



2019 MEDIA RULEBOOK





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INTRODUCTION

This document serves as the full and final set of rules that govern all BDC Media personnel.

Before you apply for a media pass for any BDC event, you must ensure you have read this rule book in full and that you comply with any and all rules laid out in this document.

Last Updated: 22/01/19 V1.0 Matt Stevenson.

HIGH-LEVEL SUMMARY

The below table is a very high-level summary of the media rules for the BDC.

This is just here as a first section of this document where some of the rules are highlighted, so please do ensure you read the entire document to understand all media rules.

Item	Ruling
Minimum age	18
PLI value required	£5,000,000
Hi-Vis requirement	BDC supplied, worn at all times
Briefing attendance	Required
Drones	Drones not permitted (individual events tbc)
Allowed cross track	No, unless marshal approval
Allowed stand in	Safe zones only

APPLICATION PROCESS

For every round of the BDC, all media personnel who wish to apply for a media pass for the next upcoming event must fill out the media entry form for that round.

This also applies to any media personnel who have been granted a season pass, who must fill out the entry form for each event to secure a place.

This media entry form will be posted on the Media Applications page of the BDC website (<http://www.thebritishdriftchampionship.co.uk/media/applications>) in the weeks running up to the event to which the entry form is related.

Alongside the entry form for each event, we will also outline the closing date for entries for that event. In order to be in with a chance of receiving a media pass for that event, you must submit an entry via this form before the closing date for entries, or you will lose out on your chance to gain a pass for the event.

Once the deadline has passed, we will review all entries that have been submitted and once decided upon, will notify all media personnel of who has and has not been granted a media

pass for the event, via the email address provided during the application process. If you do happen to successfully gain a media pass for any event, you will then not be required to pay entry on any day of that event. Your name will be on the media list on the gate and this will grant you free entry.

PUBLIC LIABILITY INSURANCE (PLI)

If you wish to gain a media pass for any Pro or Pro-Am BDC event, you must have in place your own Public Liability Insurance, which covers you to a minimum value of £5,000,000. This is to ensure you are fully covered by insurance in the event of any injury to you, or caused by you at a BDC event.

Please note that camera equipment cover on top of the aforementioned PLI is optional and as such, is not something we require you to have. It is also not something that is supplied by us and in no case will the BDC be liable for damage to a photographer's equipment during an event.

AGE LIMITATION

In order to gain a media pass for any BDC event, the person applying for a pass **MUST** be at least 18 years of age on the day of the event for which they are applying for a pass.

MEDIA BRIEFING

Regardless of whether or not you have been present at a media briefing at any previous BDC event, if you have been granted a media pass for any such event, you must be present for media briefing on all days of the event for which you have been granted a media pass in order to sign on for that day and also to hear the full media briefing for that day's event.

The times of such briefings will be communicated to all media personnel who have been granted a media pass for that event in the days running up to the event, again via the email address provided by you during the application process.

If you are not present for briefing and sign on at the correct time on each day of a BDC event, you will not be allowed on track for that day and will not be given a wristband for the event.

HIGH VISIBILITY CLOTHING

Any media personnel who have been granted a media pass for an event must wear the BDC Supplied hi - vis vest. A £10 deposit will be required for the vest, payable at the media briefing.

In some instances, a circuit may provide you with a specific colour high visibility vest that matches the media regulations of that circuit. If this is the case, we will notify you of this.

SAFE STANDING ZONES

Although media personnel who are allowed on track for an event will have been granted a media pass for that event, this media pass only allows media personnel to stand in certified safe zones and not in any available trackside area.

Safe zones will be identified for all media personnel during media briefing on each event day.

CROSSING THE TRACK

At no time during an event can any media personnel cross a live track to move to another certified media safe zone. This is extremely dangerous to not only you, but also potentially to drivers, marshals, track staff and spectators.

If any media personnel are found to be in breach of this rule, you will be removed from the track and your media pass rescinded for that event and you will not be considered for future BDC events.

The only time at which any media personnel will be allowed to cross the track will be during a break in action, either at the end of a session or if the track is stopped for any reason. However before crossing you should always request permission to cross from the nearest track marshal to you and you are only free to cross after receiving permission from them.

TRACK STAFF & MARSHALS

Regardless of what has been said at media briefing on each day of an event, the decisions of all track staff and marshals are to be considered final and should not be questioned or argued.

Track staff and marshals have, in the interest of safety, the right to overrule any decisions made and communicated to media personnel during any and all BDC media briefings.

DECISION MAKING

Although it may seem like common sense to most, the most important thing for all media personnel to be aware of is not to make senseless, stupid or ill-advised decisions. As is always the case, motorsport is dangerous and anything is liable to happen at any moment.

