



## ECB Media Accreditation 2012

### Application Guidelines and How to Apply

Outlined below are guidelines for ECB Media Accreditation for the 2012 cricket season and details of how to apply. Please ensure you read all this information carefully prior to completing and submitting an application for accreditation.

#### About ECB Media Accreditation

ECB Media Accreditation provides access for media to cover International and First-Class cricket in England and Wales during the 2012 season including Investec Test Series, NatWest ODI Series, NatWest International Twenty20, LV= County Championship, Clydesdale Bank 40 and Friends Life t20 matches.

Accreditation is granted with the provision that applicants agree to and abide with the ECB's Accreditation Terms and Conditions, a copy of which can be found at [www.ecb.co.uk/accreditation](http://www.ecb.co.uk/accreditation), and the appropriate venue's Ground Regulations. The ECB reserve the right to decline applications for accreditation, or revoke accreditation at any time.

#### How to Apply

All applications must be made through the ECB's online accreditation application system which can be found at <https://accred.ecb.co.uk>.

Applicants agree that by submitting an application they agree to abide by the ECB Accreditation Terms and Conditions, a copy of which can be found at [www.ecb.co.uk/accreditation](http://www.ecb.co.uk/accreditation).

#### Qualification Criteria

To qualify for accreditation, the applicant must be:

- working for a recognised news or sports publication, agency or website which is available to the general public;
- a holder of an AIPS, SJA or approved national press association membership card;
- known by the ECB, the Cricket Writers' Club, one of the 18 First Class Counties, the MCC, WICB, Cricket Australia and CSA;
- intending to use content generated as a result of receiving accreditation for journalistic purposes only (i.e. content must not be used for commercial purposes).

Once applications have been received, the ECB reserves the rights to seek additional documentation from applicants to support their application. This may include a supporting letter from their employer (or for freelancers from the organisations to which their work is submitted), and samples of recently published cricket work (press and photographers) or recordings of two recent reports (broadcasters). Similarly, once

accreditation has been granted, accredited media may be asked to substantiate their coverage of International and/or County cricket by providing evidence of their recently published work.

Applicants who wish to apply for ECB Media Accreditation but who do not qualify within all the criteria outlined above should contact the ECB Media Operations Team (by email to [accreditation@ecb.co.uk](mailto:accreditation@ecb.co.uk)) to state their case for consideration. Applicants may be asked to provide evidence of their previously published cricket work.

## **Deadlines**

### Monday 12<sup>th</sup> March – Early Season Deadline (UK-based applicants)

Applications submitted before this date that are subsequently approved will be processed and passes posted to applicants in time for the start of the domestic season.

Applications received after this date will be administered on a rolling process through the season, however successful applicants may not receive their passes in time for the start of the domestic season.

### Monday 2<sup>nd</sup> April – West Indies and Australia Deadline

Overseas media following West Indies and Australia are required to apply to the ECB prior to this date in order to allow sufficient time for processing of the application. Passes will be available for collection from the ECB offices at Lord's prior to the start of the tour or at each of the venues hosting International matches during the tour.†

### Monday 3<sup>rd</sup> May – South Africa Deadline

Overseas media following South Africa are required to apply to the ECB prior to this date in order to allow sufficient time processing of the application. Passes will be available for collection from the ECB offices at Lord's prior to the start of the tour or at each of the venues hosting International matches during the tour.†

### Friday 11<sup>th</sup> July – Final Deadline

All applications for season passes must be submitted by this date. Passes for successful applicants will be posted out as soon as practicably possible.

Applications for Single International Matches (and Domestic Finals Days) will continue to be accepted up until seven days prior to the start of the particular match. Match Passes will not be posted to successful applicants, but will be made available at the respective venue.†

*† Applicants collecting their pass from the ECB offices or at Match-Day Venues must provide proof of identity in the form of a passport, driving license or national press card (with photo).*

## **Online Application System – Registration**

Prior to making your application you will need to register for the online system at <https://accred.ecb.co.uk>.

It is imperative that registrations are made with the applicant's individual email address and **NOT** that of the sports desk administrator or a generic desk address.

### Returning Users

- Applicants from the 2011 season can use their existing login credentials.
- Forgotten passwords can be replaced by clicking the appropriate link at the bottom of the login page.
- If you wish to amend your username (email address) or password you can do so by clicking on the 'Your Account' link after logging in.

## New Users

- Follow the link “Click here to register” towards the top of the page. You will be asked to provide your email address (this will be your username), a password (alphanumeric with at least 6 characters), and your first name and surname.
- At this point you need to upload your photograph. Please ensure all photographs are recent, in colour, and cropped to show head and shoulders only.
- On submission of this information you will see an on-screen message, as well as receiving an email, informing you that your registration has been successful. You will then be able to continue to login and proceed with submitting an application.

