



2020 AMERICAN FLAT TRACK MEDIA CREDENTIAL GUIDELINES

MEDIA CREDENTIALS

American Flat Track Media Credentials are only available to professional journalists, photographers and videographers over the age of 18. Media Credentials will not be issued to marketing or commercial representatives of media, advertising or public relations agencies, sponsors, suppliers, teams or additional riders.

REGIONAL AND LOCAL MEDIA

Regional and local media members wishing to cover American Flat Track events must obtain media credentials from American Flat Track directly. Requests for credentials should be submitted online via americanflattrack.com/media-credential-application at least two weeks prior to the event.

NATIONAL AND INTERNATIONAL MEDIA

American Flat Track offers Season Media Credentials (Hard Cards) **exclusively** to national and international media covering the majority of races, and which meet the criteria listed below. The Media hard cards grant access to all American Flat Track events during the current season.

American Flat Track reserves the right to accept or decline any requests and decide upon the type of pass issued to each person.

GENERAL REQUIREMENTS

Appropriate Attire: Media are required to dress appropriately. Shirts and shoes must be worn at all times; sandals are prohibited. Inappropriately dressed media may be required to remedy the situation or face credential revocation.

Event Rules: Media members must observe all event guidelines and regulations. If unsure, please seek information from an Official or on-site security personnel. Do not begin work as a media member unless you understand the event rules and regulations.

Proper Use: Credentials must be clearly displayed at all times during events and only by the individual to whom it was issued. Presentation of a credential signifies to security that the bearer has signed the required release forms and meets the qualifications for entrance into restricted areas. Unauthorized or improper use of a credential is prohibited. Credentials are non-transferable and will be revoked if used by any other person.

PHOTO / VIDEO RESTRICTIONS

Photo and Video Credential Access: Track infield, Media Center, Paddock and general spectator areas. Media approved for Photo/Video must wear an official Photo or Video Vest, keep a safe distance from the track and relocate as instructed by officials. Media approved for photography will receive a PHOTO Vest; Media approved for video will receive a VIDEO Vest.

Photographs: All photos taken are the property of AMA Pro Racing ("AMAP"). Photographers must upload their photos to AMAP for long-term archive, editorial and promotional use. Non-AMAP websites may upload still images from any Event; however, these images may not be used for any commercial or retail purposes without the express written consent of AMAP. Images may only remain on the site for 7 days, unless otherwise approved by AMAP.

Video: Video recording of any kind is prohibited at all times, including timed qualifying and racing, of any class at any event on the race track or anywhere within the grounds, without prior written approval of AMAP. All videos taken are the property of AMA Pro Racing ("AMAP"). Any media taking video without approval will forfeit their credential and the videotape and/or recording device will be confiscated.

TRACK ACCESS POLICY

Only approved Photographers and Videographers are permitted track and infield access. No other Media are permitted track access. The following policies apply to Media granted track access privileges:

Photo and Video Vests: Media with infield access must wear the Photo or Video vest and credential issued by AMAP at all times while accessing the infield.

Safe Distance: Media track access is limited to those areas where Media can safely capture images without endangering either themselves or event competitors. Accordingly, Media are prohibited from standing in or on the edge of the race track or "otherwise interfering with the race" and must maintain a safe distance from the designated edge of the track surface at all times.

Track Access: Media are restricted from accessing the track at any time while motorcycles are on course, and must clear the front straight when the 10 Second Board is raised for a race.

Media Crossing Areas: Media are prohibited from crossing the race course during active competition (including practice), and may only do so at designated media crossing areas with explicit approval by AMAP Officials.

Restricted Areas: Media are prohibited from accessing areas of the track where the course design would place them within areas such as jumps and jump landing zones or where they are unable to continuously see or be seen by oncoming riders.

Interference: Media may not stand in front of or otherwise block any TV camera or sponsor signage. Media are expected at all times to conduct themselves in a safe and professional manner and may not impede in any way the activities of race officials, track workers or TV camera operators.

Outside Assistance: Media are prohibited from signaling, cheering on, or assisting riders from the infield.

HOW TO APPLY FOR SEASON MEDIA CREDENTIALS (HARD CARDS)

Only publications, journalists, electronic media, photographers and videographers whose coverage is considered to be of promotional benefit to American Flat Track events, teams and riders will be considered for accreditation.

All American Flat Track Media hard card requests must be printed on company letterhead and submitted by a sports editor or sports director at least 15 days prior to the first event the applicant would like to attend.

Requests should include recent copies of the publication and must state the name(s) of those covering and their specific duties and/or titles (writers/photographers, etc.). Please submit all requests for American Flat Track Season Media Credentials (Hard Cards) online via americanflattrack.com/media-credential-application

PRINT MEDIA & PHOTOGRAPHERS

- **Coverage:** Daily publications and agencies are required to produce wide coverage of the event, with follow-up articles of the whole event. Weekly or monthly publications are required to produce wide coverage of the event, and a significant part of that content must be related to American Flat Track events, teams and/or riders. Lifestyle, business and consumer publications not intending to publish conventional race reports may apply. Major news and photo agencies are considered print media.
- **Quality:** Only publications with the highest standards of professionalism and accuracy in their reporting may seek accreditation.



American FLAT TRACK

americanflattrack.com

- **Format:** Printed publications do not include digital or online publications and only paper editions can be considered "print media."
- **Required Documents:** All applicants must send the following documents to American Flat Track in order to request accreditation:
 - Letter from Chief Editor (written on publication's letterhead) including the applicant's specific assignment **and which races they plan to attend during the 2020 season.**
 - Samples of stories/photos with journalist's name/photo credit included in print relating to a previously attended American Flat Track event.
 - Freelance journalists/photographers must prove the supply of stories/photographs to at least three publications meeting quality and reach criteria.

ELECTRONIC MEDIA

- **Coverage:** News websites are required to produce wide coverage of the event, with follow-up articles of the whole event. Blogs will only be accredited if a significant amount of the blog's content is related to American Flat Track events, teams and riders.
- **Quality:** Only publications with high standards of professionalism and accuracy in their reporting may seek accreditation.
- **Required Information:** All applicants must send a letter to American Flat Track identifying **which races they plan to attend during the 2020 season**, along with the following documents in order to request accreditation:
 - Website Name and URL
 - Monthly Page Views and Unique Visitors
 - Previous American Flat Track coverage on the site: links and material showing coverage

If you have any further questions, please contact communications@amapracing.com.