

GUIDANCE FOR PHOTOGRAPHERS WORKING AT THE ATHLETICS WORLD CUP LONDON 2018

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GUIDANCE FOR PHOTOGRAPHERS WORKING AT BRITISH ATHLETICS EVENTS

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Guidance for Photographers working at British Athletics events

Introduction

1. The purpose of this document is to provide photographers with a framework for understanding the procedures in place and opportunities available to them when working at British Athletics events.
2. The arrangements made for disabled photographers are also outlined. These aim to provide an inclusive photography service whilst at the same time ensure the safety of all photographers, athletes and officials.

Accreditation

3. All photographers wishing to apply for accreditation to attend British Athletics events should apply using the online accreditation application form on the British Athletics website. **Only stills photographers will be considered for accreditation as a photographer.**
4. Disabled photographers are requested to indicate in the relevant section of the form, as this will enable British Athletics to assist in providing the best photo opportunities suitable for each photographer. The Major Events PR Manager will liaise personally with applicants to discuss their access and any other needs, and in consultation with the Photo Manager, decisions regarding access within the arena will be made according to each photographer's needs.
5. All photographers' credentials will be verified by British Athletics and their applications approved or not accordingly.
6. Approval of applications will also be subject to the maximum number of photographers which can be accommodated at each venue.
7. Previous approval of an application does not assure future approval, and individuals will need to apply for accreditation on an event-by-event basis.
8. By applying for accreditation, all photographers agree to adhere to the **British Athletics General Conduct Terms & Conditions for Photographers** (see Appendix 1), and to respond to correspondence from British Athletics within a reasonable timeframe.

9. Upon approval of their application, photographers will receive a Media Guide ahead of each event (via email) which will outline the event timings, Media Centre and Photographers Room opening times and provide other useful event information.

Attendance at events

10. On arrival at the events, all photographers are required to register their attendance in the Photographers Room. This will be equipped with power and Wi-Fi access and will be the working base for photographers. Start lists, results and refreshments will also be provided in this area.
11. The Photographers' Briefing will take place in the Photographers Room 90 minutes before the first event of the meeting if it is a IAAF Diamond League event, and 60 – 90 minutes before the first event at other meetings. All photographers are required to attend.
12. The briefing will be given by the Photo Manager who will outline the photo positions around the arena and reiterate the general conduct terms and conditions.
13. At the briefing, photographers will also receive information about meeting-specific photo opportunities such as presentations, staged photos with athletes and fireworks/pyrotechnics.
14. A walkround tour of the outfield and infield photo positions will then be given by the photo team staff. It is strongly recommended that all photographers attend the walkround in order to become familiar with both the photo positions and restricted areas.

Photographers' bibs

15. The photo team will provide each photographer with a bib which should be returned at the end of each day's competition. The photographer's bib entitles the wearer to take **stills photography only** within the arena.
16. Bibs must be worn at all times and on the outside of all clothes.
17. Bibs are non-transferable to other photographers unless approved by the photo team.
18. Photographers' bibs are allocated separately for Infield and Outfield access, denoted by different colours.

Outfield photo positions and access

19. 'Outfield' is classed as all positions outside the perimeter of the track. These positions are accessible to both outfield and infield photographers.

20. British Athletics will aim to provide a minimum of 4 designated outfield photo positions at each outdoor venue, and 3 designated outfield positions at indoor venues.
21. Where venue layouts permit, a minimum of 3 wheelchair accessible photo positions will also be provided at each venue.
22. These should give all photographers sufficient photo angles and options from which to work, and are in addition to 'one-off' photo locations around the venue from which photographers may choose to work.
23. At most outdoor venues, the outfield positions including Long Jump/Triple Jump and Pole Vault are accessible at ground level and so all photographers can access these positions. Photographers will also be able to shoot from behind the perimeter boards around the bends.
24. At indoor venues, there are photo positions at concourse or ground level to cover these events, and lift access is provided for concourse level positions.

