

2015 MEDIA & CREDENTIAL GUIDELINES

Credentialing Overview

When applying for Media Credentials for the 2015 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 jbusch@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 held on Wednesday, March 4, 2015 at 2:00 pm at the Millennium Alaskan Hotel in Anchorage. Credentials cannot be picked up prior to the briefing.
- Media Credentials issued are not transferable and may be revoked at any time. There is a charge for a lost Media Credential.
- Receiving credentials in the past does not guarantee future approvals.

Emerging Media

In some instances, Media Credentials may be issued to “emerging” or less traditional media such as bloggers and their websites. In evaluating these applications, ITC will be considering 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 website has been in existence, its audience, and the number of unique visitors.

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. Media in these areas must be escorted by the musher and/or Race Judge or Race Marshal. 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, internet and phone connectivity and shelter 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 wining 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.

ADD Check or Click BOX with statement that says I have read and understand the media and credentialing guidelines. Then they can advance to the application form.

Need Assistance in applying for credentials? Contact Julie Busch, Media Coordinator by e-mail at jbusch@iditarod.com, or by phone at (907) 352-2206 or (907) 355-2378.