

Thank you for your interest in applying for media accreditation at World Curling Federation (WCF) events. The WCF will endeavour to accommodate as many members of the media as capacity allows at its events and will provide the best working conditions possible – with the space available – to aid the media in doing their job. The World Curling Federation (WCF) recognises the value of the media reporting at its events, provided that such coverage respects both the intellectual property rights that have been licensed by the WCF and the third parties associated with its events.

Applicants for media accreditation are invited to carefully read these guidelines before submitting their media accreditation form.

1. In order to consider the merit of every application and ensure that passes are fairly allocated, the WCF will apply these guidelines to each of its events. Applicants can apply for a full season of, or multiple, events at one time if they wish.
2. The WCF considers the media accreditation pass to be a working tool to be used by bona-fide members of the media only.
3. The WCF has full discretion in the issuance of media accreditation passes and all submitted media accreditation applications are subject to approval by the WCF, and by direction from the Local Organising Committees where required.
4. Applications must be supported with a national press card (or equivalent) number and a reason must be given if this cannot be supplied.
5. Completion of a media accreditation application form does not guarantee approval and approval at one event does not guarantee approval for future events.
6. The WCF reserve the right to request additional documentation from applicants to support and authenticate their application, as well as the right to refuse media accreditation at any time. In case additional material is required the applicant will be contacted by email.
7. **Applications should be submitted no later than two weeks prior to the start of a championship.** Applicants will receive an email to confirm the status of their application no later than one week after applying. The WCF will verify whether the application meets all the relevant criteria.
8. People who work for Member Associations in a media capacity should apply for accreditation through the WCF's Media Assistance Programme (MAP). For more details contact media@worldcurling.org

9. Commercial photographers cannot be accredited for WCF events. However, a commercial organisation can buy images from an event if they have written authorisation from the athletes the pictures would be of. The organisation must provide the written agreement to the WCF, who will provide information about receiving pictures for commercial use.
10. Family members and friends of athletes will not be accredited for WCF events unless they are known to work in the media full-time or as a freelancer. If required the WCF will seek advice from Member Associations' press representatives about this.
11. In the event that space is to be limited at a championship, applications may be refused even when all the criteria is met, on the grounds of capacity.
12. A media accreditation pass is strictly personal and shall not be given for use by any other person.
13. If you are allocated a pass and are then unable to attend the event, please inform the WCF as soon as possible so that your pass can be reallocated.
14. Media will be required to wear passes at all times during events and photographers will be required to wear an armband, as well, in order to access the ice. Armbands are distributed on a priority basis determined by the WCF and Local Organising Committees and then on a first-come-first-served basis thereafter. Furthermore, photographers who are accredited but not wearing suitable clothing, as detailed in the WCF's Code of Conduct for photographers will be refused access to the ice at a championship.
15. Accreditation may be revoked at any time if your conduct does not meet the expected standards as communicated to you by the event organisers. Media accreditation may be withdrawn if the accredited person is behaving improperly and/or in a manner which interferes with the proper organisation of the event.
16. Successful media accreditation applicants will be sent all relevant event information prior to the event, including a media guide and code of conduct, amongst other important items.
17. Successful media accreditation applicants will be automatically added to the WCF's media release distribution list. Unsubscribing from this list can be done by clicking the relevant link at the bottom of any WCF media releases.
18. **Please note accreditation for Ford World Curling Championships will be administered by Curling Canada on behalf of the WCF.**
19. Further information for freelancers or first time applicants to WCF events:

- a) Requests from freelance journalists/photographers and new applicants must be accompanied by copies of their published (and credited) work – curling or otherwise – during the past 12 months, specifying the names of the publications which the work has been published in, and a letter of commission for the publication(s) they will be providing material to during a championship.
- b) The onus is on the freelance applicant to prove the supply of regular curling, or sport, related stories to bona-fide publications. Applications will not be considered if this information isn't provided.
- c) Editors of publications and agencies are asked to conform to these principles to ensure that the media accreditation is limited to professional journalists and photographers.
- d) The letter from the person commissioning the work should have the following features:
 - Letterheaded
 - Name of person covering the event
 - Photocopy of press card or equivalent
 - Job title of person covering the event
 - Information about the publication
 - Copies of that persons work in the publication
 - Formal undertaking from the editor to publish reports related to a WCF event.

For more information, please contact media@worldcurling.org