

# Vodacom Durban July 2009 Application for Media Accreditation

Members of the media requiring accreditation for the **VODACOM DURBAN JULY 2009 [VDJ]** are advised to read the following information. **Please complete SECTION C and fax or e-mail to:**

**GOLD CIRCLE**  
**For Attention: Gill Simpkins**  
FAX NUMBER: **031 314 1647** E-MAIL: **gills@goldcircle.co.za**

**PLEASE NOTE THAT THE DEADLINE FOR APPLICATIONS IS [TUESDAY, 23 JUNE 2009](#)**

## **ELIGIBILITY**

**Applications for accreditation will be granted to representatives of:**

- Recognized daily newspapers, wire and news services
- Recognized horseracing, fashion or legitimate news internet sites that change content daily
- National and international horseracing magazines that regularly provide racing coverage
- National and regional lifestyle magazines and newspapers
- News and sports magazines that regularly cover horseracing
- Local and national radio and television stations and networks
- Photographers with any of the above agencies
- Credentials are not allocated to freelance writers or photographers who are not commissioned by an accredited news organisation to cover an event on their behalf (referring letter to accompany application)

## **SECTION A: MEDIA REGULATIONS**

### **GENERAL MEDIA REGULATIONS**

The following regulations apply to **all** members of the media:

1. All media will be issued with Accreditation which specifies the Access Areas [see Section B below] to which the holder is allowed access. This accreditation must be visibly displayed at all times.
2. Media crews bringing camera or television equipment into the racecourse must enter via Gate 8 in Avondale Road or Golf Course entrance and make all equipment available for inspection by security personnel.
3. Media should observe appropriate horseracing etiquette and not disturb jockeys or horses in the Parade Ring, Stable Areas, Winners Enclosures or the racetrack, and must adhere to all instructions from Gold Circle personnel on duty in these areas.
4. Media are requested to observe reasonable requests from Gold Circle Media Management, Race Officials or Security Personnel without delay or discussion.
5. All Media reports must refer to the event by it's full and correct title - the Vodacom Durban July - at least in the first copy reference to the event, and in photograph captions.

### **PHOTOGRAPHY REGULATIONS**

In addition to the media regulations outlined above, the following photographic regulations apply:

1. Photo Accreditation will be issued only to personnel on assignment from recognized and accredited publications or news services.
2. **Gold Circle** reserves the right to refuse photo credentials in its sole discretion.
3. Freelance photographers shooting on speculation will not be accredited.
4. Commercial exploitation of rider or racecourse photographs without the written consent of the riders or **Gold Circle** is prohibited.

# Vodacom Durban July 2009

## Application for Media Accreditation

5. A limited number of **Gold Circle** racetrack photographer accreditations will be issued which will permit the bearer access into Restricted Areas, provided that he/she adheres to the regulations below.

### TELEVISION REGULATIONS

Gold Circle retains the exclusive right to originate live television broadcasts [including, but not limited to free-to-air, satellite, and home video) of the event from the racecourse. Gold Circle may grant these rights to an Official Host Broadcaster based on a detailed Host Broadcast Agreement.

Other television stations, networks or programmes may produce and broadcast genuine news or feature coverage of the event, provided they agree to the conditions stated in the regulations in this document. Any outlet [including those affiliated with the Host Broadcaster] providing news or feature coverage of the event must adhere to the following conditions:

1. News and feature reports may not exceed 10 [ten] minutes in duration and must be broadcast after the conclusion of the event.
2. Reports may not contain footage of the main horserace unless such footage is obtained from and credited to the Host Broadcaster.
3. Reports must be unbranded by any commercial sponsors and may not indicate or imply any association between the event and a commercial sponsor without the prior express written consent of Gold Circle.
4. Commercial exploitation of any obtained footage without written consent from **Gold Circle** is prohibited.

The editor/producer must sign the attached waiver form when credentials are picked up; no credentials will be issued unless the waiver form is signed.

### ONLINE REGULATIONS

Media Accreditation will be issued only to personnel on assignment from recognised horseracing, fashion or legitimate News Internet sites, as determined by **Gold Circle** in its sole discretion.

