



## MEDIA INFORMATION

Media credential applications due by **Feb. 19, 2016**

Applications can be found at <http://iditarod.com/resources/press-media/>

Media briefing will be held **at 1 p.m. on Wednesday, March 2, 2016**, at The Lakefront Anchorage, at 4800 Spenard Road, Anchorage, AK 99517.

Media must attend the briefing in order to pick up media credentials. This is the **ONLY** time media can pick up credentials for Anchorage or Willow. Any media that do not attend the briefing will not receive credentials.

The media briefing is where you will receive information needed for covering the ceremonial start, restart and the trail.

Important: If you plan to take a laptop on the trail, please bring it to the media briefing where GCI technicians will be available to configure your laptop for use on the trail.

### **NOME MEDIA BRIEFING**

Mini-Convention Center  
409 River Street  
Nome, AK 99762

Projected Finish Date: **Tuesday, March 17, 2016**

Several hours before the projected finish there will be a distribution of finish line badges. Badges are limited.

Note: The badges used along the trail and in Anchorage will not allow media into the finish chute in Nome.

Signs will be posted in the Nome Mini-Convention Center once the time and date of the briefing is determined.



## 2016 MEDIA AND CREDENTIAL GUIDELINES

### Credential Guidelines

When applying for media credentials for the 2016 race, please read these guidelines prior to filling out an application to ensure you meet eligibility requirements.

- You must be on assignment from a media outlet and provide details of the assignment.
- Specialty photography and personal website photography are not considered valid assignments. Freelance media are required to detail and submit proof of assignment when submitting an application to [media@iditarod.com](mailto:media@iditarod.com).
- Media credentials will not be issued if supporting documentation is not emailed at the time of application. Partial applications will not be approved.
- Media credentials can be picked up at the media briefing on Wednesday, March 3, 2016 at 2 p.m. at The Lakefront Anchorage. Credentials cannot be picked up prior to the briefing and media must attend the briefing in order to receive credentials.
- Media credentials issued are not transferable and may be revoked at any time. There is a fee for lost media credentials.
- Receiving credentials in the past does not guarantee future approvals.

In evaluating all media credential applications, the Iditarod Trail Committee (ITC) will consider the following:

- Previous journalism experience.
- The commercial nature of any website, including advertisers.
- The amount of content produced.
- How the content will be used.
- How long the outlet has been in existence, its audience, and circulation/unique visitors numbers.



## Media Guidelines

- The Iditarod is exclusive owner of any and all of its intellectual property rights, including, but not limited to trademarks, copyrights, and other proprietary rights. Each credential authorizes the media the right to use Iditarod trademarks in its news coverage of the Iditarod Trail Sled Dog Race. Media is not authorized to use trademarks in non-news contexts, specifically for commercial purposes unless a separate license or permission is obtained from the Iditarod.
- Any and all use of any non-text content owned by ITC must first be approved by ITC, and if approved, shall not have any sponsorship or advertising integrated with or around the content in such a way that implies an endorsement or sponsorship relationship between Iditarod and another third party. Further, such content may not be sold or licensed without approval by ITC in writing and shall not include live or tape delayed transmissions of any portion of any Iditarod Race or related event except for taped highlights used for news coverage, unless otherwise approved by Iditarod.
- The media applicant assumes all risk and danger incidental to the race, as well as any risk or danger reasonably foreseeable while covering the race and assumes the risk and releases the ITC, its employees, members, directors, officers, volunteers, sponsors, mushers, and all agents thereof from any and all liabilities resulting from injuries or personal property loss occurring during or after the Iditarod Trail Sled Dog Race.
- The media applicant jointly and severally indemnify, defend and hold the ITC harmless from and against any and all claims, actions, damages, liabilities, costs or expenses arising out of or in connection with any act or omission done, or alleged to have been done by media, including without limitation, media applicant(s) breach of any term of this credential. In case of any dispute regarding the terms and conditions of this agreement Alaska law will apply, without regard to choice of law principles.

## Official Media

- Iditarod Insider Productions, Sportsman Channel, Denali Media (KTVA-TV) and Ohana Media Group have preferential access and positioning and are identified by a credential that indicates they are "Official Media."

