



## 2025 Media Policy and Accreditation Procedure

The American Rally Association (ARA) was formed to sanction stage rallies in the United States with the goal of leading the continued growth of the sport. ARA has established a comprehensive media policy to allow for inclusive access and rights for accredited media. Accreditation is required to gain access to non-spectator ARA stage locations. The most current version of the policy will be available on the media page of the ARA website.

### ARA Media Use Policy

1. The ARA holds exclusive Media rights to all sanctioned ARA National, Super Regional and Regional events, which are subject to the terms of their individual agreements with said events.
2. Any content created by a credentialed ARA Media member, team representative or sponsor may not be used for commercial use unless pre-approved by the ARA and may be subject to media use fees.
3. The ARA allows photographers to sell photographs to entrants of ARA events as part of an existing agreement between the photographer and entrant, event, or sponsor as long as the agreement is pre-approved by the ARA prior to the event.
4. The ARA allows video production of its events, in regard to the following:
  - a. Videographer must hold a media license and have pre-approval from the ARA prior to the event.
  - b. Videographer may sell a video package to entrants of an event, as long as the video is focused on those entrants or is a short-format video recap of the competitor or of the event.
  - c. Short-format videos may include social media clips or produced video clips that highlight an entrant or the event, but do not exceed ten minutes in total run time.
  - d. The ARA must pre-approve any production that is deemed as full-production, including but not limited to internet, webcasting, television, live streaming from stages, hosted live stream broadcasts, etc.
  - e. Working on behalf of a team or sponsor and using live platforms on social media channels will be allowed, as long as they meet the requirements listed above and do not have a professional broadcast, hosts, graphics or music packages, and do not claim to be an official broadcast of ARA or Event.
5. Full production of videos may include videos that are of greater length than ten minutes, are not considered highlights or recaps of action, are professionally hosted, voiced over, or treated with professional graphics packages and editing and are scripted



- out or produced in a format that is made for a traditional television-style broadcast.
6. ARA reserves the right to receive copies of images, video, or audio content created at ARA Championship events by credentialed media. Any content used in ARA social media postings, the ARA, its licensed partners, or its associated event websites, PR, or other articles written on behalf of ARA will be credited to the creator.
  7. ARA reserves the right to demand content deemed harmful to the Championship series, events or competitors be removed immediately.
  8. All media members are requested to tag the ARA with its social media channels official names or #ARARally and event tags as shared by the event.
  9. Media may not use ARA published video or photography without consent from ARA, nor may it list or host ARA published content on any channel or list without approval.
  10. ARA may sanction, demote, or ban any credentialed media personnel (and any applicable associated team) or outlet unwilling to follow ARA media policies.
  11. Any content created for commercial use must be pre-approved by ARA and may be subject to media use fees. All media planning a commercial digital, film, or television program must contact the ARA at [ara@ara-rally.com](mailto:ara@ara-rally.com) with a detailed description and proposal of the requested commercial use. Proposals will be reviewed on a case-by-case basis.
  12. Media license holder agrees to reference ARA in all printed and aired work.
  13. Media license holder agrees to provide the ARA with copies of work published, aired or printed as result of assignment. Copies may be via hard copy, email, or internet link.

### **Rules for Working Media**

ARA requires that credentialed media be on a working assignment from a recognized outlet or team. All media may be required to submit an assignment letter from an editor, team, or equivalent authority in order to receive credentials.

### **Levels of Accreditation**

ARA has two media accreditation levels; Restricted and Unrestricted. These levels have been established to elevate the safety of all involved based on motorsports experience and the needs of all media personnel. ARA will assign one of these accreditation levels to approved media.

- **Unrestricted/Blue ARA Media Vest.**  
Designed for seasoned motorsports media professionals with extensive rally experience. Members of the press with Unrestricted access are permitted to work from any location that adheres to ARA policy on safety.



- **Restricted/Red ARA Media Vest**

Designed for media professionals with limited rally or motorsports media experience. Those with limited access are allowed to a number of specified locations listed in the event media information. Restricted media professionals can reapply at any time to be considered for an unrestricted accreditation.

### **Restricted Media Mentorship Program**

Starting in 2024, the ARA created and trialed the Restricted Media Mentorship Program. This program is intended to connect Restricted Media (Red Vest) with seasoned Unrestricted Media (Blue Vest) so the Red Vests can learn how to plan shooting locations, understand the course car schedule, and other intricacies that go into shooting a rally event. A Blue Vest may only partner with one Red Vest at a time. ARA will not facilitate the Mentorships and recommend the media members contact each other directly to partner up for the event. Any of those participating in the Mentorship Program must submit details to the ARA.

Red Vests can accompany Blue Vests onto the stages or other locations only available to Unrestricted Media, but they must be in the same vehicle and shoot from the same location. Blue Vests are responsible for the actions of the partnered Red Vests. If the actions of the Red Vests are inappropriate or in violation of the media policy, both the Red and Blue Vests may have their credentials and/or licenses revoked.



