



MEDIA POLICY

Established: 20 January 2023

1.0 Policy Statement

- 1.1 This policy includes the following documents which are considered as integral to the overall program. Some rules and regulations are repeated within more than one document for clarity and confirmation:
 - Policy
 - Media Accreditation request and Agreement
 - Media Access Request
 - Media Operational Zone Map
- 1.2 Saratoga Motorsports Park (SMP) is a privately owned property that presents motorsports, cultural and entertainment events throughout the year; mainly in the Saratoga Speedway (SS) venue. Members of the media (professional and amateur) include photographers, videographers, writers, reporters, and broadcasters in any medium or on any platform.
- 1.3 Media products derived from SMP events will often be perceived as having been produced and vetted by SMP management and owners. This fact requires SMP insistence on high professional standards in keeping with best practices in a rapidly advancing technological environment. Every media product that links to SMP must maintain these professional standards.
- 1.4 The intent of this policy is to maintain effective control and monitoring of media member activities while attending at the SMP property, as well as to maintain awareness of the handling, marketing, and distribution of those collected images and stories derived from SMP activities and events.
- 1.5 SMP's media philosophy is to encourage media participation at every level, to ensure media activities are carried out in a safe professional manner at the venue, and to support continued professionalism and awareness at the point of media distribution and marketing.

- 1.6 All activities taking place at SMP are intended to be inclusive, lawful, and welcoming to those who follow the policies and directives as published and discussed. SMP reserves the right to both provide and prohibit event and property access for the purpose of media activities at the discretion of SMP management and ownership.
- 1.7 Saratoga Motorsports Park reserves the right to amend this policy at their discretion at any time.
- 1.8 Along with media operational regulations, this policy outlines the processes of:
 - Accreditation (without which media members are not authorized to operate)
 - Event Access (required for each event) which provides awareness of operational zones and danger areas.

Definitions

SMP considers “**Members of the Media**” to include (professional or amateur):

- Journalists
- Photographers
- Videographers
- Bloggers
- Podcasters
- Broadcasters (TV, Radio, Internet)
- Public Relations Agents

SMP considers “**Public Relations Agent**” to include any person attending and recording on behalf of any participant, team, or organization.

2.0 Regulations

- 2.1 This policy required reading by all media members wishing access.
- 2.2 All members of the media (amateur or professional) must be accredited by Saratoga Motorsports Park before requesting event access. (MEDIA ACCREDITATION AND AGREEMENT link is located at the bottom of this document)
- 2.3 Accreditation does not grant access; access must be requested for each individual event. Multiple-event access may be granted at the discretion of SMP. (“ACCESS REQUEST” form is linked on bottom of the MEDIA ACCREDITATION AND AGREEMENT).
- 2.4 Access will only be granted to individuals with accreditation except in special circumstances authorization may be granted by owners and general managers.
- 2.5 Operational zones are mapped (linked on the Accreditation and access forms) and must be adhered to as follows:

- Danger Zones: special permission to operate in the “danger zones” as per “zone map” required with event access authorization.
 - Restricted Zone: special permission not required, event access authorization only.
 - Open Zones: special permission not required, event access authorization only.
- 2.6 All members of the media are required to always maintain a high standard of deportment while operating at SMP. Interactions with spectators, participants, staff, officials, and other media members must be always conducted professionally. Conflict at every level must be avoided and spectator/participant/track officials’ access and lines of sight must be respected.
- 2.7 Unprofessional interaction, inebriation, unsafe activities, and failure to adhere to this policy are grounds for removal from the property and loss of accreditation at the discretion of officials.
- 2.8 Media members must always display their issued “PRESS-PASS” and return the pass before exiting the speedway.
- 2.9 Media members must be dressed in hi-vis reflective outer garment/vest.
- 2.10 The official staff photographer has precedence at all positions, stages of event, and event activities.
- 2.11 Movement between zones is only conducted with the consent of track officials. **Crossing a green-flag track at any point is prohibited. For those with danger-zone authorization only: the very top of the “run-off” or “hairpin” (as indicated in red on the Zone Map) may be crossed when safe to do so. At no time and at no point may a live green-flag track be crossed.**
- 2.12 Private or corporate media vehicles are not to enter the restricted or danger areas at any time without the prior consent of a general manager or owner.
- 2.13 Any instances of media member involvement in conflict, complaints, or suggestions are to be forwarded to staff and/or the general managers at earliest appropriate opportunity.

3.0 Accreditation

- 3.1 In accordance with regulation 2.2, all members of the media must be accredited by Saratoga Motorsports Park before requesting event access.
- 3.2 Accreditation is permanent and will not need to be renewed unless revoked.
- 3.3 Accreditation may be re-instated at the discretion of general manager or owner.
- 3.4 The accreditation process:
- Read and understand this policy.

- Follow the link at the bottom of this page to the “MEDIA ACCREDITATION AND AGREEMENT” page.
- Review that document and follow the link at the bottom to the “MEDIA ACCREDITATION REQUEST” form.
- SMP will review the completed form and may conduct background check at our discretion.
- Applicant will be contacted by us to conduct a short interview (may be via telephone); additional information may be required.

4.0 Event Access

- 4.1 In accordance with regulation 2.3, access must be requested for each individual event (“MEDIA ACCESS REQUEST” form is linked at the bottom of the “MEDIA ACCREDITATION AND AGREEMENT”).
- 4.2 Event “series” or multiple-day event access may be requested.
- 4.3 Access can be denied or revoked at any time at the discretion of SMP general manager or owner.
- 4.4 The event access process:
 - Complete online request form
 - SMP will review the completed form and may seek further information.
 - Applicant will be emailed to grant or deny access.
 - Media access is gained via the back gate pit entry point.
 - A “PRESS PASS” will be issued in exchange for the member’s government picture ID (driver’s license or services card).
 - Press Pass must be always displayed and must be returned to either the back gate staff (when open) or at the pay-out table at the close of racing program (ID will be returned when pass is collected).

Questions can be directed to: info@saratogaracing.ca