed agreement which is sent with the confirmation when collecting the credential at the event. **NO ACCREDITATION CAN BE COLLECTED WITHOUT THIS DOCUMENT.**

6. The application for a press pass must include written confirmation that the publication/agency or the journalist/photographer to whom the credential has been allocated has not applied or will not apply for additional FIA passes for any other purposes, including journalism for Television and Radio networks.

## Deadlines

The deadline for applications is usually two weeks prior to the relevant event, unless otherwise stated (please see below). Late requests may not be examined.

|    |                                 |                           |
|----|---------------------------------|---------------------------|
| 01 | WTCC Race of Brazil             | Tuesday 19 February 2008  |
| 02 | WTCC Race of Mexico             | Tuesday 25 March 2008     |
| 03 | WTCC Race of Spain              | Tuesday 6 May 2008        |
| 04 | WTCC Race of France             | Tuesday 20 May 2008       |
| 05 | WTCC Race of the Czech Republic | Tuesday 3 June 2008       |
| 06 | WTCC Race of Portugal           | Tuesday 1 July 2008       |
| 07 | WTCC Race of the UK             | Tuesday 15 July 2008      |
| 08 | WTCC Race of Germany            | Tuesday 19 August 2008    |
| 09 | WTCC Race of Sweden             | Tuesday 9 September 2008  |
| 10 | WTCC Race of Italy              | Tuesday 23 September 2008 |
| 11 | WTCC Race of Japan              | Tuesday 14 October 2008   |
| 12 | WTCC Race of Macau (*)          | Tuesday 21 October 2008   |

(\*) Because of the increasing number of applications for the event in Macau, we have to impose a three weeks' deadline and no changes can be accepted after this deadline.

If a decision is disputed an individual application will be referred to the Director of Communications for final approval.

The FIA liaises closely with National Press Offices and National Sporting Authorities to confirm the validity of a given application.

Priority is given to publications intending to publish a report related to the event for which the accreditation is requested.