



2023

MEDIA GUIDELINES

2023 MEDIA INFORMATION

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 re-routing the event in 2021 and running with Covid restrictions in 2022, the Iditarod is extremely excited to be back to normal for the 51st running of the Iditarod Trail Sled Dog Race®.

The Iditarod has dropped its Covid vaccination policy for the 2023 race as of October 2022. Please visit iditarod.com/press-media for the press release regarding this issue.

For the 2023 race, credentialed media can expect the following access:

- **Ceremonial Start:** Credentialed media will have access to the Iditarod-sanctioned zone at C Street and 4th Avenue to the east. Detailed maps to be distributed closer to the race start.
- **Restart:** Credentialed media will have access to a fenced area along the restart trail with clear views of the starting line. Only Partner Media will be allowed inside the restart chute.
- **On the trail:** News gathering 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 may be limited to unavailable so as to not impede on their race.
- **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 media@iditarod.com.

2023 CREDENTIAL AND MEDIA GUIDELINES

When applying for media credentials for the 2023 race, please read the below guidelines prior to filling out an application to ensure you meet eligibility requirements.

- 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 1, at 10 a.m.** - The location will be provided to all approved journalists on or before February 24, 2023.
- Media credentials can be picked up at The Lakefront Anchorage on Friday, March 3, between 9 a.m. and 5 p.m.
- 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.
- Credentialed 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 2023 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, defends and holds 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

- 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 the ITC via email at 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 non-news context (photography, advertising, promotional materials, etc.). For information on purchase or license of items on the Iditarod website, please email 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 2022 Iditarod Trail Sled Dog Race, 823 individual mushers have completed the race.

Does the Iditarod race route change? Yes, in odd years (such as this year) 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 14, 2023. 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 state that it is a 1,000 mile race.

ANCHORAGE CEREMONIAL START INFORMATION

Welcome to the 2023 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:

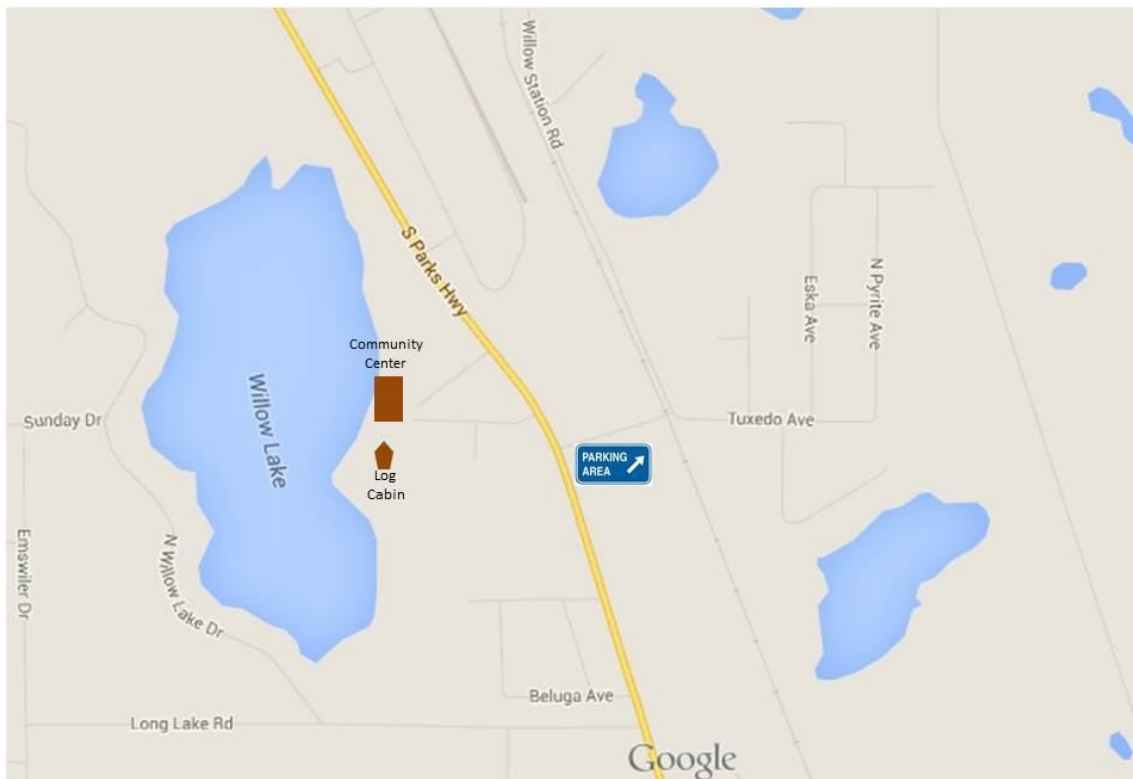
1. It is imperative that members of the media not impede the activities of the mushers and canine teams, handlers, officials, volunteers or any other media partners. The media is asked to make way for these people, as well as the teams, and to comply with security requests.
2. **MEDIA CREDENTIALS MUST 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. Partner Media (pass color to be disclosed closer to the race): 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. All other credentialed media (pass color to be disclosed closer to the race): Media will have access to the Iditarod-sanctioned zone at C Street and 4th Avenue to the east.

IDITAROD RESTART MEDIA ACCESS – WILLOW COMMUNITY CENTER

The 2023 Iditarod restart will begin at 2 p.m. on Sunday, March 5, 2023, 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.

Only the Iditarod Insider Production Team 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.



2023 RACE MAP



OFFICIAL CHECKPOINT MILEAGES – SOUTHERN ROUTE

Checkpoints	Distance between Checkpoints*	Distance from Anchorage	Distance to Nome
<u>Anchorage to Campbell Airstrip</u>	11	11	987
<u>Willow to Yentna Station</u>	42	53	945
<u>Yentna Station to Skwentna</u>	30	83	915
<u>Skwentna to Finger Lake</u>	40	123	875
<u>Finger Lake to Rainy Pass</u>	30	153	845
<u>Rainy Pass to Rohn</u>	35	188	810
<u>Rohn to Nikolai</u>	75	263	735
<u>Nikolai to McGrath</u>	48	311	687
<u>McGrath to Takotna</u>	18	329	669
<u>Takotna to Ophir</u>	23	352	646
<u>Ophir to Iditarod</u>	80	432	566
<u>Iditarod to Shageluk</u>	55	487	511
<u>Shageluk to Anvik</u>	25	512	486
<u>Anvik to Grayling</u>	18	530	468
<u>Grayling to Eagle Island</u>	62	592	406
<u>Eagle Island to Kaltag</u>	60	652	346
<u>Kaltag to Unalakleet</u>	85	737	261
<u>Unalakleet to Shaktoolik</u>	40	777	221
<u>Shaktoolik to Koyuk</u>	50	827	171
<u>Koyuk to Elim</u>	48	875	123
<u>Elim to Golovin</u>	28	903	95
<u>Golovin to White Mountain</u>	18	921	77
<u>White Mountain to Safety</u>	55	976	22
<u>Safety to Nome</u>	22	998	0

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.

Principal Partners



Lead Dog Partners



Team Dog Partners



Wheel Dog Partners