## **Online Application System – Making Your Application**

- After you have logged in, click “Make Application”, then you will be asked to select whether you will primarily be following Domestic or International cricket, followed by selecting the county, region or national team you will be covering. Your selection of these options will determine which International matches you are entitled to attend.
  - Domestic Season:
    - All 18 First Class Counties are listed along with Scotland, Netherlands and the Unicorns (participating in the Clydesdale Bank 40 only) – select this if you will be primarily following your team in domestic competitions.
    - The 18 Counties are also grouped into regions – select this if you will be following a number of teams within a region. As a guide the regions include the following Counties:
      - North – Durham, Lancashire, Yorkshire
      - Midlands – Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Warwickshire, Worcestershire
      - South West / Wales – Glamorgan, Gloucestershire, Somerset
      - South / South East – Essex, Hampshire, Kent, Middlesex, Surrey, Sussex

*Media who only require access to Venues within a single County or limited access to selected domestic games through the season are required to apply to the respective County for a County-specific accreditation or match passes/tickets as and when required.*

- International Season:
  - England, West Indies, Australia and South Africa National Teams – select this if you will be primarily following International cricket in 2012.
- Single International Match:
  - Only select this option if you are applying for a one-off temporary Match Pass valid only for the ONE Match you select. Match Pass applications will be subject to the same approval processes described below for Season Passes.

*Domestic and International Season Passes are automatically valid for all venues and all matches in the LV= County Championship, Clydesdale Bank 40 and Friends Life t20 (excluding Finals Days). Selection of a County or Region is only used for determination of which International Matches you are entitled to attend, and not which venues you can attend in the domestic competitions. Season Passes are also automatically valid for England Women’s, U19 and Lions matches, and tour matches by West Indies, Australia and South Africa and visiting ‘A’ teams.*

- After selecting the matches you wish to attend, click “Next” to continue the application. The following page requires you to complete your personal and organisation details, selection of your Role Category, and nomination of an individual who will authorise your application.
- TV Broadcasters should note the following role category descriptions to ensure they select the most appropriate option:
  - TV Broadcaster (News Access ONLY) – Applicant is a TV presenter/cameraman wishing to attend matches for the purpose of News Access. Applicants should familiarise themselves with the ECB News Access Code 2012 (available at [www.ecb.co.uk/accreditation](http://www.ecb.co.uk/accreditation)) regarding the policy of physical access into Venues on warm-up and match days
  - TV Broadcaster (Video Journalist) – Applicant has a dual role of both written press and TV presenter/cameraman. Successful applicants will be required to surrender their camera equipment upon entry to venues on televised match days. Use of video recording equipment will only be permitted in accordance with the ECB News Access Code 2012 (available at [www.ecb.co.uk/accreditation](http://www.ecb.co.uk/accreditation)).
- You have the opportunity at this stage to re-submit your photograph. If you are happy with all the information and photograph submitted you can make your final application for ECB accreditation by clicking the ‘submit’ button at the bottom of the page and you will receive an onscreen message that your application has been successfully submitted.

### **Online Application System – Checking and Updating your Application**

- After your accreditation application has been approved (see below), you can at any stage check the status of your match attendance requests by returning to <https://accred.ecb.co.uk> and logging into the system.
- To make additional match attendance requests, or to de-select requests from your original application, click “Application Form” at the top of the page and select “Change Event Bookings”. After updating your match selection, click “Next” and select “Event Change” from the “Replacement Reason” field at the top of the page, before submitting.
- You can amend personal/organisation details by clicking “Application Form” at the top of the page and select “Data Change Only”. Please select “Data Change” from the “Replacement Reason” field before updating your details and submitting.
- To update your email address (username) and password, click “Your Account” at the top of the page.

### **Application Approval Process**

- The ECB will seek endorsement for all applications from at least one of the following:
  - Cricket Writers’ Club;
  - WICB (for West Indies media organisations);
  - Cricket Australia (for Australian media organisations);
  - CSA (for South African media organisations);
  - Media officer at one of the 18 First Class Counties, MCC, Cricket Scotland or KNCB; or
  - Editor, assignments coordinator or producer of the applicant’s publication/organisation.
- The ECB reserves the right to overturn any endorsement if the applicant does not meet the qualification criteria.
- Applicants for whom an endorsement cannot be established will not be approved for accreditation and will receive an email outlining the reasons why their application has not been successful.
- No applications will be approved before the Early Season Deadline of 12 March 2012.

## Match Attendance Requests Approval Process

- Possession of an ECB Media Accreditation Pass does not automatically grant access to men's International Matches or Domestic Finals Days. All applicants requesting attendance at these matches will be put onto a "Waiting List", with access allocated on a match-by-match basis.
- Applicants can check the status of their match attendance requests at any time by returning to <https://accred.ecb.co.uk> and logging into the system. If there are less than 7 days remaining before the start of a match and your booking status is "On Waiting List for Event", please contact the ECB Media Operations Team (by email to [accreditation@ecb.co.uk](mailto:accreditation@ecb.co.uk)) for clarification.

## ECB Accreditation Contacts

All queries relating to ECB Accreditation should be directed to a member of the Media Operations Team in the ECB Marketing & Communications Department.

Primary Contact: Eddie Riddell  
Email: [accreditation@ecb.co.uk](mailto:accreditation@ecb.co.uk)  
Phone: +44 (0)207 432 1200  
Webpage: [www.ecb.co.uk/accreditation](http://www.ecb.co.uk/accreditation)

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