



# **MEDIA COORDINATOR'S MANUAL**

## **INTRODUCTION**

The purpose of this manual is to highlight the responsibilities of the media coordinator at each preliminary host site of the 2019 NCAA Division I Football Championship.

This publication should be used in conjunction with the Preliminary Round Operations Manual and the Division I Pre-Championship Manual.

Media coordinators should work closely with the sports information directors of each participating team to provide smooth press operation at each site, both for the media and teams.

Although this and the other publications attempt to cover all phases of championship competition, some questions may arise before or during the event. Media coordinators and SIDs should feel free to contact the undersigned concerning any aspects of media operation.

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## **BLOGGING POLICY**

A credentialed media member may blog during any NCAA championship event, provided that such blog does not produce in any form a “real-time” description of the event (i.e., any emulation or display of any kind that replicates or constitutes play-by-play of a material portion of an event, other than periodic updates of scores, statistics or other brief descriptions of the event) as determined by the NCAA in its sole discretion. If the NCAA deems that the credentialed media member is producing a real-time description of the contest, the NCAA reserves all actions against the credentialed media member, including but not limited to the revocation of the credential.

## **CHAMPIONSHIP WEBSITE GUIDELINES**

NCAA.com will host all championship websites for final round sites. The NCAA media coordination staff will provide a list of information that the host SID will need to provide for the site in question. Hosts can build a micro site that highlights local information (hotels, places to eat, things to do, etc.). All content for these micro sites, as well as preliminary or regional round hosts that would like to develop their own championship websites, should be approved through Anne Clendenin ([aclendenin@ncaa.org](mailto:aclendenin@ncaa.org) or 317-917-6222).

## **COMPLIMENTARY TICKETS**

No complimentary tickets are available at NCAA championship events. Members of the media desiring "media purchase" tickets should contact the host media coordinator, or someone designated by the SID.

## **CREDENTIALS**

All media credentials for preliminary round competition are authorized and issued by the NCAA at the site of the competition.

NCAA policy **PROHIBITS THE ISSUANCE** of media credentials to the representatives of any organization that regularly publishes, or otherwise promotes the advertising of, "tout sheets" or "tip sheets," or other advertising designed to encourage gambling on college sports events. The policy also prohibits the issuance of credentials to professional scouts.

Working credentials should not be mailed. The media coordinator should issue credentials individually at a designated headquarters hotel or other appropriate site. A photo ID or some other type of positive identification should be required to pick up credentials.

## **Printing of Credentials**

Depending upon media demand, credentials may be like institutions' regular-season games or may include more specific designations.

The following is a sample of the types of credentials that should be produced, if applicable:

- All-Access/VIP – The host institution for all preliminary rounds should provide the visiting team with 13 All-Access credentials for its “University Personnel” [e.g., president/chancellor, athletics director, Faculty Athletics Representative (FAR), associate athletics directors and sports information contacts]. The visiting institution's applicable conference office staff should receive a maximum of three additional All-Access credentials. All-Access credentials are good for stadium admittance.

The visiting institution should also be provided 10 VIP passes, which will allow key constituents (e.g., alumni, spouses, etc.) to have access to the field, press box, news conference and locker room areas. This pass is not good for stadium admittance.

- Media/Sideline Media – These should be issued to members of the media and should allow access to the sidelines, locker rooms (post-game only) and the interview room.
- Sideline Photo – These should be issued to still photographers and should allow access to the sidelines, press box, locker rooms (post-game only) and interview room.
- Bench – These should be issued to all non-uniformed personnel on each bench (e.g., head coach, assistant coaches, trainers and managers). Individuals wearing a uniform should not be issued a credential. Access should include the sidelines, locker rooms, press box and interview room.
- Event Management – These should be issued to all auxiliary stadium personnel and grants access to designated areas.
- Temporary Field Pass – These should be issued to individuals who require access to the field either during pregame or halftime ceremonies. The credential is not good for access to the sidelines while the game is in progress.
- Official Pass – These should be issued to individuals who require access to the field for official capacity, including game officials and ball kids.

It is acceptable for concession workers and ushers to be admitted to the stadium through the policy used during the regular season. Band members who are in uniform and performing at the championship will not be charged admission to the competition or their band seating block.

In addition, NCAA national office staff and committee members will have badges that should allow them all access to the facility for the finals only.