## **ARA Licensing and Event Application Process**

All media applicants must purchase either a Single Event or Annual ARA Media License. Purchase of the license does not give final approval for a media member to work at an event.

1. **Purchase an ARA Media License** at [www.rallylicense.com](http://www.rallylicense.com) This will either be a single event or an annual license. If you choose a single event, you will be able to choose the specific event you will be working.
2. **Register for a specific event** - That application will determine your approval level, as well as your media status for the event (restricted or unrestricted).
  - a. The application is available on the ARA Media page on the ARA Website.
  - b. Event registrations open on the 1<sup>st</sup> of the month about 8-10 weeks prior to the event date and close the Sunday before the event. If you do not see the event you want listed it will appear automatically on that timeline.
  - c. You can check the status of your registration via a link on the ARA media page. If you do not see a vest color assigned, it means we are still researching your request.
3. About 2 weeks before the event you will get an email with event details and the specific links needed for that event.
4. We will be enforcing Media registration closing the Sunday prior to the start of the event.
5. Media communication for each event will happen through Telegram and Sportity.
6. If you have any questions, please contact [ara@ara-rally.com](mailto:ara@ara-rally.com).

All ARA License holders will receive an electronic confirmation of their license, which they must keep on their phone or print while at the event.



## **On Stage Safety Procedures**

ARA stage-side safety standards were created to help photographers/videographers remain out of the path of potential incidents. These standards will be reviewed and restated in the pre-event media briefing.

## **Requirements for Stage-Side Safety**

Motor racing is a dangerous activity and all who participate as competitors, workers and attendees are primarily responsible for their own personal safety.

1. The stage road, race track, and adjacent areas, including service areas, are extremely dangerous locations during a competition.
2. Approved ARA Media members will avoid placing themselves in dangerous areas during the competition.
3. The ARA event organizers are proactive for ensuring that the stages are free of people in unsafe locations during the competition. They will use trained marshals on-stage, in course opening cars, and in sweep vehicles. However, each individual's safety is in their own hands.
4. ARA event organizers are to use a standardized system to indicate "NO GO" and "OK" areas along stages:
  - a. Red/White "candy cane" or solid red tape to indicate dangerous areas off limits to all people during the competition.
  - b. Yellow tape may indicate less dangerous areas where people are allowed during the competition. One cannot assume that Yellow tape guarantees an acceptable place to stand during competition and should judge each location.
  - c. Not all areas along a stage road or away from spectators may be marked. These areas are always off limits to Restricted media, unless directed by a Marshal.
5. Any person found violating the safety guidelines will be immediately removed from the area of the competition. The course opening cars have the ability to remove any media member from a stage. Cancellation or delay of a stage due to a media member's actions will mean a two-year ban for that media member and its parent organization from all ARA events. The media member(s) and organization(s) may also be subject to fines from the ARA or the event.



## **Media Requirements on Stages**

The following is a list of safety procedures required by ARA for all media members. Questions on these safety rules may be directed to the ARA Series Manager.

1. Pay attention for vehicles
  - a. Always look upstage; the direction that vehicles will come from.
  - b. Keep vehicles in your line of sight.
  - c. Listen, you will likely hear vehicles before you see them.
2. Never stand on the outside of corners or in other likely impact zones (such as landing area of jumps).
3. Use remote cameras whenever possible.
4. Use a spotter when possible.
5. Stay off of the stage road at all times during competition (after 00 and before “Green Light”) and keep distance between you and the road surface.
6. Have an escape route planned, or a safe place to go if a vehicle loses control near you. Always assume a car could come in your direction.
7. Stand at least two feet back from walls and k-rail, these barriers can move when hit by a vehicle.
8. Be in place before Car 00 passes your location. They will assess the safety of your position.
9. Know the time gap between cars and be prepared for multiple vehicles to pass your location at one time.
10. ARA, Event Officials and Marshals have final word on where you stand. If asked to move, move without discussion or you will be removed.

## **Additional Unrestricted Media On-Stage Rules**

1. When possible, work from the relative safety of an adequate barricade (berm, tree, grade separation, etc.).
2. Avoid working in a likely crash zone:
  - a. “Outside” of turns
  - b. “Down range” of jumps and other substantial hazards
3. Do not access the racing surface (stage road) during the competition (between 00 and “Green Light” sweep).
4. Reference the course car schedule to be in place by 00.
5. Never work from a red-taped area.
6. Spectator captain may allow media to traverse in pre-approved areas near Spectator Areas outside of a yellow-taped area. (i.e., crossover) or be positioned.



