

Media Policy

Alaska Raceway Park welcomes media coverage and recognizes the importance of providing access to journalists, photographers, and other media representatives to our events. This policy outlines the guidelines and procedures for media access and coverage at Alaska Raceway Park.

Media Access

All media representatives must request access from Alaska Raceway Park prior to accessing the race track. Media access is issued at the discretion of Alaska Raceway Park.

Media representatives can request for media access by emailing pr@raceak.com. Anyone requesting access must inform us of:

- The type of media work you would like to perform (photography/videography/journalism)
- Previous experience in media AND in a race track environment
- How you would like to be paid should we be interested in purchasing any of your captured work
- Event dates you would like to attend
- Contact information including but not limited to email and phone number
- Copies of any licenses and insurance for drone users

Event Access Requirements: Media representatives must present valid photo identification and proof of Alaska Raceway Park approval to receive media access on the day of an event. Media representatives will report to the pit gate (gray gate), display the proper credentials to the customer service representatives, and receive their media vest as well as safety placard.

Media Conduct

Professionalism: Media representatives must conduct themselves in a professional manner at all times while on the race track premises. This includes dressing appropriately and respecting the privacy and rights of participants, spectators, and other media representatives.

Safety: Media representatives must adhere to all safety guidelines and instructions provided by Alaska Raceway Park staff. This includes staying in designated media areas and following any safety protocols related to the event. Remember that a race track has vehicles running at high speeds as well as coming into and out of pit areas - always stay vigilant of your surroundings.

Equipment: Media representatives are responsible for providing their own equipment, including cameras, recording devices, and other necessary tools for coverage. Alaska Raceway Park is not responsible for providing, protecting, or storing media equipment.

Interviews: Media representatives must seek permission from Alaska Raceway Park and/or the individuals involved before conducting interviews of employees, participants, or spectators.

Media Relations

Press Releases: Alaska Raceway Park will issue press releases and media advisories for major events and announcements. Media representatives are encouraged to sign up for our media distribution list to receive these communications.

This media policy is subject to periodic review and may be updated or revised by Alaska Raceway Park as needed. Any changes to the policy will be communicated to media representatives in a timely manner.

For media inquiries or further information about our media policy, please contact:

pr@raceak.com
907-355-7223