### **Guidelines for Credentialing**

A "press agency" for purposes of these press criteria should mean an authorized representative of a single daily, weekly or monthly publication, cable system, radio or television station and network. More than one representative per "press agency" may be authorized by the media coordinator. For more information, please see [Conditions Placed On Use Of Credentials](#).

Subject to limitations of space, credentials at all sites hosting the football championship should be assigned to the working press in accordance with the following priorities:

1. Two individuals, certified by the director of athletics and/or the sports information director of each participating institution, who will represent all campus-related publications and departments.
2. A press agency in the geographic area and/or locale of a participating institution that has staffed its games on a regular basis throughout the season.
3. The designated representative of a national television, cable system, radio network or a radio station that originates a daily "sports talk" program and daily circulation newspapers that do not otherwise meet the criteria.
4. Space permitting, representatives of other weekly, specialty or college newspapers of the host or participating teams or magazines, telephone reporting services and AM/FM radio or public/commercial television stations.

### **Photography Criteria**

Subject to limitations of space, photography credentials shall be assigned in accordance with the following priorities:

1. One photographer, certified by the director of athletics and/or the sports information director of each participating institution, who will represent all campus-related publications and departments.
2. A press agency or a television station from the locale of a participating institution that has regularly staffed its games throughout the season.
3. An individual or crew designated by a national television network or cable system that originates daily sports news programs.

### **DIGITAL RIGHTS OVERVIEW (INTERNET/MOBILE)**

Please visit <https://www.ncaa.com/media-center/digital-social-media> for updated information.

### **DIGITAL HIGHLIGHTS USAGE POLICY – MEMBER SCHOOLS**

Please visit <https://www.ncaa.com/media-center/digital-social-media> for updated information.

## **DIGITAL HIGHLIGHTS USAGE POLICY – MEDIA, THIRD-PARTY WEBSITES**

Please visit <https://www.ncaa.com/media-center/digital-social-media> for updated information.

### **INTERNET POLICY**

The NCAA website, [ncaa.com](http://ncaa.com), serves as the official online resource for NCAA championships. The NCAA and its partners own the internet rights to all 90 championship events. Rights include live statistics, video and audio streaming, electronic commerce, and post-event footage use. The NCAA and its partners own all game action, practice footage, press conferences, one-on-one interviews or any other content on the NCAA website.

### **INTERNET LIVE STATS**

[NCAA.com](http://NCAA.com) is the official destination for live scores and statistics from NCAA Championships. In 2019, NCAA Digital plans to acquire a live Stat Crew data feed from all rounds of Division I Football Championship. Schools participating in these contests may not display live statistics on their official website, other than by linking to NCAA.com, a member of the NCAA Digital operations team will be in contact with the host institution's media relations director to arrange the live stats feed and testing schedule.

Live statistics are considered a protected right as part of a bundled rights agreement, referenced above. For clarification purposes, a live statistical representation includes play-by-play, score updates, shot charts, updated box scores, photos with captions, etc.

### **LIVE VIDEO STREAMING RIGHTS POLICY**

For the 2019 championship, live video streaming will not be allowed during the championship as the ESPN family of networks will televise preliminary games

### **MEDIA HOSPITALITY AND ENTERTAINMENT**

If a media dinner is planned, it should be scheduled the evening prior to the competition. Pregame meals before each session are encouraged, but not required. Press souvenirs no longer are permitted at any NCAA championship.

Although media hospitality and entertainment are desirable, but not required, disbursements for these items should be guided by the budget which originally was submitted by the tournament manager and approved by the Division I Football Championship Committee. Budgets cannot be changed without the prior approval of the committee.

### **NCAA CHAMPIONSHIP PHOTO TERMS AND CONDITIONS**

Please visit <https://www.ncaa.com/media-center/digital-social-media> for NCAA Championships Photo Terms & Conditions.

## **FOOTAGE USAGE AND LICENSING**

<https://www.ncaa.com/media-center/broadcast-services>

All preliminary round games will be televised by the family of ESPN networks (ESPN, ESPN2, ESPNU and ESPN3). No ENG camera crews may film any preliminary round games. All ENG crews must plug into the ESPN audio/video mult-distribution box and take the feed from the production truck for highlights. The NCAA recommends that the host SID work with the ESPN producer or operations manager to establish the best location to place the ESPN-provided mult-box. The NCAA recommends that host schools find a covered area within 100 feet of the production truck. Please supply two eight foot tables and adequate power sources for your local TV stations or school DVD/VCRs.

