



# Media accreditation application guidelines for IIHF Ice Hockey World Championship

To ensure that all relevant print media outlets are able to cover the event under good working conditions, and avoid overcrowded press-centres, mixed-zones and press-tribunes, the IIHF must be very selective in approving accreditation to media.

The purpose of the media accreditation application guidelines is to streamline the accreditation process for professional media covering the IIHF World Championship, while excluding “tourist-journalists” and less-relevant media seeking accreditation.

## 1 Accreditation Procedure

Each IIHF Member National Association and the person responsible for Information and Media Relations will receive an accreditation quota from the IIHF. The quota will be based on numbers of approved accreditations from the previous IIHF World Championship.

(It is very important that the IIHF Member National Associations in the countries from which the most media come from, assign this task to one particular person who is familiar with hockey covering reporters and with the media situation in the country. The majority of print media reporters come from: AUT, CZE, DEN, FIN, GER, LAT, RUS, SLO, SUI, SVK and SWE.)

For example: If the Finnish Ice Hockey Association receives a quota from the IIHF of 35 applications for writers and 6 for photographers, the association knows exactly to which media outlets the applications must be distributed and what number of applicants the host OC and the IIHF can expect.

No one can prevent someone from copying a file with an application form to someone who is not a professional journalist, but in this case the media representative at the national association will realize immediately that someone outside of the quota of 35+6 has sent in an application.

It is much easier for the person at the national association to evaluate whether an applicant is professional journalist from a major media outlet or someone who shouldn't be there.

Every approved application for the IIHF tournament will be sent from the IIHF national member association to the Host OC Media co-ordinator.

**The quotas will serve as a rough estimate and not as a set limit.** For example, the IIHF and the host organizers can probably accept 36 or 37 writers from the Finnish media, but it will be the responsible person at the national association office who will evaluate and approve of the new applicants according to the criteria laid out below, before the applications are being forwarded to the host OC.

When each of the IIHF Member National Associations oversees the handling of application requests before they reach the Host OC Media Co-ordinator, the IIHF has a better chance of granting accreditations to deserving media.

**All applications are subject to final approval by the IIHF.**



## 2 Criteria

The application forms for media accreditation must be distributed to the following type of media only: (The media types are listed in order of priority)

1. National News Agencies (Example: Reuters, AP, CP, DPA, Itar-TASS, FNB, TT)
2. National daily newspapers (Example: Die Welt, Aftonbladet, Globe & Mail)
3. Major regional daily newspapers (Example: Göteborgs-Posten, Basler Zeitung, The Toronto Star)
4. Major daily sport papers (Example: Sport-Express, Russia, La Gazzeta dello Sport)
5. Major sport or hockey websites (Example: ESPN.com, TSN.ca)
6. *Note: No requests from applicants who write for websites which do not regularly cover sports or hockey will be approved.*
7. Major sport or hockey weeklies (L' Equipe, Sports-Illustrated, The Hockey News)
8. Major weekly magazine (Example: Der Spiegel, Newsweek)
9. Other magazines (economic, lifestyle, fashion)=Only time-limited accreditations.

In general, one credential per media outlet will be approved. For national news agencies, national daily newspapers the general limit will be three and for major regional newspapers and major daily sport papers the general limit will be two accreditations. Considerations will be given to special requests.

Also special considerations will be given to media of the hosting country and to regional media from the hosting cities.

## 3 Freelance journalists

Since it is very difficult to control the validity of the increasing number of applications from freelance journalists, the following rules will apply:

Further to the accreditation application, a freelance journalist must submit the following documents to the responsible person at the national association:

1. Copy of a valid press card from a relevant press association (AIPS, national press association, national sports press association).
2. List of media outlets that the freelancer will provide with stories, reports.
3. Written confirmation from the editor of the media outlet that has assigned the freelancer to the IIHF World Championship.

**In general, no application requests will be approved to freelance journalists from the organizing country.**

**There will be absolutely no accreditations requests approved on site.** (This is enforced strictly to prevent journalists travelling to tournament with no approval and trying to "work things out" at the accreditation centre.)

### **SPECIAL NOTE: Censorship**

The IIHF have experienced cases where national member associations and their media relations officers have not approved an application from a legitimate journalist from their country and justified the decision by pointing to journalistic work that the association considered as unfavourable to their activities. May we point out emphatically that no national member association has the right to censor journalists for these reasons and all accreditation rejections that are not justified will be overturned by the IIHF.



### 3.1 Procedure flow (Deadlines may vary)

1. Each national association media member receives a proposal from the IIHF for their respective accreditation quotas. October 1
2. The national association's media managers inform the IIHF ([steiss@iihf.com](mailto:steiss@iihf.com)) if the associations are fine with the quotas. October 15
3. National media obtains application forms from the national association's media manager. The media manager can only distribute so many forms as determined by the quota. If using an online accreditation registration system, national associations should alert national media when registration will open. November 1
4. Application forms from media are returned to the national association media manager, or in the case of accreditation system registration closes. January 25
5. Host OC sends an Excel sheet with all applicants sorted by country to IIHF. – February 1
6. IIHF distributes media applications to respective national association media managers to be reviewed. February 16
7. IIHF provides final approval of applications and informs the national association's media managers about any rejections. Once final approval is given OC sends out accreditation confirmations/rejections to media. End of February

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