



# MEDIA GUIDELINES

## 2022

## COVID-19 MEDIA INFORMATION

As a COVID-19 conscious organization, the Iditarod does all it can to ensure every aspect of the race, including its valued relationship with the media, is done with integrity and safety-conscious efforts. The Iditarod relies on collaboration with the media to help tell the stories of these four-legged athletes truthfully and honoring their contributions to the state of Alaska. After canceling the event in 2021, the Iditarod is extremely excited to hold an in-person ceremonial start in downtown Anchorage in celebration of its 50<sup>th</sup> running.

The Iditarod takes the pandemic very seriously and is always adapting its precautions to help protect and preserve the tradition of dog mushing and the rich culture of the communities along the trail – just like the main mission of why this race is held. The Iditarod is confident that its mitigation procedures after a successful 2021 race will carry forward to the 2022 race and looks forward to the cooperation among members of the media who are there to gather and share important stories surrounding the race.

The Iditarod has implemented a zero community COVID transmission strategy for 2022. Media members who plan to access Iditarod-sanctioned zones during the start, restart, out on the trail, and finish in Nome, can help the Iditarod execute that strategy by abiding by the 2022 media credential guidelines and protocols. These includes applying for and receiving a media credential, submitting proof of COVID-19 vaccination, wearing a mask and maintaining social distance from the “musher bubble.”

For the most recent [COVID-19 policy](#), visit [Iditarod.com](#).

For the 2022 race, credentialed media can expect the following access:

- **Ceremonial Start:** Credentialed media will have access to the Iditarod-sanctioned zone at C Street and 4<sup>th</sup> Avenue to the east. There will be no access to the musher parking lot at the ceremonial start to maintain the integrity of the “musher bubble.”
- **Restart:** Credentialed media will have access to a fenced area along the restart trail with clear views of the starting line. There will be no access to the musher parking lot/staging area to maintain the integrity of the “musher bubble.” Only Partner Media will be allowed inside the restart chute.
- **On the trail:** Newsgathering opportunities at each checkpoint can be requested and conducted based on the musher or Iditarod personnel’s accepted participation, with the understanding that interaction with mushers will be extremely limited to unavailable. The Iditarod stresses that credentialed media do their utmost to not impact the integrity of the “musher bubble.”

- **Nome:** Credentialed media will have access to a fenced area along Front Street with clear views of the finish line. As always, there will be no access to the finisher's resting area/staging area.

For questions about media credentials, contact Bri Kelly with Thompson & Co. Public Relations, by email at [media@iditarod.com](mailto:media@iditarod.com).

## 2022 CREDENTIAL AND MEDIA GUIDELINES

When applying for media credentials for the 2022 race, please read the below guidelines prior to filling out an application to ensure you meet eligibility requirements.

- To access Iditarod-controlled zones during the race, (including ceremonial start, restart, trail checkpoints and Nome finish) you must be vaccinated against COVID-19 and submit proof of vaccination. Proof of vaccination can be submitted to [Covid-Prevention@Iditarod.com](mailto:Covid-Prevention@Iditarod.com).
- You will be required to wear a mask to access Iditarod-controlled zones as part of the COVID-19 policy for the 2022 race.
- 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.
- Media credentials will not be issued if supporting documentation is not completed. Partial applications will not be approved.
- A virtual media briefing will take place on **Wednesday, March 3, at 10 a.m.** via Zoom.
- Media credentials can be picked up at Thompson & Co. Public Relations (600 Barrow Street, Suite 400, Anchorage, AK, 99501) on Friday, March 4, between 9 a.m. and 5 p.m.  
**(Please note: Visitors to 600 Barrow Street must wear a mask inside the building per private building rules.)**
- Media credentials issued are not transferable and may be revoked at any time. There is a fee for lost media credentials.
- No signage, stands or equipment of any kind may be placed by any entity, media or otherwise, that extends into the right of way. This includes any portion of any equipment, the base of which may not be on property not considered a part of the Iditarod's right of way that extends beyond the vertical edge of the right of way.
- Credentialled members of the media, who are also a dog handler or volunteer, are not allowed to use volunteer or dog handler badges to access areas that are off limits to members of the media.
- Remote cameras and/or jibs, mounted with cameras are prohibited from extending inside the vertical edge of the right of way within one block either side of the starting line of the Iditarod ceremonial start.
- 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 2022 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.

### **Iditarod media coverage guidelines**

- The Iditarod is exclusive owner of 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.
- 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 indemnifies, 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.

