

INTERNATIONAL RAFTING FEDERATION MEDIA PROTOCOLS FOR IRF EVENTS





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The International Rafting Federation (IRF) organises or assists in the management of rafting events across the globe. One of the prime objectives of the IRF at these events is to promote rafting sport as a healthy and active lifestyle in addition to showcasing the regions in which the events take place.

In order to do this, it is imperative that media teams are provided access to IRF events and assistance to the IRF is provided in ensuring that media of the events is shared in the best quality and most timely manner to ensure the widest engagement with audiences all over the world.

Whilst acknowledging that media coverage is essential to each event, it is mandatory that certain aspects of the events are considered in confirming media plans, these include but are not limited to:

- effective event management
- media crew safety
- media access requirements
- publication and broadcast requirements

This document outlines the protocols that must be followed by Event Organisers and Media teams at IRF events. Any deviation from these protocols must be agreed in advance with the IRF Media Representative at the event or the IRF Head of Media and Marketing.



MEDIA ACCREDITATION

At each IRF event, media access and safety shall be guided by the four level classification scheme below. It is not necessary to implement all levels at all events but at IRF World and European (or Continental) Championship level it is strongly advised to implement each level.

Four levels of media accreditation:

1. IRF Official Media
2. Accredited Media
3. Team Media
4. All Other Media

Accreditation levels should be identifiable easily. For A and B level events the following are proposed, for C and D level events it is at the discretion of the event organiser in liaison with the media team:

1. Bib or coloured wrist band
2. Coloured wrist band or lanyard
3. Coloured wrist band or lanyard
4. No accreditation

Access levels for each accreditation level are suggested as:

1. **Access all areas**- nothing off limit except for safety reasons
Full access beyond safety lines - MUST wear helmet and buoyancy aid over line - must not interfere with judging or safety
Permitted on stage / backstage at ceremonies or any other activities
2. **Access most areas**
Access beyond safety lines - MUST wear helmet and buoyancy aid over line - not permitted in front/next to safety or judging- some areas may not be available e.g. on rocks in river etc at discretion of IRF Media Representative and Safety Director
Not permitted on stage / backstage at ceremonies or any other activities unless with express permission from IRF Media Representative
3. **Some access**
Limited access beyond safety lines - must wear helmet and buoyancy aid over line - access granted only by IRF Media Representative (any team found to be abusing this access will have it immediately revoked)
4. **No access**
Spectator access only

MEDIA SAFETY

Safety at IRF events is paramount. This applies to all competitors and officials including media.

The following must be considered when accessing event areas in the set up, break down and during the event:

- safety priority order:
 - * Self
 - * Team
 - * Equipment
- helmets and buoyancy aids to be worn and secure when bankside
- harnesses to be used when working at height
- suitable lighting to be used where vision is reduced or impaired
- electric set up to be managed by certified or trained individuals
- water and power do not mix - reduce, prevent or remove hazards
- lone working should be discouraged



PUBLICATION, BROADCAST & SPONSORSHIP

Publication

All media captured at an IRF event by official media teams remains the property of the International Rafting Federation.

Watermarks or logos must not be added to any media without the explicit written consent of the IRF Administration or IRF Media Representative.

Any media that is contrary to the values and objectives of the IRF must not be published. Any person, organisation or team found to be doing so will have their media access immediately revoked and may be removed from the event with immediate effect.

Teams or their supporters doing so may have additional sanctions imposed in line with IRF Race Rules.

All media captured on behalf of the IRF must be shared with the IRF Media Representative in an agreed format and in a timely manner for the specific event. The IRF Media Representative may delegate publication rights to individuals or organisations as necessary for each event.

Broadcast

Where possible, the IRF will seek broadcast quality video production of A and B level events and C events where possible.

All broadcast media must comply with the IRF values and objectives and no person, organisation or team may broadcast on behalf of the IRF without the explicit written consent of the IRF Administration or IRF Media Representative.

Sponsorship

The IRF or event hosts may seek sponsorship for IRF events. At A and B level events the ultimate control for when and where sponsorship logos and media may be used at the event and in any publication or broadcast is at the sole discretion of the IRF.

At C and D level events, the event organiser should confer with the IRF for best position and use of sponsor engagements.

IRF
WORLD RAFTING
CHAMPS 2010
OUTCH WATER DREAMS



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