

Type:	Press Release		
Title:	2010 Fifa World Cup South Africa™ Media Representatives Accreditation Terms And Conditions		
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Article:



As you may be aware, the media owners (Avusa, Media 24 and Independent Newspapers) have engaged lawyers to take up the concerns of the 2010 FIFA World Cup South Africa media representatives' accreditation terms and conditions.

To this end, SAMIG, through the attorneys representing the media owners, Webber Wentzel, yesterday received a written reassurance from the FIFA attorneys - the first time they've put such a detailed response in writing - that the purpose of accreditation terms is 'not, and has never been, to restrict press freedom'. Further, FIFA on the same day issued a press release which seeks to reassure the media of the same. SAMIG is to continue its dialogue with FIFA attorneys on this and other areas.

Below please find correspondence from the FIFA attorneys as well as the Press Statement released by FIFA on 01 February 2010 for your information.

Correspondence from the Fifa Attorneys

2010 FIFA WORLD CUP SOUTH AFRICA™ MEDIA REPRESENTATIVES ACCREDITATION TERMS AND CONDITIONS

We are instructed by FIFA and the Local Organising Committee to respond to your letter and submissions which were received by FIFA and the Local Organising Committee on the 28th of January 2010.

Our clients are surprised that the submissions have been sent a few days before the deadline for Applications for Accreditation. The Terms and Conditions were in fact made public after the final draw early in December 2009.

Due to the time constraints, and in an endeavour to send you a response before close of business today, we will not deal with or respond to every point or allegation set out in your submissions, but any failure to deal with specific issues should not be construed as our client's admittance of the truth or correctness of such statements.

Clause 6.3 of the Terms and Conditions is specifically inserted to protect accredited journalists, the public in general and those working for FIFA and other entities on the 2010 FIFA World Cup™ from unacceptable conduct. Please note that the same wording is therefore contained in the non-media accreditation terms and conditions and in the Stadium Code of Conduct which applies to all parties entering the stadiums and which can be found on FIFA's website, www.FIFA.com. In the past there have been instances where individuals, including on occasions members of the media, have abused their privileges causing disturbance and on occasions harm to other parties.

The provisions of Clause 6.3 are thus aimed at regulating the behaviour of people entering the 2010 FIFA World Cup venues, first and foremost to ensure the safety of everyone in those venues.

The purpose is not, and has never been to restrict press freedom.

The second paragraph under the heading "SCOPE" stating that "...nothing in these Accreditation Terms and Conditions is intended to be, or shall be interpreted as restricting or undermining the editorial independence or freedom to report and comment of Accredited Parties" overrides clause 6.3 with regard to the media's freedom to comment or analyse issues around the event.

The Terms and Conditions for accreditation for the FIFA Confederation Cup 2009 contained the exact same clause as Clause 6.3. No objections were received by any party when accreditation was applied for, for that event.

We do not believe that FIFA is required to give reasons for withholding or withdrawing accreditation. FIFA will deal with each situation on a case by case basis to ensure that any action taken by them is both effective and fair.

It is important for FIFA to act quickly to protect public safety, hence the need to have provisions giving discretion to refuse or revoke accreditation.

FIFA undertook discussions with the World Association of Newspapers in relation to the Accreditation provisions and in fact inserted various provisions at their request.

Prior to and since the finalisation of the Terms and Conditions FIFA has also had discussions with SANEF which acknowledged the Accreditation Terms and Conditions. Incidentally numerous entities that are member of SANEF are also members of the organisations you represent.

We hope that the information given above explains the rationale behind the particular provisions referred to in your submissions. Your clients should have no fear of being restricted in any way as regards reporting and commenting on issues around the 2010 FIFA World Cup.

Regards,

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Clifford Green

FIFA statement (Monday, 01 February 2010) said:

"We have had joint consultations with the key stakeholders from the international press, including WAN (World Association of Newspapers) and AIPS, during the drafting process of the terms and conditions and we have incorporated into the terms and conditions some of the suggestions that they have made. We have also had meetings with SANEF and with other representatives of the South African media.

The contacts with WAN, AIPS and other media stakeholders have been very fruitful during the past years and we even have a standing media committee at FIFA which includes representatives of AIPS, WAN, individual journalists and photographers as well representatives from each Confederation.

The purpose of the media accreditation terms and conditions is to regulate the behaviour of people entering the 2010 FIFA World CupT venues, first and foremost to ensure the safety of everyone in those venues. The purpose is not, and has never been, to restrict press freedom.

FIFA would like to make it clear that it does respect the freedom of the press. Editorial independence in the coverage of the FIFA World CupT is guaranteed and this principle is enshrined in Article 1 of the terms and conditions, the second paragraph of which states as follows:

"For the avoidance of doubt, nothing in the terms and conditions is intended to be, or shall be interpreted as restricting or undermining the editorial independence or freedom to report and comment of Accredited Parties."

This is an overall principle and, as the wording implies, the terms which are the cause of the complaint must always be read bearing this principle in mind.

We should also point out that the particular provision which has been complained about as restricting the freedom of the press was contained in the media accreditation terms and conditions for the FIFA Confederations Cup South Africa 2009. There were no complaints regarding press freedom on that occasion and there is no instance of FIFA have abused the provision to restrict press freedom."



Khamani "Kamy" Gokul has been selected and awarded the **2010 Newspaper Association of South African (NASA) Bursary**. The Media coordinator for Dispatch Media was one of the 15 short-listed applicants. She has been the Daily Dispatch (Avusa Media) for 10 ten years. She started as personal assistant to the Advertising Director.

"Ms. Gokul... is a natural team leader and a valuable asset to the organisation, being able to efficiently and accurately multitask across numerous aspects of the business - she is also requested to act in the capacity of Classifieds Advertising manager when the need arises", says Leisl Elias (Chief Sales Officer)

The bursary will fund a programme in Sales and Marketing by UNISA. In her application she mentions, "I am ambitious, hardworking and would relish the opportunity to expand my horizons."

We at NASA and PMSA, hope that the course in Sales and Marketing will be everything you hope it would be.

Congrats!



ALAN KIRKLAND SOGA ACHIEVEMENT AWARD



The honour recognises a sustained and extraordinary contribution to newspapers journalism on the part of an individual.

The winner will have demonstrated impeccable ethics and craft excellence. The results will have enriched South African public life. Where the person's accomplishment has been achieved in the face of obstacles, this will add to the nominee's ratings.

This award is named after the historical journalistic figure Alan Kirkland Soga. Born in the early 1860s, he served as editor of Izwi Labantu (Voice of the People) between 1898 - 1908. Soga also helped found the South African Native Press Association in 1902 - the first African news service in Africa. He also wrote a regular column in Umteteli wa Bantu in the

early 1920s. Historian Les Switzer describes the man as "undoubtedly one of the leading intellectuals of his generation." Soga is remembered for the journalistic credo which he promoted: "Gainst the wrong that needs resistance; For the good that lacks assistance."

Rules

1. The individual's accomplishment should have been over a career of least 20 years in journalism.
2. Judges are not eligible for nomination.
3. Nominations have to be in by 24 February 2010.

Prize

The winner will receive a Mondi Shanduka Newspaper Premier Awards Trophy and Certificate.

Nomination Procedure

- The nomination should be in the form of a written letter (or letters) of recommendation.
- The information should address the reasons why the nominee is deserving of this recognition.
- Additional supporting materials (testimonials/press cuttings) are welcomed.
- No entry fee or entry from is required for this award.

Entries may be sent by registered post, courier or hand-delivered to: Malesedi Dlamini[[Contact Details](#)]