- Iditarod Partner Media members 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.

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

- NEW for the 2022 race: Media who plan to travel along the trail and access Iditarod-controlled zones, must provide proof of vaccination and wear a mask to maintain the integrity of the “musher bubble” to help the Iditarod with its goal of zero COVID community transition.
- NEW for the 2022 race: Newsgathering opportunities at each checkpoint can be requested and conducted based on the musher or Iditarod personnel’s accepted participation, with the understanding that interaction with mushers will be extremely limited to unavailable. The Iditarod stresses that credentialed media do their utmost to not impact the integrity of the “musher bubble.”
- 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.
- Do not help mushers. Strict rules are in place against mushers receiving outside assistance.
- Media must stay clear of a team upon its arrival into a checkpoint. Race personnel require immediate access to the musher and dog team.
- Media are not allowed inside the parking/staging area (where canines are fed and rested.)
- Return dog 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.
- Media may not share or distribute media credentials to others not approved by ITC. Doing so will cause your credential to be revoked.
- 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: More information will be provided as the race progresses on access.

Contact Bri Kelly with Thompson & Co. Public Relations, by email at [media@iditarod.com](mailto:media@iditarod.com) for any questions about media credentials.

## MEDIA FAQ

**Can I use Iditarod logo, videos or pictures from the website?** Use of the Iditarod logo in news coverage is permitted but the Iditarod Trail Committee (ITC) does not permit use of the logo in. For information on purchase or license of items on the Iditarod website, please email [chas.stgeorge@iditarod.com](mailto:chas.stgeorge@iditarod.com).

**Can I call the mushers? Will Iditarod give me their phone numbers?** First, refer to [each musher's bio](#). You will find that they contain valuable information about the mushers and their kennels. Most bios also have a website listed for contact information. We are only able to provide additional contact information for those mushers who have indicated they want this information distributed. The best time to reach these mushers is usually prior to the start of the Iditarod.

**How many mushers have completed the Iditarod?** As of the finish of the 2021 Iditarod Trail Sled Dog Race, 820 individual mushers have completed the race.

**Does the Iditarod race route change?** Yes, in odd years the race follows the southern route. In even years the race follows the northern route. Race maps can be found [here](#).

**When is the race expected to end?** The first musher to cross the burled arch in Nome is projected to finish around Tuesday, March 15, 2022. The Iditarod concludes when the last musher, known as the Red Lantern, crosses the finish line in Nome.

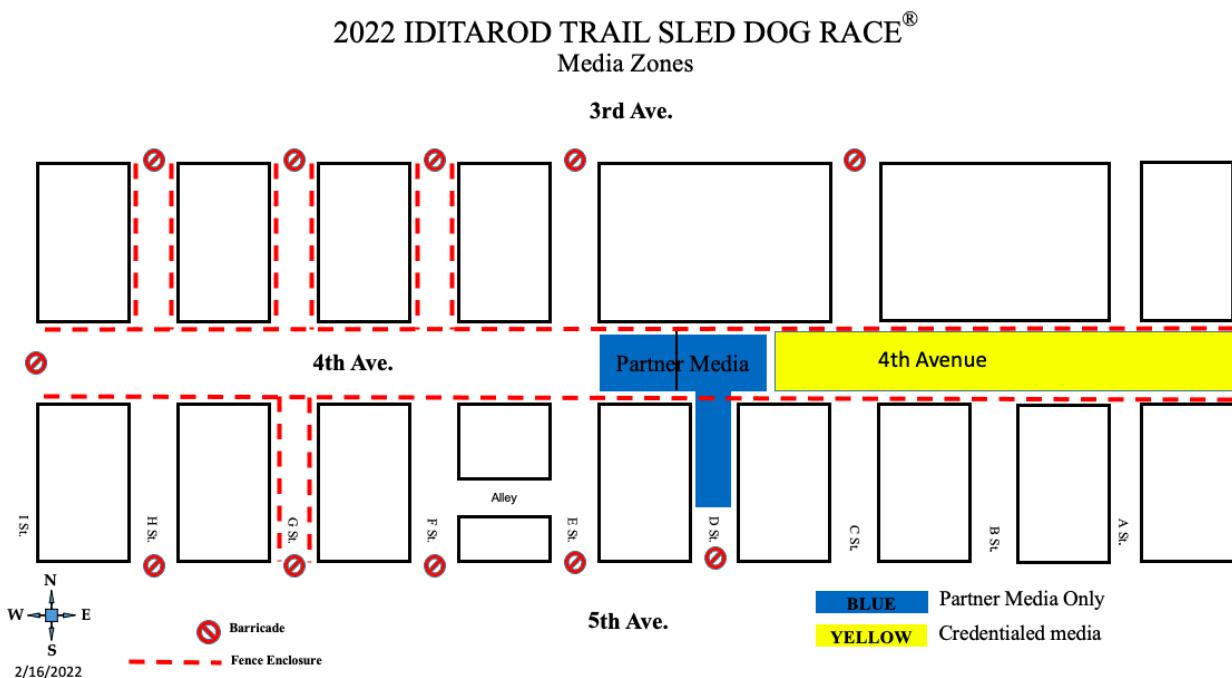
**What is the length of the race?** In 2012, ITC published trail mileage using data gleaned from GPS mileage (southern route = 998 miles, northern route = 975 miles) calculations. While this data gets us close to the actual mileage, it is not exact as the units do not include enough data points to account for all full twists, turns and elevation changes in the trail. Also, we know that the trail is not the same distance as it may be "set" or "broken" and "marked" somewhat differently in certain areas from year to year. Because of these factors, we often continue to use the symbolic figure of 1,049 miles, a number first used in the very early years of the Iditarod: 1,000 miles of trail and 49 to identify Alaska as the 49<sup>th</sup> state.

