



ASIA-PACIFIC RALLY CHAMPIONSHIP

2022 MEDIA FACILITIES AND OPERATIONS GUIDE

1. INTRODUCTION

The purpose of this document is to define the minimum standards for the provision of facilities and services to the media at all rounds of the FIA Asia-Pacific Rally Championship & FIA APRC Cups.

It is in the interests of the event and the championship to have a good relationship with the local media.

Prior to the event, the Media Officer should be in contact with local print, radio and TV sports and/or motorsport media to inform them of the programme for the event, expected competitors, and to establish key print / news deadlines.

2. ACCREDITATION

All media shall be accredited at the discretion of the Event Media Officer for each round of the Championship.

Organisers are requested to encourage media accreditation to expand the exposure of the Championship.

3. RESPONSIBILITIES

The Media Officer for each round of the Championship is responsible for:

- 3.1 Publication and distribution of APRC-focused media releases, as a minimum, including:
 - a. Pre-event Information.
 - b. Pre-event Entry List.
 - c. End of Leg 1 incorporating results.
 - d. End of Leg 2 incorporating results (including restarts).
 - e. End of event incorporating official final results.
 - f. Any subsequent decision affecting the results
- 3.2 All media releases published by the event should be included on the event website which must also include event results.
- 3.3 Provision of a direct link to the results page of the event website 1 month prior to the event so that the results section of the APRC website can link to the results section of the event website.
- 3.4 Distribution of a pre-event media release and a post event media release to the APRC Secretariat and APRC Media Information : media@fiaaprc.com for the APRC website.
- 3.5 Distribution of End of Leg media releases with one relevant picture electronically to the APRC Secretariat and APRC Media Information : media@fiaaprc.com for the APRC website.
- 3.6 Provision of a minimum of six APRC relevant high-resolution photos to the APRC Secretariat and media@fiaaprc.com for use on the gallery section of the APRC website and for free distribution to the media. This must include a supply of copyright-free photographs after each event, including rally action, start/finish podiums and presentations.
- 3.7 Distribution of the media releases and results to international media – via email.
- 3.8 Accreditation of all media on event.
- 3.9 Provision of media facilities on event.
- 3.10 Organising and hosting the pre-event and post-event (optional) press conferences.

- 3.11 Providing raised photographers stand at start and finish ceremonies.
- 3.12 Providing a suitable finish podium for place-getters.
- 3.13 Helping to ensure adequate exposure for event and series sponsors (i.e. backboards for press conferences – refer Article 10).
- 3.14 Liaise with ASNs to ensure there are no insurance issues with photographers on special stages, in particular.
- 3.15 Tagging APRC social media channels on post updates relating to the event and share content that can be used on APRC social media.

4. MEDIA FACILITIES

The following minimum standard of media facilities must be provided by each Organiser for use by accredited media on event:

- 4.1 **Media Accreditation Centre:**
This should be located adjacent to the Media Centre and should be opened at least 24 hours before the start of the event.
- 4.2 **Media Centre:**
The media centre should contain:
 - a. High speed internet access – cable or wireless access
 - b. Sufficient workspace for all accredited media
 - c. Notice board for information in 4.3
 - d. Power supply, with sufficient outlets
 - e. Staff of a sufficient number and relevant experience to service the media centre during the event, manage the press conferences and start/finish ceremonies, and provide the end of stage and service park quotes (field media) in a timely manner.
 - f. Basic refreshments (water, tea, coffee & biscuits) to be provided at the Media Center (optional)
- 4.3 **Reports:**
The following list of printed reports should be available within the Media Centre and posted in the relevant sections of the event website:
 - a. Shakedown Times (if run).
 - b. Official Start List for each Leg.
 - c. Individual stage times, incorporating progressive results ie stage results alongside overall position after each stage
 - d. End of Leg 1 and Leg 2 unofficial classifications, 1 set for overall.
 - e. Individual Leg & Overall provisional final classifications
 - f. Incident and Driver comments from end of stages and Service Parks (field media).
 - g. Information from the Clerk of the Course / Stewards – communications and bulletins
 - h. Final official classification, 1 set for overall.