Infield photo positions and access

25. 'Infield' is classed as the area on the inside of the track. Infield photo positions will be determined at each venue and will provide photo opportunities covering each field event.
26. Only photographers allocated infield bibs may cross the track and access this infield.
27. Infield bibs are limited in number. At outdoor events, a maximum of 11 photographers are permitted on to the infield at any one time, with the exception of IAAF Diamond League events when up to 16 photographers are permitted.
28. At indoor events where the infield is smaller, the maximum number of photographers permitted on to the infield is 9.
29. Infield bibs will be allocated in accordance with the IAAF guidelines regarding the priority order of the infield pool, as follows:
 - International agencies (AP, Reuters, AFP, Getty Images)
 - Approved national agencies
 - Major daily newspapers specialising in sport
 - National newspapers
 - Specialist sport agencies
 - Specialist sports magazines
 - Specialist sport freelancers
 - Other newspapers
 - Weekly, monthly and other non-sport publications
30. Two infield bibs will be reserved for use by photographers working on behalf of British Athletics.

31. In addition, up to 3 infield bibs will be reserved for rotational use by photographers who wish to access the infield to cover specific/one-off events only. These bibs will be allocated by the photo team in time slots and on an individual basis, depending on bib availability.
32. Photographers should discuss their photo requirements with the British Athletics photo team. Any requests to work from the infield should be directed to the Photo Manager.
33. Every effort will be made by the photo team to accommodate requests to the infield. However, requests cannot be guaranteed and are subject to varying levels of interest in covering the specific events, and health and safety concerns during bad weather.
34. Every effort will be made to assist and accommodate photographers whose movement is restricted (for example wheelchair users) to work from the infield where there is suitable access over the track and infield, and where photographers can remain in a fixed position to work. This will facilitate covering infield events including the High Jump and Shot Put, and some track events such as the Hurdles.
35. Certain infield events may not be appropriate for some photographers to cover. These are the long throws (Discus, Javelin, Hammer) where photographers need to be able to react and move quickly in the event of a stray throw or other incident.
36. For these reasons, some photographers (such as wheelchair users and those with visual and some physical impairments) are unlikely to be accommodated on the infield to cover the long throws. Photographers should contact the Photo Manager if they wish to discuss further.

Head-on finish line photo position

37. The head-on finish line position is the main photo position and is classed as an outfield position, accessible to both outfield and infield bibs.
38. Every effort will be made to ensure that all photographers can be accommodated in this area.
39. At most outdoor venues, the head-on position is at ground level and is wheelchair accessible.
40. At venues where the head-on finish line position is not accessible to wheelchair users (some indoor venues), British Athletics will endeavour to find an alternative position or facility (such as railings for remote cameras) which facilitates the finish line shot. These positions should be reached by lift access.
41. All photographers must be mindful of obstructing the views of any general public seating behind this area. Chairs will be provided for photographers to work from where necessary.

Victory lap celebrations

42. Sometimes infield photographers may wish to follow winning athletes on the first part of their victory lap of honour. This is permitted for the first quarter of the track, and photographers must then leave the athlete midway round the first bend to continue their lap of honour and complete any TV interviews unhindered.
43. On these occasions, the athletes are usually still moving very quickly, often with other events taking / about to take place on the track around them, and photographers need to be able to react and move swiftly in the event of athletes warming up out the blocks, and officials and staff movements at the finish line.
44. For these reasons, some photographers (such as wheelchair users and those with visual and some physical impairments) are unlikely to be accommodated to follow victory lap celebrations due to health and safety concerns associated with following the athlete on the track and the continuing running of the meeting. Photographers should contact the Photo Manager if they wish to discuss further.
45. In these situations, the British Athletics photo team will aim to stage alternative 'victory' photo opportunities for all photographers located at the head-on finish line position.

Podium presentations

46. At events where podium presentations take place, access for photographers will be decided on a venue-by-venue basis due to the varying locations and configurations of podium presentation areas.
47. The photo team will endeavour to accommodate any requests to photograph specific podium presentations in these controlled areas.
48. The photo team will be able to escort any disabled photographers requiring assistance and wishing to cover specific podium presentations.
49. Decisions will be made on an individual basis depending on ease of access and associated health and safety issues.

Press conferences

50. British Athletics will stage photo opportunities for accredited photographers at pre-event press conferences during the days preceding the majority of events.
51. Where a pre-event press conference receives large levels of interest, British Athletics is unable to guarantee access for all photographers due to the restrictions of space. In these cases priority attendance will be allocated in accordance with the published guidelines, and British Athletics will endeavour to make images or other opportunities available to photographers after the press conference.
52. The photo team will be on hand where required to assist disabled photographers find suitable positions at pre-event press conferences.

