

Accreditation principles for Estonian autosport championship events

The Estonian Autosport Union (EAL) considers cooperation with the media and coverage of Estonian autosport in the media and social media very important.

In order to ensure the best working conditions for professional media and in view of the safe conduct of competition, the following principles and requirements apply to media accreditation at all Estonian championship events from 01.01.2024.

1. Media pass (armband, neck card, etc. issued at competitions) and FOTO-TV vest are working tools for professionals.
2. The coverage created by the holder of the media pass and/or FOTO-TV vest must be professional, reliable and of high quality, and comply with the Estonian Code of Journalism Ethics.
3. The behavior of the media pass and/or FOTO-TV vest holder must comply with safety regulations, be polite and respectful towards all people involved in the event.
4. Minimum criteria for requesting a media pass and/or FOTO-TV vest for a representative of a media channel:
 - TV and radio – both paid and free channels available to the public;
 - print media - minimum average circulation of 1,000 copies per year;
 - web – a national or regional news portal or a web regularly covering motorsports with a minimum of 20,000 unique visitors per month.
 - social media – a social media channel (Facebook, Instagram, etc.) that regularly covers motorsport, with a minimum of 2,000 followers.
 - Youtube – a channel with at least 1,000 subscribers that regularly covers motorsport.
5. EAL and/or the organizer of the competition have the right to make exceptions to the conditions stated in point 4.
6. EAL and/or the organizer of the competition have the right, if necessary, to demand proof of a person's affiliation with a media channel.
7. EAL and/or the organizer of the competition have the right to demand proof of the size of the audience.
8. The holder of the media pass and/or FOTO-TV vest must share, at the request of EAL and/or the organizer of a specific competition, the material they created (link to an article/gallery, video, pdf file of the article, etc.) from the competition they visited with the media pass and/ or FOTO-TV vest.
9. Failure to comply with the requirements stated in points 2, 3 and 8 may result in the cancellation of accreditation (the right to use both the media pass and the FOTO-TV vest). EAL and/or the organizer of the competition have the right to not accredit a person who has ignored the requirements at future events. The length of the ban is decided by the EAL.
10. The FOTO-TV vest is accompanied by a separate contract.