Media should be referred to www.fiaaprc.com for APRC points.

5. CEREMONIAL START (OPTIONAL)

A raised photographer stand should be provided at both ceremonial start and finish ceremony in a suitable location adjacent to the start/finish ramp (preferably in front of & within 7 m of ramp). Consideration needs to be given to the position of the sun at the times of these ceremonies. Ideally the sun should be located behind the photographer stand.

If the Start is at night, lighting should be provided on the Start Ramp.

One or two sentences of biographical, seeding or other information should be provided to the MC for each crew.

6. FINISH CEREMONY

The Finish Ceremony must place emphasis on the APRC place-getters. Refer Appendix A (page 6).

Trophies must be awarded as per Appendix B (page 7). Organisers can award additional trophies if they wish.

7. RALLY GUIDE 1

Email notification of Rally Guide 1 must be sent to media and the APRC Media Information: media@fiaaprc.com, aprcsecretariat@rallynz.org.nz and rally@fia.com, by the organisers. Refer to 2022 FIA Regional Rally Sporting Regulations – V4 - APRC – Article 19.4

8. RALLY GUIDE 2

Rally Guide 2 must be produced (as per FIA Regional Sporting Regulations Appendix II-3) by each round of the Championship and email notification that it is on the event website must be sent to media and the APRC Media Information: media@fiaaprc.com, aprcsecretariat@rallynz.org.nz and rally@fia.com by organisers to help media with their planning.

Refer to 2022 FIA Regional Rally Sporting Regulations – V4 - APRC – Article 19.4

9. MEDIA SAFETY BOOK

A printed Media Safety Book should be produced by each round of the Championship and distributed to photographers/ television media at accreditation. Refer to 2022 FIA Regional Rally Sporting Regulations – Appendix II, Article 10.

CONTENTS

1. Welcome from Clerk of the Course
2. Safety for the Media
3. Tabard Media Special Stage Entry Times
4. Media Parking (Rally HQ, Media Centre and Special Stage Parking)
5. Media Safety and Identification (refer page 8).
6. Itinerary
7. Stage Maps and Photo Point Diagrams
8. Photo & contact details of Media Coordinator of each event

10. MEDIA CONFERENCES

One Pre-event and one Post-event (optional) Media Conference should be included in the programmed of activities for the event.

If the media conference is held outdoors, then an all-weather facility must be provided.

A media backdrop must be provided – to include event sponsors, and APRC logo / sponsors (50% event logos / 50% series logos).

10.1 Pre-Event:

This should be scheduled as late as possible prior to the start of the event, at a time that will maximise media exposure. The timing should ensure that no clash occurs with other activities that the crews are likely to be involved with and may be held in conjunction with the Ceremonial Start.

A minimum of four (4), and maximum of six (6) APRC registered drivers should be invited to attend, and would ideally include, current APRC Champion, winner of last year's event, plus other notable drivers.

Alternatively, organisers may arrange a driver photo opportunity which may include a driver signature session for the public and/or a mini press conference. Whichever option is used, details must be advised in Rally Guide 2.

10.2 Post-Event:

The Post-Event Press Conference may be held at the discretion of the Organisers.

This may be as part of the Finish Ceremony OR scheduled immediately after the finish of the event.

If the Media Officer feels that a Post Event Press Conference will be poorly attended, then the event may elect not to hold one.

The location and timing of the Post Event Press Conference must be advised in the Timetable of Events and if one is not being held it must be advised in Rally Guide 2.

The first, second and third placed APRC registered driver and co-driver are required to attend.

