



The Accreditation Process for the written and photographic press and non-rights holding broadcast organisations

XX Olympic Winter Games, Turin 2006

Introduction

The written and photographic press, including technicians, support staff and non-rights holding radio and television personnel, are accredited for the Olympic Games under the generic category “E”, in accordance with the Olympic Charter, the Host City Contract and the rules established in the IOC Media Technical Manual.

The IOC reserves the right to determine the number of media representatives accredited to cover the Games. The IOC also reserves the right to refuse, suspend or cancel an accreditation. The IOC Executive Board is the ultimate authority on media accreditation at the Olympic Games.

The accreditation necessary to cover the Olympic Games is granted free of charge by the IOC to media representatives subject to the principles outlined in the IOC Media Guide. These principles are summarised as follows:

Accreditation categories

Code	Description
E	Journalist, editor, photographic editor, employed or contracted by a world news agency, a national agency, a general daily newspaper, a sports daily, a sports magazine or sports internet site, a periodical or independent/freelance journalist under contract, working holder of a professional press card.
EP	Photographer, meeting the same criteria as those defined for category “E”.
ET	Technician, meeting the same criteria as those defined for category “E”.
Ec	Support staff (secretary, interpreter, driver, messenger). Access to the MPC only Assigned only to press groups, newspapers / magazines that have reserved a private office area at the MPC.
ENR	Member of a non-rights holding radio and/or television body/organisation. Persons accredited in this category must abide by the IOC News Access Rules, and will have restricted access only. They will not be permitted to take cameras, recording devices or sound equipment into Olympic venues, other than the Main Press Centre (MPC), and will not be entitled to tickets to high-demand events (including the Opening and Closing Ceremonies).

Note: For the Olympic Winter Games, sport specific journalists and photographers are to be accredited in the E and EP categories respectively.



Eligible persons

“E” category accreditations can only be allocated to media professionals who meet the above criteria. He/she must be affiliated to one or several news organisations and his/her application must be validated by the news organisation they are employed/contracted by and the respective NOC.

Publishers, advertising agents, public relations and promotion agents, representatives of press groups or newspaper/magazine/internet groups performing an administrative role (managing director, commercial director, finance director, etc.) are not eligible for “E” accreditations.

Olympic Charter Rule 59, Bye Law 5 states: “Under no circumstances, throughout the duration of the Olympic Games, may any athlete, coach, official, press attaché or any other accredited participant be accredited or act as a journalist or in any other media capacity.”

New media organisations (e.g. Internet or any other communication medium) are to be considered within the NOC quota and are subject to the same professional standards as detailed above.

Members of a non-rights holding radio and/or television news organisation may be granted an ENR accreditation by the IOC in consultation with the NOC. Such personnel cannot be granted any other category (“E or EP”) of accreditation. ENR accreditations are not included in the NOC quota determined by the IOC.

Quota

The overall quota of “E” category accreditations for each edition of the Olympic Games is set by the IOC. For the XX Olympic Winter Games in Turin the IOC has established a quota of 2,800 ‘E’ category.

Procedure

The IOC, through an IOC Press Commission Working Group, establishes the quotas of “E” category accreditations for each NOC.

To ensure that this allocation procedure remains as fair and objective as possible the allocation of this quota (for Turin 2006) will take into consideration a set of criteria for each NOC including, but not limited to:

- Number of athletes who participated in Salt Lake City 2002 and Nagano 1998
- Number of sports participated in at Salt Lake City 2002 and Nagano 1998
- Number of medals won in Salt Lake City 2002 and Nagano 1998
- Number of “E” accreditations allocated in Salt Lake City 2002 and Nagano 1998
- Proximity and relationship with the host country
- The structure of the NOC’s national media industry
- Other socio-economic criteria, including population, Gross Domestic Product per inhabitant, level of human development

Each NOC is responsible for allocating its press accreditation quota, as assigned by the IOC, within the defined deadline to the main press organisations within its territory.



Organisation / body not subject to NOC quota procedure

The IOC deals directly with the “E” accreditations for:

- the three IOC recognised world news agencies Agence France Presse (AFP), Associated Press (AP) and Reuters.
- a number of news organisations on the basis that they are international organisations and would not obtain accreditation from a National Olympic Committee and other media as it deems necessary in accordance with Rule 59 of the Olympic Charter.
- non-rights holding radio and/or television news organisations (ENRs)

Role of the NOC

The NOC is responsible, within the territory for which it is recognised by the IOC, for the distribution of the accreditations allocated to it by the IOC.

The NOC must appoint, whenever possible, a press attaché responsible for contacts between the NOC and its national press. This press attaché will also liaise with the OCOG Press Operations department and with the IOC Media Operations department when necessary.

Each NOC, through its media commission or press attaché, will establish the quota allocation list for each category in consultation with the national sports press association, where such association exists.

The allocation list must respect the following hierarchy and priorities:

- National agency
- National sports agency
- National daily newspaper
- National sports daily
- Uni-sport or multi-sport specialist magazine, sports internet site
- General information magazine and general internet sites

The NOC is responsible for the distribution, collection and return to the OCOG of accreditation forms sent to news organisations on the basis of its allocation list. The NOC also distributes accommodation, freight and rate card order forms which accompany the accreditation documentation received from the OCOG. Each individual news organisation however, is responsible for the return of accommodation forms and technical service order forms to the OCOG in accordance with the procedures and schedule approved by the IOC. The NOC, through its press attaché, should work closely with its national news organisations to ensure that they meet the OCOG deadlines.

NOCs must allocate their accreditations in strict accordance with the quota determined by the IOC for each category. Any requests for a change in the quota must be addressed in writing to and approved by IOC Media Operations. If an NOC attempts to allocate accreditations not in accordance with their quota, e.g. substitute an “ET” for an “EP” (without IOC approval), the IOC reserves the right not to approve the accreditation allocation. In such a case the accreditation(s) may be withdrawn from the NOC.