## CEREMONIAL START COORDINATOR'S MESSAGE TO MEDIA

### ANCHORAGE CEREMONIAL START INFORMATION

Welcome to the 2022 Iditarod! This portion of the media guidelines includes a brief event timeline for the ceremonial start in Anchorage. There are four guidelines that concern media at the start:

1. It is imperative that members of the media not impede the activities of the mushers and canine teams, handlers, officials, volunteers or any other media partners. The media is asked to make way for these people, as well as the teams, and to comply with security requests.
2. **MEDIA CREDENTIALS MUST BE VISIBLE AT ALL TIMES.** Security will ask you to produce these credentials if they are not visibly displayed. Anyone who cannot produce and display the proper credentials will be asked to leave the designated media area. Members of the media who have questions or concerns regarding credentials may inquire with the media coordinator at the Iditarod operations motorhome.
3. Blue (partner media): Priority positions for start-line coverage will be reserved exclusively for partner media. **NO OTHER MEDIA WILL BE ALLOWED ACCESS TO THE AREA BETWEEN THE OFFICIAL MEDIA CAMERA PLATFORM AND E STREET.**
4. Yellow: (All other credentialed media) Media will have access to the Iditarod-sanctioned zone at C Street and 4<sup>th</sup> Avenue to the east. There will be no access to the musher parking lot at the ceremonial start to maintain the integrity of the "musher bubble."