11. APRC SECRETARIAT: POSTAL AND COURIER ADDRESS

Postal Address is:

APRC Secretariat – Merran Brockie-David
C/O Rally New Zealand
PO Box 62021
Sylvia Park
Auckland 1644
New Zealand

Courier Address is:

APRC Secretariat
c/o Rally New Zealand
Northern Sports Car Club
Mt Richmond Domain
1110 Great South Road,
Otahuhu, Auckland, New Zealand.

Ph: +64 9 276 0882

Mob: +64 21 272 5596

Email: aprcsecretariat@rallynz.org.nz

APPENDIX A

APRC PODIUM CEREMONY

1. GENERAL POINTS

- a) The finish ramp should incorporate an archway, clearly displaying the name and logo of the event. Directly in front of the ramp should be the photographers' tower (recommended). The lane leading to the archway **must** be barriered to prevent public access from obscuring the photographers view.
- b) The organisers should provide an "Olympic style" dais for use by the third, second and first crews only, positioned in a way to allow photographers / TV crews to take pictures from the photographers' tower.
- c) All teams with a car in the top three must have a technician in attendance with the car to transport the car to post-event scrutiny, if required.
- d) The reference to registered drivers in the APRC also includes nominated Team Trophy drivers for the final.

2. PROCEDURE (ALL PROCEDURES SHOULD BE CONTROLLED BY THE MASTER OF CEREMONIES)

- a) The recommended finish procedure for all events excluding the final is as follows:
- 3rd car of registered drivers in the APRC event, on to ramp, interview on ramp and then proceed to park in a location as directed by and under the authority of the event officials.
 - 2nd car of registered drivers in the APRC event, on to ramp, interview on ramp and then proceed to park in a location as directed by and under the authority of the event officials.
 - 1st car of registered drivers in the APRC event, on to ramp, interview on ramp, nose down on ramp for photo session.
 - Podium boxes in to place.
 - Presentation of trophies.
 - 3rd FIA APRC Asia OR Pacific Cup (driver and co-driver)
 - 2nd FIA APRC Asia OR Pacific Cup (driver and co-driver)
 - 1st FIA APRC Asia OR Pacific Cup (driver and co-driver)
 - Outright if a separate podium isn't done
 - Classes - 1st placed (driver and co-driver)
 - National anthem and associated flag raising for winning driver, co-driver.
 - Champagne spray and photoshoot.
 - Provision for team photos on ramp or in adjacent area.
- b) All other trophies not included above may be given out during the remainder of the finish ceremony at the organiser's discretion

For the final

- a) The recommended finish procedure is as follows (for the APRC Final):
- 3rd, followed by 2nd, followed by 1st car of registered drivers in the APRC event on to ramp, interview on ramp and then proceed to park in a location as directed by and under the authority of the event officials for the following Championships:
 - Overall Championship
 - Junior Championship
 - Podium boxes in to place.
 - Presentation of trophies.
 - 1st FIA APRC (driver and co-driver)
 - 2nd FIA APRC (driver and co-driver)
 - 3rd FIA APRC (driver and co-driver)
 - Other trophies as appropriate
 - Classes - 1st placed (driver and co-driver)
 - National anthem and associated flag raising for winning driver, co-driver
 - Champagne spray and photoshoot.
 - Provision for team photos on ramp or in adjacent area.
- b) The remainder of the finish ceremony shall proceed at the organiser's discretion

APPENDIX B

APRC MINIMUM TROPHY REQUIREMENTS

The Trophies to be awarded are below. Organisers may award additional trophies if they wish.

General Classification

1st Overall (driver and co-driver)
 2nd Overall (driver and co-driver)
 3rd Overall (driver and co-driver)

Events

All events
 All events
 All events

FIA Asia Pacific Rally Championship

1st FIA APRC (driver and co-driver)
 2nd FIA APRC (driver and co-driver)
 3rd FIA APRC (driver and co-driver)

Final only
 Final only
 Final only

1st FIA APRC3 (driver and co-driver)

Final only

1st FIA APRC4 (driver and co-driver)

Final only

1st FIA Junior APRC (driver)