Individuals representing multiple interests (such as recognised horseracing magazines, as well as an Internet site) must agree to abide by all the applicable media regulations.

**Gold Circle** retains exclusive internet broadcast rights to the event.

No live or tape-delayed delivery of video footage of the event is permitted without the prior written consent of the management of **Gold Circle**.

1. Coverage must be part of the news portion of the site and must not purport to be live, play-by-play, or real-time coverage from the racecourse.
2. Photographic images of professional riders may be used for legitimate news coverage only, and may be used together with news stories during the day's races, as long as photographs are not used with other real-time or near real-time information to create a "race by race" account of the day's races.
3. Results and statistics may be distributed only in accordance with these regulations.
4. Commercial exploitation of any image without written consent from **Gold Circle** is prohibited.

**VIOLATION OF THE ABOVE REGULATIONS COULD RESULT IN REVOKING OF CREDENTIALS AND/OR LEGAL ACTION.**

# Vodacom Durban July 2009 Application for Media Accreditation

## SECTION B: MEDIA ACCESS AREAS

Gold Circle will issue different Media Accreditation categories based on the areas which a member of the media may require access to. Media will only be allowed access to areas for which they have been accredited. Determination of which category a member of the media may be assigned remains the sole discretion of Gold Circle.

**GENERAL GROUND ACCESS:** GGA allows accredited media entry into the racecourse and access to all public areas in accordance with the regulations outlined above.

**MEDIA CENTRES ACCESS:** Two designated areas have been allocated as access centres. Directions to both media areas will be disseminated closer to the raceday. Media requiring access workspace and/or telecommunications facilities during the event due to deadline restraints may be allocated space within the VDJ Media Centre at Greyville Racecourse. Limited space is available and allocations will be determined by Gold Circle at its discretion.

**PRIVATE VIP ENCLOSURE ACCESS:** Media seeking interviews with VIPs located in private hospitality enclosures [including Vodacom hospitality] may be allocated access to these areas during limited and predetermined timeslots during the event. Media access will be conducted in group visits under the supervision of a VDJ Media Liaison Officer who will determine the time and duration of each visit. Access is subject to the approval and consent of the Private Enclosure owner.

**RESTRICTED OFFICIAL AREAS:** Media may be granted access to restricted event areas including the Parade Ring and Winners Enclosures at the sole discretion of Gold Circle. Media are required to follow the instruction of Gold Circle Officials at all times in these areas.

**Vodacom Durban July 2009  
Application for Media Accreditation**

**SECTION C: MEDIA APPLICATION DETAILS**

**Name:** .....

**Telephone Number:** .....

**Fax Number:** .....

**Mobile Number:** .....

**E-Mail Address:** .....

**Designation:** Journalist   
Photographer   
TV Producer / Journalist/technician   
Radio Producer / Journalist/technician   
Internet

**Name of the Publication/Programme/ Media Organization you are representing:** .....

**Designated Editor/Manager** .....

**Telephone** .....

**Postal Address:** .....  
.....

**Coverage Type:** General News Report [Print]   
Feature Article [Print]   
Radio News Report   
TV News Report   
TV Magazine Feature

**Media Centre Requests**      **Facilities will be made available for laptops to be utilised. Gold Circle cannot allow any usage of its intranet system**

**PLEASE NOTE: YOU WILL BE ALLOCATED A MEDIA BADGE AS SOON AS WE RECEIVE YOUR APPLICATION. WITHOUT PROPER ACCREDITATION YOU WILL NOT BE ABLE TO ACCESS THE MEDIA CENTRE FACILITIES AT THE EVENTS.**

**CONFIRMATION:**

I ..... agree to abide by the Regulations set out in Section A and B of this document.

**SIGNATURE OF APPLICANT:** .....

**DATE OF APPLICATION:** .....

**Note: When application is submitted via e-mail, that particular e-mail will serve as confirmation**

**A RECENT DIGITAL PHOTOGRAPH ( MIN 200Kb IN FILESIZE) MUST ACCOMPANY EVERY APPLICATION**