## Dog Team and Trail Etiquette and Expectations:

- Media credentials must be worn in all checkpoints and specified media areas.
- Dog teams always have the right-of-way, no exceptions.
- Do not touch sled dogs without musher approval.
- Do not help mushers unless they ask for your help. Strict rules are in place against mushers receiving outside assistance.
- Do not intrude on a musher if he/she indicates they do not wish to be disturbed. This includes taking photos of the musher and their dogs.
- Do not ask to interview a musher during any medical exam of the dogs and/or musher.
- Media must stay clear of a team upon its arrival into a checkpoint. Race personnel require immediate access to the musher and dog team. When the check-in process is completed and the



dogs have been taken care of, mushers can then give consent to be interviewed.

- Media are not allowed inside the dog parking/staging area (where dogs are fed and rested) without prior approval of the race judge or race marshal. The musher and/or race judge or race marshal must escort media in these areas. Drop dog areas are restricted to mushers and race personnel only. Media are permitted to take photos of mushers and dogs from outside the dog staging area.
- Media are expected to ensure they have appropriate escorts or expertise for trail travel. Any on trail coverage plans must be fully detailed and discussed with ITC.
- Food, equipment, shelter, Internet and phone connectivity provided by the Iditarod are for race communications and race personnel only.
- Flash photography or the use of artificial lighting is only permissible in the immediate vicinity of the checkpoints. Flash photography is forbidden on the trail unless arrangements have been made beforehand.
- In the event that a race official or musher considers the conduct of media to be detrimental or obstructive to them or the race they may register a protest against any media personnel. Current and future media credentials could be revoked or denied.
- Nome Finish: There will be a pre-finish media briefing, which all credentialed media traveling to Nome should attend. Information regarding access to the winning musher and timing of such access will be communicated at that time.
- Media may not share or distribute media credentials to others not approved by ITC. Doing so will cause your credential to be revoked.

Need assistance in applying for credentials? Contact Bri Kelly with Thompson & Co. Public Relations, by email at [media@iditarod.com](mailto:media@iditarod.com), or by phone at 907-376-5155 ext. 106 or 907-903-9350.



## MEDIA FAQ

**Can I use Iditarod logo, videos or pictures from the website?** No, unless specific approval is authorized by the Iditarod Trail Committee (ITC). Please note that this will most likely require a license agreement and fee for defined use. Insider footage is available for sale and cost is determined by how much footage is needed. For information on purchase or license of items on the Iditarod website, please email [shooley@iditarod.com](mailto:shooley@iditarod.com).

**Do credentialed media receive access to the Iditarod Insider for free?** In the media room at the Iditarod Race Headquarters in The Lakefront Anchorage, we have equipment available for media use which has the Insider Video on demand and Insider GPS Tracker available free of charge. Otherwise, you may purchase an Iditarod Insider subscription at <http://iditarod.com/insider-packages/>.

**Can I attend the banquet for free?** Media wanting to attend the banquet can do so for free for news purposes only, provided they stand and do not eat. Media often choose to purchase a ticket, as the event is more than four hours long. Banquet tickets are available for \$82.00 and can be purchased through the online store at <http://www.iditarodstore.com> or by calling 907-376-5155 ext. 103. This is a fun event where the mushers draw for starting order from a mukluk on stage at the Dena'ina Center in Anchorage. The banquet is an opportunity to meet mushers and visit with fans from all over the world. Please understand that mushers are seated with their own sponsors and special guests, so be respectful of their time.

**Is there a media center with free Wi-Fi access?** Iditarod Race Headquarters at The Lakefront Anchorage offers Wi-Fi for guests staying there. Additionally, the media room located in the The Lakefront Anchorage has designated equipment for media with Wi-Fi access. You must show your media credentials to use.

**Is Iditarod interested in purchasing my photos?** We do not purchase photos. The ITC has an agreement with Jeff Schultz who is the Iditarod's official photographer. You may contact him by email at [Jeff@Schultzphoto.com](mailto:Jeff@Schultzphoto.com) or by phone at 907-279-2797.