Final only

1st FIA APRC Pacific Cup (driver and co-driver)
 2nd FIA APRC Pacific Cup (driver and co-driver)
 3rd FIA APRC Pacific Cup (driver and co-driver)

NZ / Australia
 NZ / Australia
 NZ / Australia

1st FIA APRC Asia Cup (driver and co-driver)
 2nd FIA APRC Asia Cup (driver and co-driver)
 3rd FIA APRC Asia Cup (driver and co-driver)

Japan / China / India
 Japan / China / India
 Japan / China / India

Classes

1st placed (driver and co-driver)

All events

APPENDIX C

FIA ASIA-PACIFIC RALLY CHAMPIONSHIP ADMINISTRATIVE PROCEDURES

The following table details the schedule for publication of documents.

Activity	From	To	Deadline
Draft Itinerary	Organiser	APRC Secretariat	5 months before the rally
Rally Guide 1 (electronic)	Organiser	APRC Secretariat, FIA APRC Officials including media, APRC Co-ordinator and others	20 weeks before the rally
Appointment of the Stewards and Observer	FIA	Organiser	3 months before the rally
Draft Supplementary Regulations	Organiser	FIA who will liaise with the Observer	12 weeks before the rally
Approval of the Supplementary Regulations	Observer	FIA who will advise the Organiser	FIA & Observer have 4 weeks from when they receive the draft SR to make their comments and issue the visa
Issuing of Visa	FIA	Organiser	FIA & Observer have 4 weeks from when they receive the draft SR to make their comments and issue the visa
Supplementary Regulations published and opening of entries	Organiser	FIA, APRC Secretariat, APRC Co-ordinator, possible entrants and published on event website	A minimum of 8 weeks before the rally
Closing of Entries	Entrants	Organiser	No later than 2 weeks before the rally
Rally Guide 2 published	Organiser	Competitors, APRC Secretariat, FIA Officials and published on event website	2-3 weeks before the start of the rally
Proposed Seeded Entry List for comment	Organiser	Observer & APRC Coordinator	2 weeks before the rally
Seeded Entry List published	Organiser	Entrants, media, officials APRC Secretariat, FIA Rally Department	8 days before Day 1 of the rally
Safety Plan published	Organiser	FIA, FIA APRC Officials (Stewards, Observer, Safety Delegate)	4 weeks before the rally
Media Safety Book published	Organiser	Accredited media	Before the rally
Road Book published	Organiser	Competitors and FIA APRC Officials	Before the rally
Results			
Provisional Final Classification	Website		Separate results for: Overall, Leg 1, Leg 2
Final Classification	Website		Separate results for: Overall, Leg 1, Leg 2 Must include all entered competitors including DNFs

APPENDIX D

MEDIA SAFETY & IDENTIFICATION

Adapted from the FIA WRC Media Facilities and Operations Guide

1. It is acknowledged that the media play an important role in the FIA Asia Pacific Rally Championship and that each member of the working media must be permitted to carry out his or her work in the best possible conditions.
2. However, the media is not exempt from having to respect safety rules. In general, this should not interfere with their ability to perform their duties. Nevertheless, safety will always take precedence.
3. Media are divided into two groups:
 - a) MEDIA
 - b) VISUAL TABARD MEDIA

Each group is identifiable as follows:

- a) MEDIA – media passes, named and issued by the event organizer.
 - b) VISUAL TABARD MEDIA – named media passes and numbered tabards, issued by the event organizer. It is strongly advised using the APRC numbered tabards available from the FIA APRC Media Delegate Mr Lance Hastie.
4. There is need for a safety guide specifically for the visual media. The minimum recommended content of this book is listed below. The Media Safety Book should be distributed to the Media before the start of the rally. In order to best prepare this book, the organiser should:
 - a) Invite an experienced professional motorsport photographer and/or a cameraman to inspect the special stag-es together with the Press Officer and the Safety Officer as soon as the rally route is decided.
 6. Identify within each stage a number of safe areas ('photo areas') for use by photographers and TV crews. Where possible, there must be dedicated tabard media parking as close as possible to these locations, as well as at stage ends. Where access is not possible, due to restricted space and/ or safety concerns, this must be clearly communicated in the Media Safety Book.
 7. These 'photo areas' should be described on paper and accompanied by a photograph depicting the resulting image. There should be diagrams for each location indicating in detail:
 - The SS number and length
 - The SS road closing time for tabard media
 - The SS start time for the first car The road book reference and GPS reference
 - The specific zone of the photo areas
 - The spectator areas
 - The tabard media parking
 - The access roads
 - The distance, on the SS road, of the photo areas from the SS start/finish
 - The safety taping
 8. All the proposed diagrams should be approved by the Safety Officer.
 9. The approved diagrams will form one section of the Media Safety Book.
 10. The book should also include:
 - The written description of which areas tabard holders may access and what kind of actions they may perform. At minimum, this section must be produced in English and the local language.
 - Example
 - They should be allowed to walk and stand immediately in front of the spectator tape / marker boundary, to walk from one point of the stage to another and/or cross the stage during the intervals between the passage of the rally cars, always in accordance with marshals' safety instructions. In addition, tabard media may be permitted to exit the special stages between the running of repeated stages, in the direction of the rally route. This will be permitted only when identified in the Media Safety Book and only after the stage commander has announced the opening of the road after the first passage of rally cars.
 - The specific photo areas, for the use of tabard holders only, must be properly taped, signed and with restricted access. Media marshals, especially briefed on media needs, duties and rights, should be identifiable at the photo areas.
 - Areas where marshals and police are standing are deemed as safe locations; tabard media are permitted to stand with these safety officials.

- The overview maps of all stages with reserved roads, intersection roads, closure points, photo areas, tabard and media parking.
- A complete sample of all authorised passes, tabards (permanent and rally by rally) and media and tab-ard media car passes.
- The identification and handling of the media (Media Safety & Identification), as stated in the appendices of the media facilities.

Organisers should take into account different levels of preparation required at each photo area, in accordance with local circumstances and the quantity of tabard media likely to be in attendance.

The FIA Media Delegate is at the disposal of the organisers to assist them in the production of the Media Safety Book, which should be distributed to all tabard holders, to all stage commanders and to all safety and security staff.

- 11.** If in the opinion of a marshal, official or the FIA APRC Media Delegate the wearer of a tabard is located in an area of danger he or she will be asked to move. If this instruction is ignored, a written report of the incident, detailing the number of the tabard holder, must be sent to the Clerk of the Course, who will immediately forward it to the FIA APRC Coordinator.
- 12.** The FIA APRC Media Delegate, having investigated the matter, may at his or her discretion, summon the relevant parties.
- 13.** Having heard the parties, the FIA APRC Media Delegate (in accordance with the event's Accreditation Agreement and Waiver of Liability) may:
 - a) impose a reprimand, which will be taken into account in the event of a further offence
 - b) withdraw the accreditation for one or more days of the current or following event(s)
 - c) refer the matter to the Stewards of the Meeting
 - d) refer the matter to the FIA Press Council.

APPENDIX E

The sponsor will have exclusivity in an agreed product range - and the ability to develop a range of APRC branded products and merchandise.

SPONSOR SIGNAGE AND PROMOTION BENEFITS

Sponsor Competitor Door Banners for a Product Partner agreement are 2 x (50cm x 10cm) however the APRC currently offers a door banner 2 x (67 x 17 cm) the same dimension as the doorplate while the space is available. The APRC reserves the right to change the signage size back to the agreed dimensions if a naming rights sponsor is signed.

