

Provisions for media accreditation 2014/2015 season

Article 1. Season accreditation for media

1. Season accreditation, which enables the relevant media to cover Championship games at the arenas in which they are staged, may only be granted before the start of the Championship.
2. Season accreditation for all games shall be granted to applicants from media organisations which meet the following criteria:
 - a) their coverage extends across the major regions of the Russian Federation and other countries of KHL clubs;
 - b) they have specific sections devoted to sport / hockey;
 - c) they have staff correspondents devoted to coverage of sporting / hockey events;
 - d) they possess the equipment necessary for producing exclusive material from every game in the KHL Championship;
 - e) they are official broadcasters of the KHL.
3. KHLMedia Service will notify the media of the start date of the season accreditation for all games in the forthcoming Championship via an announcement on the official KHL website and via corresponding announcements on the League's other resources. The notice will be reproduced on the official KHL club websites and other resources.
4. Media accreditation is handled and distributed by the KHL Press Service and the press services of the relevant hockey clubs.
5. Season accreditation is granted on an individual basis (with the exception of technicians' accreditation). Accreditation cards are personalized to assist security staff controlling entry to the arenas. Lending or giving accreditation cards to any other party for the purpose of attending an official KHL event is not permitted. In the event of any violation of this rule, the accreditation card is withdrawn and the offending media representative shall have his accreditation cancelled.
6. Accreditation is granted on receipt from the applicant of the following:
 - a) one photograph (on a white background, with a resolution of 300 dpi and with dimensions 3x4cm) together with the applicant's personal data;
 - b) the name of the media company
 - c) the type of media;
 - d) the part of the arena to which the accredited media representative requires access;
 - e) details of the type of technical equipment required by the accredited party to cover the event at the arena;

7. In order that accreditation may be processed, media representatives must apply no later than 30 days before the first game of the Championship. Applications are made via the League's official website, and submissions must include the applicant's personal data, photograph (on a white background, with a resolution of 300 dpi and with dimensions 3x4cm), name and contact information of employer, and also the applicant's personal contact information. When completing the application form, the media representative must indicate the specific club to whose home games the accreditation is required, and attach to each application an official letter from the media organization. The letter should name the employees for whom accreditation is needed, state the reason(s) why accreditation for the season is needed and confirm that its accredited representatives shall observe the journalistic code of ethics and abide by KHL regulations regarding the use at sporting venues of sound recording, video recording, and photographic equipment. The letter should bear the signature of the head of the organization and a copy of proof of the organization's government registration.

8. On receipt of electronic applications for accreditation, the KHL Press Service shall forward the application to the press services of the relevant hockey clubs, who in turn shall compose an official letter listing those media representatives whom the club recommends for accreditation, selected on the basis of the club's own interests regarding the professional broadcasting of sporting events. The club shall send the completed list to the KHL Press Service to arrive no later than 25 days before the first game of the KHL Championship.

9. When the final list of successful applicants is prepared, the KHL Press Service will create the accreditation cards, add the special KHL security features and the ribbon for ease of carriage, and distribute the completed cards to the clubs, whose employees then issue the cards by hand to the successful applicants.

On receipt of the accreditation cards, the media representatives are obliged to sign the agreement stating that, when working at the Championship arenas, they shall observe the journalistic code of ethics and abide by the KHL rules on the use of sound recording, video recording and photographic equipment.

Accreditation cards which have not been provided with the special KHL security features are invalid and subject to seizure.

10. Media employees who are not granted permanent KHL accreditation may still receive one-time passes for specific games. Those who wish to cover a single game of a certain team should submit an official request to the relevant club's press service. The club is obliged to inform the KHL Press Service of

such requests, and if no objection is raised by the KHL Press Service, the club will issue a one-time press pass.

11. For technicians in TV crews, a general (not individual) technical accreditation card is available, in the quantity indicated on the official application and signed by the head of the organization. Technical accreditation cards are handed to trusted media personnel who should provide KHL Marketing Ltd directly with the corresponding documentation and sign the register to confirm receipt of the accreditation cards.

To ensure those with technical accreditation gain access to the arenas, the club should be supplied in advance with a list of the technicians employed to work on the broadcast of the KHL Championship game.

Article 2. One-time accreditation procedure

1. One-time media accreditation grants the right to perform professional activities at any given sporting venue on a particular day.

2. In order to obtain one-time media accreditation, it is necessary to send a formal application, signed by the head of the company, to the press service of the “home team” – the club hosting the game which the organization wishes to cover. Applications should arrive no later than the day before the game, or two days before the game if the media organization wishes its employee to be guaranteed one of the places in the stands reserved for media, or one of the seats in the press enclosure with a specially-equipped desk.

3. The press service of the “home team” club shall decide whether or not to issue one-time accreditation, based on the seating capacity of the arena’s press box and the number of free places for any given game.

Media personnel who are successful in their applications shall receive their one-time accreditation for the game from the press service of the “home team” club. For the accreditation to be valid, the boxes marked Date, Game, and Signature of Press Secretary must be completed. The date, game, and signature should be filled in by the head of the press service (or in their absence, by their deputy).

5. The media representative accredited for the game has the right to carry out their professional duties, in strict accordance with the permitted areas of access indicated on his accreditation card.

6. After the end of game the one-time accreditation is no longer valid.

Article 3. Additional media accreditation

1. In the event of increased demand to see an approaching game in the Championship (for example, games in the final series of the play-offs), the KHL Press Service, in close cooperation with the press services of the two clubs taking part in the game, is entitled to grant additional accreditation, having limited the number of media representatives to the number of potential employees' places in the arena (camera rostrums, directors' seats, places in the press box). Priority for obtaining additional accreditation will be given to those media organizations which cover Championship games on a regular basis.

2. Special accreditation cards are available for media personnel who wish to gain access to the teams' changing rooms to conduct interviews, permitted when seven minutes have elapsed after the end of a regular season or playoff series match. The cards are provided at the discretion the relevant club's press service, and may be issued before or during the match to media personnel who have applied in advance.

Article 4. Areas of access in KHL arenas

1. On all types of accreditation cards for games in the KHL Championship is a diagram which shows the six areas, sited in different parts of the arena, to which the media have access: 1 – Media stands, 2 – Press-center, 3 - Press conference room, 4 - Mixed zone, 5 - Space for photographers, 6 - TV crews zones.

2. These places in the arena must be indicated by a number corresponding to the zone, and the name of the zone in Russian and in English.

3. Access to the zones is organized according to the numbers shown on the front of the accreditation card. Access is controlled by the club's security staff and the club's press service.

4. Access for media personnel to the mixed zone and to the teams' dressing rooms is not permitted until after end of the game, with the exception of those film crews who record flash interviews in the intervals for TV broadcasts of the game.