Please always ensure you are alert when standing in a trackside media position and that you or your actions are not putting you or any others in harms way.

As will regularly be the case during a BDC event, the live stream cameras will be streaming an event's proceedings to upwards of 100,000 people all across the world at any given time. As such, if any media personnel are seen to be behaving in a way that is not fitting for someone in such a position, this may lead to complaints being made from spectators, online viewers or even insurance representatives and may hamper future BDC events for all media personnel.

We do ask that you please be aware of this, abide by all rules imposed upon you and please do not make any senseless decisions at any time.

DRONE USAGE

Unfortunately the usage of drones by media personnel is not permitted at any time during BDC events. This is a general ruling for most motorsport venues that we do not control and as such is not something we can change.

For any BDC events held at a venue which may allow drone usage, such usage will be discussed and decided upon before each event and communicated to media personnel prior to each event.

ACTION CAMERA USAGE

Although the usage of action or onboard cameras (i.e. GoPro, Blackvue etc.) is allowed during BDC events, media personnel are responsible for ensuring that mounting, dismounting and starting and stopping a camera recording is only done off track and in a safe environment.

At no time are any media personnel allowed to disturb the flow of any event or put themselves or anyone else in harm's way to mount, dismount, start or stop any type of camera. This is not allowed at any time and will result in you being removed from the track and your media pass rescinded.

WATERMARKS & SUPPLY OF IMAGES

If you do happen to gain a media pass for a BDC event, you will be required to watermark your photos with BDC logo. This logo watermark is to be added to any photo in addition to your own watermark, but must meet any and all branding guidelines set out below.

When it comes to distortion and/or skewing of the BDC watermark logo, the logo should not be distorted or skewed outside of the way in which it is provided to you. Any breach of this rule may rule out your chances of gaining a media pass for future events if not rectified in a manner that meets the requirements of the BDC.

With regards to the size of the watermarks present on your photos, we ask that both your watermark and the BDC watermark are present in a size as small as possible.

For us, image is absolutely crucial and although we are willing to grant you and your publication, name or Facebook page exposure by using your photos on our social media and marketing materials and having your photos reach an audience of almost 1,000,000 people, we will not use images which we deem to have watermarks which are too big or are positioned in such a way as to take a way from the main focal point of the photo.

Please see below for an example of the BDC watermark which we deem to be acceptable in terms of both size and positioning.



In terms of watermark placement we require the official logo to go in the bottom left hand corner of the image.

In terms of the supply of content from each event, you must supply any content to us after each event via either Dropbox or WeTransfer.

We have set up a Dropbox share folder for each event and in order for us to add you to the share folder, please contact Matthew Bease with the details of your Dropbox account (the email address of your Dropbox account) by emailing info@thebritishdriftchampionship.co.uk

We ask that you please place all of your images from the event in the relevant share folder after each event, so that we can review all images and then use our favourite ones in our

social media and marketing material.

All Dropbox share folders will also be regularly cleared out after each event in order to save space in your Dropbox, but we will move all supplied photos to another storage location for later use. As such, please do not use this Dropbox share folder as the only storage location for your photos, as they will be removed from time to time.

In terms of ownership of your photos, the ownership and copyright of your photos will remain with you.

However, by being part of the BDC Media group and being granted a media pass for any of our events, you are then agreeing to grant the BDC permission to use and modify your photos in any way we deem necessary for our marketing materials, such as social media, posters, merchandise and any other such items and promotional materials.

BDC EVENT PRACTICE DAYS

If any event practice days are scheduled by the British Drift Championship in 2019, media access will be assessed on an event by event basis and relayed to successful media applicants via email and social media.

EXCLUSIONS

Although the above rules are full and final for the vast majority of media personnel that will be granted a media pass for a BDC event, official BDC Media personnel who are considered employees of the BDC are excluded from some of the above mentioned rules, including but not limited to the following, as these personnel are covered by a separate set of insurance policies which cover:

- Requirement to attend all media briefings - these will have been given at an earlier time to such personnel;
- Ability to only stand in the main media safe zones - a very limited set of additional areas may be available to such personnel, purely if number constraints for such areas come in to play;
- Drone usage in certain circuits/venues may be pre-approved for certain official BDC media personnel based on discussions and insurance agreements with circuit/venue management;
- Official media personnel will also be the only personnel allowed on track during any BDC practice days that take place before a main event.

IN CONCLUSION

QUESTIONS

If you have any questions regarding any of the rules or items outlined in this rule book, please contact:

Matthew Bease by email at info@thebritishdriftchampionship.co.uk

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Matt Stevenson via email - info@thebritishdriftchampionship.co.uk

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