



NCAA CHAMPIONSHIPS – MEDIA CREDENTIALS CRITERIA

GUIDELINES

- Requests for credentials, including those for freelance reporters or photographers, must be made by the sports editor, sports director/producer, photo editor or participating institution representative. Note that not all freelance requests will be approved.
- Agencies shall direct requests for working media credentials through the host media coordinator or the NCAA national office, depending on championship and round. All championship final round credentials should be applied for at [ncaa.com/media-credentials](https://www.ncaa.com/media-credentials).
- Credentials will not be mailed. Individuals will need to display a government issued ID at credential distribution when picking up approved credentials. Individuals are responsible for picking up their own credentials; bulk/group pickups are not allowed.
- Issued credentials are non-transferable and must always be worn in a visible manner.
- Credentials provide access to all approved media areas but does not guarantee seating within the bowl and/or shooting positions.
- For security purposes, credential holders may not post photos of their credentials on any public website or social media platform. Doing so will result in the revocation of the credential and a potential ban on access to future championship events.
- Separate requests must be made for every different site hosting NCAA championships.

ELIGIBLE MEDIA

Entities requesting credentials will only be approved if they regularly cover the collegiate sport for which they are applying and produce original, sport-specific content that would justify the need for access to the championship. Subject to limitations of space, credentials may be issued to the following:

National, International and Local Market Media

- Working members of the media representing recognized outlets in the business of news gathering as their primary source of revenue, including a daily or weekly publication, sports radio stations, television outlets or online entity requiring immediate news coverage, which occurs within 48 hours after competition at the site concludes.
- Photographers of major newspapers in the market of the host city, media approved to cover participating teams, broadcast partners and national photo agencies and partners of the NCAA (NCAA Photos, Getty, AP, Imagn/USA Today, Sports Illustrated). Other requests,

including those from other wire services and online entities, will be evaluated on a case-by-case basis.

- Reporters from national entities that cover collegiate athletics extensively or individuals/crews designated by a national television network that regularly disseminates news.
- Media agencies in the geographic area of the host/venue. This includes online writers, daily print reporters and photographers from the local area who require immediate news coverage, which occurs within 48 hours after competition at the site concludes.

Participating Teams

- Team content providers, as outlined by the [Team Content Policy](#).
- Individuals, approved by a participating institution, who will represent specific campus-related entities that are affiliated with a participating institution. Credentials may be issued to three individuals, plus three photographers, certified by the director of athletics or designated representative of each participating and host institution, who will be the sole representatives of all campus media organizations (e.g., student newspapers, television stations, radio stations, campus communications offices, yearbooks, coaches shows, etc.). Additional request may be approved by the NCAA; however, seating and access privileges may be limited.
- NCAA conference-affiliated networks of participating teams.
- NCAA participating team conference office media staff.
- Participating team radio networks.
- Media agencies in the geographic area and/or locale of a participating institution that has staffed its contests on a consistent basis throughout the season. This includes online writers, daily print reporters and photographers from the participating team markets who regularly cover collegiate athletics (i.e., cover most of a participating institution's home games).

AGENCIES NOT ELIGIBLE

Credentials shall not be issued to the following:

- Spouses, guests, or children of credentialed media members.
- Persons writing or gathering material for books and/or documentaries.

- Representatives of syndicated television stations who are not producing programs for immediate news coverage (i.e., to air within 48 hours).
- Podcasters who do not meet the above credential policies and guidelines.
- Agents, scouts and other representatives of professional/international organizations.
- Executives and/or staff of news outlets who do not have game day assignments.
- Entities devoted solely to gambling.
- NIL-related content gatherers and agencies.
- Social media influencers, regardless of reach.

MISCELLANEOUS

- Having been credentialed for previous NCAA championships or other major events, regardless of the sport, does NOT automatically qualify an agency or individual for credentials.
- Membership in a writers' or broadcasters' association (e.g., United States Basketball Writers Association) does not automatically qualify an agency for credentials.