

GBSUP MEDIA GUIDELINES STATEMENT AND POLICY

DATE OF ISSUE: JUNE 14, 2025

REVIEW DATE: JUNE 2026

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1. Introduction and Purpose

The GBSUP National Paddle Racing Series is committed to promoting the sport of Stand Up Paddleboard (SUP) and Prone racing in the UK, fostering a positive environment for athletes, participants, and spectators. These Media Guidelines are established to ensure high standards of professionalism, accuracy, safety, and ethical conduct by all media personnel attending and covering GBSUP-organised or affiliated events.

These guidelines apply to all individuals and organisations granted media accreditation by GBSUP, including official media partners, journalists, photographers, videographers, and content creators. Adherence to this policy is a mandatory condition of media accreditation.

2. Key Principles

All media activities at GBSUP events must adhere to the following principles:

- **Professionalism:** Conduct all activities with integrity, respect, and a high standard of professional behaviour.
- **Accuracy:** Ensure all reporting, photography, and videography is factual, balanced, and accurately represents the events and participants.
- **Respect:** Show respect for athletes, event officials, volunteers, spectators, and other media personnel. Avoid intrusive or disruptive behaviour.
- **Safety:** Prioritise the safety of all individuals at the event. Comply strictly with all safety briefings, instructions from event officials, and marked restricted areas.
- **Safeguarding:** Uphold GBSUP's commitment to safeguarding vulnerable persons, particularly children and young people.

3. Media Accreditation and Access

3.1. Mandatory Accreditation: Only individuals and organisations who have successfully applied for and been granted GBSUP Media Accreditation will be permitted to attend and cover GBSUP-organised or affiliated events. Unaccredited media will be denied access to designated media areas and may be asked to leave the event.

3.2. Accreditation Pass: Approved media must visibly display their GBSUP Media Accreditation pass at all times while on event premises. Passes are non-transferable.

3.3. Restricted Areas: Access to certain areas (e.g., start/finish lines, athlete-only zones, medical stations, technical areas, official water zones) may be restricted for safety or operational reasons. Media must respect all designated boundaries and instructions from event officials. Violations may result in immediate revocation of accreditation.

3.4. Athlete Interaction: * Interviews with athletes should be conducted at appropriate times and locations, ideally before or after their competition, and with consideration for their preparation and recovery. * Media must not impede athletes' movement or access to facilities. * Requests for specific interviews should, where possible, be coordinated through the GBSUP Media Team (marketing@gbsup.co.uk) to facilitate arrangements.

4. Content Creation and Usage

4.1. Editorial Independence: While GBSUP welcomes positive coverage, we respect the editorial independence of accredited media. However, GBSUP reserves the right to address any inaccuracies or misrepresentations in published content.

4.2. GBSUP Branding and Credit: * Where appropriate, GBSUP requests that its name, "GBSUP National Paddle Racing Series," and/or logo (if provided in a media kit) be used accurately in all media coverage. * GBSUP appreciates appropriate credit for images or video supplied by GBSUP itself. * Media are encouraged to tag GBSUP's official social media channels in online posts.

4.3. Commercial Use: * Accreditation is generally granted for editorial purposes. Any commercial use of footage or photography captured at GBSUP events, including but not limited to advertising, merchandise, or sponsored content, must be explicitly approved in advance by GBSUP. * Official media partners operate under specific commercial agreements with GBSUP.

4.4. Intellectual Property: Media retains ownership of their original content but grants GBSUP a non-exclusive, royalty-free license to use accredited media's content (e.g., photos, video clips) for GBSUP's own promotional, archival, and reporting purposes, with appropriate credit to the creator.

5. Safeguarding Vulnerable Persons Policy

GBSUP has a strict commitment to safeguarding children and vulnerable adults involved in our events. All accredited media must adhere to the following:

5.1. Consent for Minors: * Images or video of identifiable children (under 18) must only be captured and used where explicit consent has been obtained from their parent or legal guardian. GBSUP will endeavour to provide guidance on athletes for whom consent has or has not been provided. * Media should not actively seek out or photograph/film children without specific permission. * If you are unsure whether consent has been given, or if a parent/guardian requests that their child not be photographed/filmed, you must comply immediately.

5.2. Appropriate Content: * All imagery and reporting involving children or vulnerable adults must be respectful, appropriate, and sensitive. * Avoid any content that could be perceived as exploitative, humiliating, or discriminatory. * Focus on performance and general event atmosphere rather than individual close-ups of minors unless specific consent for such use is confirmed.

5.3. Reporting Concerns: * If any media personnel witness or become aware of a safeguarding concern, they must immediately report it to a GBSUP event official or designated Safeguarding Officer. * Do not attempt to address the situation yourself or disseminate information about the concern publicly.

6. Breach of Policy

Any breach of these GBSUP Media Guidelines may result in:

- Immediate revocation of media accreditation.
- Removal from the event premises.
- Exclusion from future GBSUP events.
- GBSUP reserves the right to take further action as deemed necessary, including legal action, particularly in cases of severe misconduct, safety violations, or safeguarding breaches.

7. Media Contact

For any questions regarding these guidelines, media accreditation, or general media enquiries, please contact the GBSUP Media Team:

Email: marketing@gbsup.co.uk

We thank you for your cooperation and look forward to your valuable contribution to showcasing the GBSUP National Paddle Racing Series.