



MEDIA 2015 Stuart Sailfish Regatta MEDIA POLICY
May 15th – 17th 2015
www.stuartsailfishregatta.com

Please read the following information before filling out the registration form.

Media Registration Requirements Media credentials are given to members of the working media whose attendance at the Stuart Sailfish Regatta will result in coverage, whether print or broadcast, of The Stuart Sailfish Regatta. Qualified working journalists may submit a registration request for a complimentary SSR(Stuart Sailfish Regatta) media badge that provides:

- Race Event access during TBA hours of operation
- Access to conferences, workshops, showcases and awards ceremony (videotaping will not be allowed during awards ceremony- designated for SSR appointed film crew 'ONLY') *Anyone violating this will be asked to leave and tapes will become property of SSR appointed media production)
- Access to other sponsored media-related events (at venues discretion)
- Credentials will be granted to no more than two individuals from any one media organization (MUST BE 21 OR OLDER) & (MUST ARRIVE ON RACE DAY HOURS IN ADVANCE FOR SET UP)
- We will notify you/your company of your application status no later than a week's time leading up to the event

Qualifying Criteria

To qualify for complimentary media registration, you must meet the following criteria:

- Media credentials will only be issued to editors, print and broadcast reporters or columnists, broadcast producers and directors, camera operators and professional photographers.
- As a courtesy, media credentials will be granted to one publisher per publication.
- Freelance writers and non-editorial staff covering the SSR in an editorial capacity must present a letter of assignment from a publisher, editor or producer (on letterhead) of a recognized media outlet to receive media credentials. (Based on established Industry work)
- Broadcast reporters and camera crews must present a letter of assignment (on letterhead) from a recognized outlet to receive media credentials.
- All photographers must be on assignment. Photographers must present a current, original letter of assignment from a recognized media outlet or a copy of their contract with a publisher or news organization.
- Editors and publishers of online newsletters or websites dealing with the entertainment, and or music industries may be granted media credentials at the discretion of the Best in Florida Awards Media Coordinator. Online journalists must have bylined articles on the site, as well as

MEDIA continue...

business cards verifying their position/title. Only journalists with news-based websites qualify for media badges. Sites that are primarily for business or sales purposes do not qualify. The website must include original editorial news coverage. Editorial content must be independent of advertising or sponsorship.

Advertising must be clearly identifiable as advertising. The website, if sponsored by a for-profit entity, must have multiple sponsors and be clearly identified. Personal websites are not acceptable. Those requesting media credentials who do not have editorial positions listed must also submit a letter (via e-mail, or mail) from the appropriate editor stating that the registrant: (1) is attending the show solely in an editorial capacity; and (2) will be submitting a bylined article about the event for publication in a future issue. Not qualified: Family members, friends, children, etc., are not issued media credentials, nor are media representatives whose primary purpose for attending the Best in Florida Awards is not to cover the event as working news media.

Audio/Video/Photo Guidelines Audio recording of showcases, in-door meet & greets and awards ceremony is not permitted.

Unless authorized, videotaping—particularly that requiring artificial lighting of any kind—of an entire concert or session is prohibited.

Short-term videotaping (for news purposes) of performers or speakers is limited to credentialed media. Contact the SSR Media Coordinator at least two weeks in advance of the event.

No convention signage or branding is to be moved, altered or removed from its original location.

Video production crews (non-news) must receive approval from the SSR before receiving credentials. This also applies to Internet media that are shooting videos for release on web sites.

Photographer credentials are approved for editorial shooting only. Photographers shall agree to use their photographs (or other means of reproduction) only for bona-fide news purposes. Bona-fide news purposes include regularly published newspapers, magazines or internet sites recognized by the SSR.

Photographers shooting for stock houses, resale and other commercial purposes will not be credentialed.

Entertainment and commercial use of photographs are not considered bona-fide news purposes.

Approval must be gained by the SSR Media Coordinator for use of photographs for purposes other than bona-fide news purposes. Should approval be granted to photographers to use photographs for entertainment or commercial use, photographers shall obtain all necessary licenses, consents or releases permitting the use of any party's proprietary material, including, but not limited to, any party's copyrights, trademarks, rights of publicity, rights of privacy or other proprietary or personal rights, however denominated, included in any photograph taken or other material obtained in connection with the credential.

The photographer is solely responsible for determining which licenses, consents and releases shall be obtained, and shall defend, hold harmless and not indemnify the Best in Florida Awards and their official appointed film/photography Productions against and from any and all liability, loss, damage or expense against third party claims

Media representatives must ask the SSR attendees, guests and/or staff members for permission prior to taking still photographs, shooting video or recording interviews (for print, Internet or video). Please respect the wishes of our attendees if permission is refused. (ANYTHING LESS YOU WILL BE ESCORTED OUT)

General Conditions

If approved, media representatives must register in advance and check in at the SSR coordinating office in order to obtain a media badge, which will be required for admission to the SSR. Badges must be picked up at the registration desk during TBA registration hours; badges will not be mailed out unless you... 1.) Reside outside of Miami, Florida and 2. Submit both an electronic and postage letter of request with the verifiable return business address for the representing media entity in which you represent.

Upon receipt of your registration, you may be asked to provide supporting documentation to receive your media credentials. All media will receive an e-mail confirmation of their registration. Media representatives at the SSR are required to wear their media badge at all times and are required to identify themselves as media representatives when interacting with attendees, guests and staff.