7. Follow the direction of all marshals and course cars if requested to move. Work with them to find a safer location while still getting the shots you are after.
8. When accessing shooting locations by driving on the stage road:
  - a. Always access the stage from the stage start
  - b. Have a shooting location pre-determined prior to the event.
  - c. Submit the Stage Access form to the start or stage captain

### **Notes for Restricted Media on Stages**

- Restricted Media will be confined to areas on stage that are official Spectator Locations or pre-determined locations approved by the event.

### **Accredited Media Code of Conduct**

By applying for ARA media accreditation, applicants must agree to uphold the following Code of Conduct:

1. I recognize that safety is the overriding concern at all times and my credentials can be revoked for unsafe conduct.
2. I will look out for the safety of spectators, volunteers and competitors as well as myself.
3. I will not be under the influence of drugs or alcohol when working an ARA Event.
4. I will abide by all posted speed limits, as well as those put in place by the Event or ARA for stage roads used in competition or recce.
5. I will not abuse the privileges granted by ARA media accreditation.
6. I understand that my actions may impact others in the sport.
7. I will follow all instructions from any event or ARA official.
8. I will endeavor to support ARA and help promote safety in rallying.
9. I will act in the best interests of the sport.
10. I will respect my fellow media and work together so that all media can achieve their desired content.

### **Media Accreditation Conditions of Application Issue and Use**

1. Must be at least 18 years old at the time of application
2. Must abide by the ARA media Code of Conduct:
3. Media credentials (vest and event credentials, if supplied) must be worn at **all times** while working an ARA event.
4. ARA media credentials are non-transferable and allow access only to the person to whom they were issued.
5. Any member of the ARA event staff(s), ARA stewards, or event officials, may revoke



- credentials at any time.
6. Credentials can be revoked for unsafe behavior, abuse of the ARA Media Code of Conduct, behavior deemed unflattering to the ARA National and Regional Series and any other breach of the spirit of the arrangement.
  7. ARA may request any images or video of a competitor's accident for investigation and insurance purposes.
  8. Vests must be returned at the end of each event before the podium celebration.
    - (a) Vests not returned will not be valid at other ARA events. The person the vest was checked out to will be billed a \$200 replacement fee and no longer eligible for ARA media credentials until the vest is returned or the fee is paid.
  9. If provided by the event, vehicle identification decals must be affixed to the front top passenger side of the windshield.

### **Media Drone Policy**

Drone Usage: One must apply to be a drone operator at an ARA event. A complete application does not guarantee acceptance to be an operator. To be considered to operate a drone at an ARA event, you will need to submit the required information and follow these rules:

1. A copy of a valid FAA Drone Commercial Operator's License must be provided to the ARA at least one week prior to the start of the event. Certificate must include your FAA number with proof of safety completion.
2. Minimum of \$500,000 in Drone Liability Insurance. The United States Auto Club must be included as an additional insured and a copy of the insurance certificate must be provide to the ARA prior to the start of the event.
3. No use of smaller drones that do not need to be licensed are acceptable at ARA events.
4. A list of approved Drone pilots will be given to event officials, and a letter of approval will be given by the ARA to the drone pilot for approval of that event.
5. Anytime the drone is in the air, you CANNOT operate any other cameras or devices. Full attention must be given to operating the drone.
6. A drone may not be flown over crowds, spectator areas, or areas designated as "no fly" by the event.
7. A drone may not interfere with a competitor on stage, or event officials working the event, either on-stage or in public areas. You may pilot the drone above a car, but never in front of or in the vision of a moving competition or opening/sweep vehicle. Shots from above are acceptable.
8. If any event official determines you are out of compliance or being unsafe, you will be asked to land the drone and may be removed as media from the event.





9. If you do not have approval to use a drone at an ARA event, you will be removed from the event and fined \$1,000. Your license will be revoked for the remainder of the year, and you will not be able to work as a media member for up to two years from the date of the incident.

### **ARA Responsibility Toward Media**

ARA has committed to providing the following services at all 2025 ARA National Rally Championship events:

1. ARA personnel to serve as point of contact to support media members, assist with credentialing, questions, and media safety briefing.
2. Scheduled mandatory ARA/event media briefing focused on safety and event-specific details.
  - a. The time and location of this briefing may be listed in the supplemental regulations for the rally.
  - b. ARA reserves the right to change this time and location in advance of the event.
3. ARA will provide a media center at National Events with seating and WIFI available.
4. Information such as stage information, schedules, restricted media locations, maps and contact information will be published in the media channels.
5. High visibility and easily recognizable media credentials color coded for each media level.
  - a. Blue media vests numbered for each Unrestricted credentialed media
  - b. Red media vests numbered for each Restricted credentialed media
6. If media credentials have been revoked, one shall have the right to appeal to the ARA Series Manager. The ARA Series manager will call a meeting and the member of the media may state their case. The decision made by the ARA Series Manager shall be the final judgement in the matter.