



MEDIA CREDENTIAL POLICIES AND PROCEDURES



Trailhead Marketing is pleased to provide media services for those working the USA Cycling National Cyclocross Championships. These policies and procedures have been developed to provide the best working environment for professional journalists. Please contact us if you have any questions.

Jodi Hall, 415.990.1324, jodi@trailheadmarketing.com
Sean Weide, 785.304.1845, sean@trailheadmarketing.com

Credentialing

To better serve your needs, we ask that you please take note of the following before filling out a media credential request. You must fall under one of the following media categories to receive consideration for a media credential:

Newspapers, Industry/Trade Publications/News Wire Services

Reporters and editors from newspapers, magazines, trade publications, and wire services must be able to provide proof of employment upon request.

Television and Radio

Broadcast reporters and producers from news organizations must be assigned to cover the event and may be asked to provide verification upon request.

Freelance Writers

Only freelance journalists directly covering this championship event will be credentialed. Freelancers must submit a letter with their credential request form from the news organization they are representing. This includes all forms of media, including photographers and online publications. Writers sourcing feature stories will not be credentialed.

Online Publications

Credentials may be issued to online agencies that are recognized as an outlet intended primarily for the purpose of delivering news related to cycling or cyclocross. All online entities must comply with the established Internet policies set forth in this document.

Working Press Area

Working media will be located in a tent near the finish line. In addition to media guides, past results, records and other information, the media tent will include electrical outlets and wireless Internet access. Please note that there will NOT be landline phone or Ethernet access in the tent. It is strongly recommended that those wishing to file on-site possess wireless capabilities.

Credentials

Credentials must be worn in a visible manner at all times. Misuse will result in revocation of credentials and removal from the premises. Credentials are non-transferable. The race organizer has the final say as to the authentication and credentialing of an organization.

On-Site Information

Information on media parking, credential pick-up and other media services will be sent to you once your credential request has been approved.

On-Site Interview Policies and Procedures

Only the winner of each event and podium finishers will be held for a brief period of time in or near the podium presentation tent for interviews. There will be no formal press conferences outside of the men's and women's elite races.

Photo Policies

Still photographers and videographers will be allowed access to shoot on the course with a valid media credential. All photographers must wear a KLM Marketing Solutions photo vest. The vest may be obtained from the media tent. A form of identification, such as a valid driver's license, will be exchanged for a vest upon vest pick up.

Photographers may shoot anywhere within the venue, but are reminded to stay outside the three-meter course boundaries at all times. All electronic footage, including digital video, etc., must be used exclusively as news coverage. No commercial use is permitted without the expressed, written consent of the race organizer.