53. In circumstances where there is significant media interest of an athlete *during* an event (e.g. a world record, exceptional performance or athlete attracting large levels of interest), British Athletics may hold a post-event press conference at a location within the event venue.

54. The location of the press conference will be wheelchair accessible and all photographers will be invited to attend. The photo team will guide photographers to the correct location assist where required with positioning to ensure optimum photo opportunities.

Photo team assistance

55. At every event there will be a designated Photo Liaison team, led by the Photo Manager.

56. The team of experienced staff will be on-hand to facilitate photo opportunities for photographers around the venue; to resolve any logistical issues; and to act as a central co-ordination point between the Meeting Director, Health and Safety Officer, officials, host broadcaster, and the athletes.

57. In addition, a designated member of the British Athletics photo team staff will be available to discuss the photo options for disabled photographers; to help escort them to outfield photo positions as required, and assist with carrying equipment and making any special arrangements.

58. Where required, a member of the British Athletics photo team staff will be available to escort disabled photographers to work on the infield.

Decision process

1. British Athletics reserves the right to make decisions regarding photographer access which are in the best interests of all photographers, athletes and officials at each venue.
2. Decisions will be made on an individual basis and at the discretion of British Athletics photo team staff and the Meeting Director.

Appendix 1

British Athletics General Conduct Terms & Conditions for Photographers:

- Please sign in and register your attendance with the Photo Liaison team.
- Accreditation is strictly for use by **stills photographers only**, and any photographer found to be recording footage will be asked to leave the event.
- Accreditation is strictly for use by the accredited applicant. Accreditation is not transferable unless specific permission is granted by British Athletics.
- Photographers are required to attend the Photographers' Briefing which will take place in the Photographers Room 60 - 90 minutes before the first event.
- Photographers must abide by the requests made by the Photo Manager.
- Photographers must remain within the areas designated for photographers and **must not under any circumstances enter the designated NO-GO zone**. The no-go zone comprises the entire home straight and the start of the first bend.
- Photographers must not under any circumstances enter other designated restricted areas e.g. medical rooms, officials' areas, athlete warm-up areas, and other working areas etc
- Photographers are not permitted inside the warm-up area or other athlete areas.
- Photographs taken at events can be used for editorially only; any commercial use must be approved by British Athletics.
- Under no circumstances may photographers obstruct or affect the performance of the competing athletes or officials. Privacy, personal space and the safety of athletes, spectators and other people at the event must be respected at all times Any photographer found or reported to be obstructing officials or athletes in competition will be asked to leave the event.
- Likewise any photographer found or reported to be interrupting the concentration of the competing athletes via noise, flash bulbs or any other form of hindrance, or affecting the views of spectators, will be asked to leave the event.
- Photographers must not sit, stand or wait on the track at any time. In addition, photographers must not stand in front of athlete run-ups, television cameras, perimeter boards, clocks or the finish line.
- Belongings must be placed where they do not disturb athletes and officials.
- A reasonable standard of dress is expected and appropriate clothing and footwear must be worn that fits with the British Athletics health and safety policy .
- No persons under the age of 18 will be allowed access to media working areas under any circumstances, unless approved in advance by British Athletics
- Photographers should treat event staff and volunteers with courtesy and respect. Any swearing or aggressive language will result in removal of accreditation. All other working colleagues should be respected at all times.

Bibs

- Photographers will be allocated a bib on arrival and must return it to the Photo Liaison team at the end of each day's competition. The photographer's bib entitles the wearer to take **stills photography only**.
- Photographers should wear their designated photographer's bibs at all times; these must be worn on the outside of all clothes. Any photographer not wearing his/her bib will be asked to leave the event.

Infield Photography

- Infield photography will be co-ordinated by the Photo Manager. All requests to go onto the infield must be directed to the Photo Manager who will allocate time slots and infield bibs accordingly.
- Infield photographer's bibs will be allocated on the day. The decision of the Photo Manager is final.
- Photographers who do not have an infield bib are ***under no circumstances permitted on the inside of the track***. Any photographer found or reported to be ignoring the rule will be asked to leave the event.
- **Any misdemeanours or contraventions of this policy and agreed filming parameters will result in immediate removal of accreditation and ejection from the event**
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I agree to abide by the terms and conditions set out above:.....

Media outlet:.....Date:.....