



## MEDIA CREDENTIAL GUIDELINES

Media credential applications are due by **Feb. 15, 2018**

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

Media briefing will be held at **1 p.m. on Wednesday, Feb. 28, 2018**, at The Lakefront Anchorage, at 4800 Spenard Road.

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.

**Please plan accordingly: 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.

If you will be covering the Iditarod finish in Nome, please note that there will be a separate mandatory media briefing several hours before the projected finish of the first musher. An email will be sent out, as well as posters put up in the Mini Convention Center, to media who are credentials for the Nome finish once the time and date of the briefing is determined.

### **NOME MEDIA BRIEFING**

Mini Convention Center  
409 River Street  
Nome, AK 99762

Projected Finish Date: **Tuesday, March 13, 2018**

Your credentials used along the trail and in Anchorage cannot be used to access the finish chute in Nome. However, there will be a designated media section near the finish line for media use.



## 2018 CREDENTIAL AND MEDIA GUIDELINES

When applying for media credentials for the 2018 race, please read the below guidelines prior to filling out an application to ensure you meet eligibility requirements.

- You must be on assignment from a qualified 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).
- For documentary film crews and video production companies, a written request must be submitted to [media@iditarod.com](mailto:media@iditarod.com) no less than one month prior to the start of the 2018 Iditarod Trail Sled Dog Race and should include the following:
  - Information about the company; the purpose of covering the race; a synopsis of the film, video, or documentary; a reference for the Iditarod Trail Committee to reach out to for validation; and the sources of financial support for the project.
- 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, Feb. 28, 2018, at 1 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.

The Iditarod Trail Committee **will not** issue credentials to the following representatives:

- Advertising/sales representatives of publications
- Advertising, marketing, or public relations representatives from sponsor companies or agencies, including individual mushers
- Spouses and other guests of journalists covering the race
- Representatives of organizations selling or producing publications, video/audio tapes, or website intended for marketing, advertising, or public relations purposes
- Organizations whose main objective is to promote a product or service (i.e. marketing, advertising, financial analysts, or public relations personnel).



Individuals with media credentials that violate Iditarod Trail Committee media credential policies will immediately forfeit media credentials for the race, as well as any subsequent media opportunities before, during and after the race. These violations include:

- Selling, marketing, or representing a company for the purposes of obtaining advertising from Iditarod sponsors, mushers and staff.
- Misrepresentation to obtain media credentials to cover the 2018 race.
- Deliberately accessing a credential zone outside of your designated credential zone. This includes designated areas at the ceremonial start in Anchorage, official restart in Willow and finish in Nome.
- Sharing or distributing embargoed media materials beyond those immediately involved in the development of news coverage prior to the embargo lift
- Product promotion that implies that the Iditarod Trail Committee endorses said product and/or usage of the Iditarod logo without the express written consent of the Iditarod Trail Committee.

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 visitor 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 are 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 partners (Iditarod Insider Productions, Denali Media (KTVA-TV) and Ohana Media Group) are solely allowed to broadcast live coverage within the Iditarod Trail Committee-controlled media zones and staging areas at the ceremonial start, restart and finish of the race. Further, the use of boom cameras (including jibs) are prohibited within three blocks of the starting line of the Iditarod ceremonial start.

### **Official Media**

- Iditarod Insider Productions, 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."

### **Trail Etiquette and Expectations: Respect the four-legged athletes**

- 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 canines.

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- Do not ask to interview a musher during any medical exam of the canines 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 canines have been taken care of, mushers can then give consent to be interviewed.
- Media are not allowed inside the parking/staging area (where canines 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 canine areas are restricted to mushers and race personnel only. Media are permitted to take photos of mushers and canines from outside the canine 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.



## 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 at 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](#).

**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 \$100.00 and can be purchased at: <https://iditarod.ejoinme.org/mushersbanquet>. This event is the main fundraising event for the Iditarod Trail Committee, where mushers draw for their starting order from a mukluk on stage at the Dena'ina Civic + Convention 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.

**Can the Iditarod help me with my travel arrangements or accommodations on the trail?** Media are responsible for arranging their own travel arrangements. Iditarod staff can answer general questions about the area and specific information about the race.