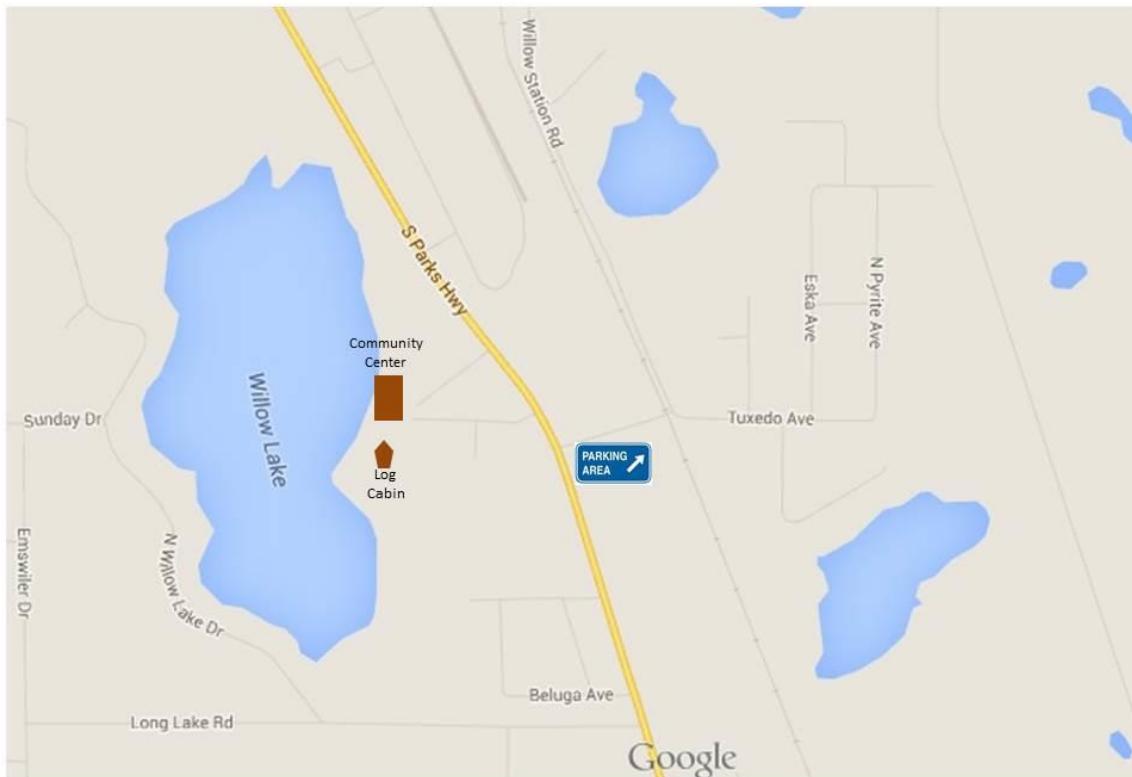


## IDITAROD RESTART MEDIA ACCESS – DESHKA LANDING

The 2022 Iditarod restart will begin at 2 p.m. on Sunday, March 7, 2022, in Willow, Alaska.

The restart will be staged on Willow Lake located behind the Willow Community Center. From Willow Lake, the mushers will cross Long Lake, Crystal Lake, and Vera Lake. Once they leave Vera Lake they will travel to the Susitna River and on to the Yentna River. Media and fans traveling to Willow are encouraged to do as much carpooling as possible to avoid unnecessary congestion on the Parks Highway.

**No media will be allowed inside the staging area in Willow as well as inside the restart chute to protect the integrity of the “musher bubble.”** Only Partner Media will be allowed inside the restart chute. Credentialed media will have access to a fenced area along the restart trail with clear views of the starting line.



## MAP OF NORTHERN ROUTE



**OFFICIAL CHECKPOINT MILEAGES – NORTHERN ROUTE**

CHECKPOINTS	DISTANCE BETWEEN	FROM ANCHORAGE	FROM NOME
Anchorage to Campbell Airstrip	11 miles	11 miles	964 miles
Willow to Yentna Station	42 miles	53 miles	922 miles
Yentna to Skwentna	30 miles	83 miles	892 miles
Skwentna to Finger Lake	40 miles	123 miles	852 miles
Finger Lake to Rainy Pass	30 miles	153 miles	822 miles
Rainy Pass to Rohn	35 miles	188 miles	787 miles
Rohn to Nikolai	75 miles	263 miles	712 miles
Nikolai to McGrath	48 miles	311 miles	664 miles
McGrath to Takotna	18 miles	329 miles	646 miles
Takotna to Ophir	23 miles	352 miles	623 miles
Ophir to Cripple	73 miles	425 miles	550 miles
Cripple to Ruby	70 miles	495 miles	480 miles
Ruby to Galena	50 miles	545 miles	430 miles
Galena to Nulato	37 miles	582 miles	393 miles
Nulato to Kaltag	47 miles	629 miles	346 miles
Kaltag to Unalakleet	85 miles	714 miles	261 miles
Unalakleet to Shaktoolik	40 miles	754 miles	221 miles
Shaktoolik to Koyuk	50 miles	804 miles	171 miles
Koyuk to Elim	48 miles	852 miles	123 miles
Elim to Golovin	28 miles	880 miles	95 miles
Golovin to White Mountain	18 miles	898 miles	77 miles
White Mountain to Safety	55 miles	953 miles	22 miles
Safety to Nome	22 miles	975 miles	

**\*For the 2022 race, mushers will pass through the checkpoint of Takotna but no Iditarod personnel will be present in the checkpoint.**

## 2022 Iditarod Sponsors

The Iditarod is proud to foster long lasting partnerships that average 16.8 years in sponsorships. Few events can claim such longevity. These strategic corporate relationships offer our partners the opportunity to build their brands through an association with the Iditarod Trail Sled Dog Race, a one of a kind event that thrills millions of race fans around the world each March.

To learn more about partnership opportunities, contact Rob Urbach, Iditarod CEO, at [rob.urbach@iditarod.com](mailto:rob.urbach@iditarod.com).

### Principal Partners



### Lead Dog Partners



### Team Dog Partners



### Wheel Dog Partners