1. Organisers are to ensure provision of guaranteed sponsor signage and branding on:
 - o Rally cars
 - o Start/finish podiums – 2 FIA/ Sponsor banners on the top of the podium, to be printed by organisers, and sponsor flags on both sides of the podium (supplied by sponsor), with sponsor flags at the front of all other flags for the APRC presentation.
 - o Service park – organisers to allocate a 6m x 5m space in service park for exhibition/sales space. This area should be central or close to the service areas of APRC teams and supplied with electricity. Sponsor personnel to erect and man.
 - o Super Stage and Stage signage by agreement with the event organiser.
 - o The Sponsor logo is to be included on all event publicity and documentation.
 - o Placement and supply of the Sponsor signage and marquees at each event is the responsibility of the Sponsor, working strictly in conjunction with the rally organisers.
2. Allow upon agreement extra space allocated for the Sponsor to use as hospitality.
3. Allocate a space 6m x 5m, near each start/finish podium and spectator area for the Sponsor exhibition/sales space. At some events this area is used as a 'meet the drivers' or fan base. Each location should have adequate electricity or lighting supplied. Sponsor personnel are to erect and man the location.
4. The Sponsors have permission to give away free merchandise to spectators and fans
5. Sponsor banners to be placed in other areas such as holding areas, parc fermes, service- park fencing, near stage start/finish controls, super-specials and media conferences. Each event is different and the sponsor should meet with event organisers at least 2 months prior to the event, to agree on a plan and available locations.
6. Organiser to provide a minimum of 10x free guest passes and 4x car passes for the sponsor's personnel. Additional guest and car passes by request.
7. Where possible sponsor's personnel are to be offered 'Ride in a rally car' opportunities at Shakedown (Friday). Seats are limited and prior notice (names, numbers and contact details) are requested at least 30 days before event. Safety equipment will be supplied by organisers (helmets and driver suits) where there is sufficient notice, however the sponsor's personnel are requested to wear suitable non-flammable close-fitting clothing and shoes.
8. The Sponsor require a podium presentation at the finish of each event, Sponsor will have the opportunity to present prizes, including a giant cheque to the overall event winner and product prizes for 2nd and 3rd places. Three Sponsor Cups or trophies are presented at the final round.
9. The Sponsors are granted permission to use the FIA APRC logo on special edition products, permission from the APRC Executive is required.

APPENDIX F

TELEVISION & VIDEO RIGHTS

The Television and Video rights to the FIA Asia Pacific Rally Championship are owned by the FIA.

The administration and control of the rights is the responsibility of the APRC working group and the FIA.

1. All APRC television and video footage supplied to third parties including TV stations, On-Line Media, teams and

sponsors must be via the APRC Secretariat at an agreed cost, depending on requirements.

Or

2. Where a TV Station or Production companies wishes to send their own TV journalists/camera-men to an event, all media applications require permission from APRC Secretariat who will consider each request individually and work out an agreeable solution and cost for broadcast rights, relative to the long-term betterment of APRC media and television exposure.

All requests to use of footage for commercial purposes must be referred to the APRC Secretariat.

APPENDIX G

ASIA PACIFIC RALLY CHAMPIONSHIP LOGOS AND BRANDING

The FIA APRC Logos act as a graphical representation of the series and their values. It is crucial that the FIA APRC Logos are displayed in a consistent manner on all material. Application of these brand guidelines will ensure brand consistency of the highest standard. If in doubt, please contact the FIA for clarification.

GOTHAM IS THE RRC MASTER FONT CAN BE USED IN UPPERCASE or lowercase & in any weight.

CONTACTS

For enquiries or questions about using the FIA APRC logo guidelines, please contact our team:

STEPHANE FILLASTRE – HEAD OF BRAND, LICENSING & RETAIL

Direct +41 (0)2 25 44 45 45 Email sfillastre@fia.com

JÉRÔME ROUSSEL - CATEGORY MANAGER, CROSS-COUNTRY AND REGIONAL RALLY CHAMPIONSHIPS

Direct +41 (0)7 89 06 18 83 Email jrousseau@fia.com

Federation Internationale de L'Automobile 2 Chemin de Blandonnet, 1214 Vernier, Geneva, Switzerland