

USATM
LACROSSE



USA LACROSSE
MEDIA POLICY

USA LACROSSE PROFESSIONAL JOURNALISM POLICIES

USA Lacrosse appreciates your interest in covering our event. We focus on creating a professional work environment for all journalists. By applying for a credential for a USA Lacrosse event, you agree to read this document and take the time to fully understand it before signing below, which indicates you are in full agreement with its terms and conditions. USA Lacrosse has the sole discretion to grant credentials.

Online credential applications are available for each USA Lacrosse event. Contact Brian Logue, Senior Director of Communications, blogue@usalacrosse.com for a link to the credential application form.

Professional Journalism Policy Terms and Conditions

Professional Journalist shall be defined as a person from a recognized news outlet in the business of news gathering as their PRIMARY source of revenue that demonstrates a sustained coverage of lacrosse with editorial oversight. The types of media eligible for credentials include newspapers, magazines, wire services, lacrosse specific publications, television, radio, blogs, sports information directors and the websites affiliated with such outlets. Media outlets must disseminate editorial content as their Primary purpose, must demonstrate a record of sustained original news on lacrosse and/or sport.

Local news must demonstrate a record of sustained, original news content on local sports and/or news.

Freelancer Journalist must prove a specific assignment that relates to Lacrosse. Freelancer must submit a letter from a recognized media outlet along with credential application.

Journalists that are working for entities that maintain a news section as a SECONDARY source of revenue or media that serves as an aggregator of content (no original content or press releases) are not eligible to obtain media credentials.

Prohibited

Credentialed media are NOT permitted to share in-venue LIVE video clips, via social media networks.

Any non-editorial or commercial use of any picture, audio, film/tape digital image or drawing of the event is prohibited without written permission from USA Lacrosse.

Athlete, Coach, Official, and USA Designated Personnel interviews must take place in designated areas. Media is prohibited to engage with an Athlete in seating and playing areas designated for Player performance.

Film/Documentary crews are approved on a case-by-case basis, which may contain licensing fees.

All images provided by USA Lacrosse must display the following: "Courtesy of USA Lacrosse."

Should the event have a rights-holder broadcaster, USA Lacrosse shall provide additional guidelines that may limit the ability to capture content.

Photographers

Photo Assigned Position: Photographers shall be assigned a specific area to shoot single frames from (No video footage capture permitted). No photos shall take place less than 10 feet/3 meters from the team bench and official scoring areas. No shots shall take place from the endlines. Switching positions shall solely take place during timeouts or conclusion of a quarter.

Still photos ARE permitted across social platforms for editorial purposes only.

Lighting/Strobes require prior written permission from USA Lacrosse.

Video Photographers

Warm-ups, live stand-ups (at least 30 minutes prior or after the game), award ceremonies, sponsor presentations and post event interviews must be conducted in designated areas.

Television/Web news platforms may use no more than three minutes of aggregate game footage each daily, regularly scheduled newscast. No limitation is placed on non-action footage such as interviews, awards ceremonies or press conferences.

Usage of video clips or highlights of a game may begin after the game completion only. No commercial usage of highlights without written permission from USA Lacrosse.

Media Area

Credentialed media must stay in media designated areas only. Internet usage in the media center is for work-related purposes only. Media areas need to be a place where professionalism is maintained.

The Credential pickup area shall be communicated to credentialed media prior to the event. Credentials are non-transferable. Credentialed media must present valid ID when requested to do so.

All postgame interviews must be conducted off the playing field and may not begin until after the official trophy presentation has concluded and/or after the postgame press conference, if applicable.

Parking for media credentials is on a case-by-case basis, depending on venue and space.

Risks: By applying for credentials outlets and their representatives acknowledge and assume the risks that comes from viewing sporting events including being struck or injured by participants, and flying objects such as balls, sticks, and other sports equipment.

Access, Issuance, And Revocation: USA Lacrosse reserves the right to deny or revoke credentials at any time in its sole discretion. Scheduled events may be cancelled or rescheduled in USA Lacrosse's sole discretion.

USA Lacrosse cannot guarantee Wi-Fi, electrical capabilities, food, or drink.

Each person issued access must sign these Guidelines.

USA Lacrosse may limit the number of media credentials issued per media outlet.

USA Lacrosse does NOT issue media credentials to coaches, recruiting services or scouts.

Credential approval for one event does not guarantee or indicate likelihood of approval for future events.

I have read and agree to abide by the above stated Guidelines and understand that failure to comply with any of the above may result in penalties, including, but not limited to, the loss of my accreditation.

Thank you for covering USA Lacrosse events. We appreciate it. If you have any questions, please contact the USA Lacrosse communications department.

Full Name: _____ Outlet: _____

Signature: _____ Date: _____

Signed forms need to be scanned and submitted to bloque@usalacrosse.com

Primary Media Contacts

Brian Logue, USA Lacrosse
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