A television station may broadcast any press conference live regardless of whether they hold the broadcast rights to that specific contest. The rights to these press conferences remain with the NCAA and are under the same guidelines as the news footage usage.

## **PERSONNEL**

Each media coordinator is responsible for organizing workers to assist in the press operation of the championship.

The number of workers will depend upon the media demand for the games at the site. Communication with the participating SIDs and the media coordinator's knowledge of the area media will help with advance planning.

Such duties as press runners, quote takers, stat crews, copy machine personnel, etc., should all be coordinated with the tournament manager.

## **PHOTOGRAPHY AREA POLICIES**

Photographers working on the sidelines are restricted to behind the "limit lines" all around the playing field. No photographers are permitted in the "team areas," which are back of the limit lines between the 25-yard lines.

**NO MEDIA PERSONNEL OR THEIR EQUIPMENT SHALL BE IN THE TEAM AREA, AND NO MEDIA PERSONNEL MAY COMMUNICATE IN ANY WAY WITH PEOPLE IN THE TEAM AREAS.**

Photographers may not place tripods on or beside the playing field or attach strobes to goal posts.

## **POSTGAME INTERVIEWS**

All coaches and student-athletes shall be available for interviews. However, if a member of the coaching staff or a student-athlete is ejected during the game, the individual(s) will not participate in the press conference.

Each host media coordinator should designate an interview room or area at the facility and an individual to coordinate the activities in it. The interview area should have a public-address system, an elevated head table or dais. Host institutions are required to have a designated press conference moderator at the regional and super regional.



Media coordinators should utilize an audio mixer (mix down unit) for the designated interview area to permit individuals utilizing microphones to attach their equipment to it, eliminating the presence of audio equipment and/or operators in front of, or adjacent to, the speakers at the dais.

Following is a quick checklist of minimum requirements for the interview setup:

- Permanent structure near the playing field (preferred but not required) or
- Temporary covered structure near playing field
- Seating for a minimum of 25 media
- Risers or an area with an unobstructed view for television cameras
- Table for a minimum of 4-6 for the interviewees
- Moderator
- \*Pool reporter
- Quote taker(s)
- Sufficient amplification
- Sufficient electrical outlets
- Mult-Box (Provided by ESPN)
- News Conference Backdrop that blank or institutional logos. No corporate logos should be placed on the backdrop.

If it is deemed necessary to get an interpretation from an official regarding a specific play or occurrence during a contest, a “pool reporter” shall be named by the NCAA media coordinator or in the absence of one, by the NCAA championships staff liaison.

The pool reporter shall accompany a member of the sports committee to the official’s locker room to receive an interpretation in order to enhance the public’s understanding of activities that occurred during the contest.

In most cases, the referee will provide the interpretation on behalf of the officiating crew. In the instances in which a playing-rules liaison, secretary-rules editor or the coordinator of officials is on site, they can answer the questions instead.

The pool reporter will be responsible for disseminating the information to the rest of the media present. In most cases, the media coordinator should designate either the reporter from the Associated Press or the local newspaper as the pool reporter.

Quotes shall be distributed to the media immediately following each press conference.

The sports information director representing each participating institution, working with the media coordinator, should designate an individual to escort the coach and student-athletes to the interview area after a 10-minute cooling-off period.

All locker rooms should be open to the media after a 10-minute cooling-off period. The timetable begins when the coach enters the locker room.

The postgame press conference format shall specify the visiting coach and student-athletes should be scheduled first in the interview room before the home coach and a minimum of two student-athletes and maximum of three student-athletes.

The interview with the visiting team generally should not exceed 10 minutes.

Regardless of any personal regular-season radio or television contract(s), the visiting coach is obligated to the entire press staffing the tournament and must report to the interview room immediately after the 10-minute cooling-off period expires. The visiting coach cannot delay a postgame interview with the covering media to conduct a program for a single newspaper, radio or television reporter. After fulfilling all commitments to the press staffing the tournament, the losing coach and players may participate in special interviews.

Coaches and student-athletes should not be made available to selected media representatives prior to the conclusion of the 10-minute cooling-off period. The visiting coach and student-athletes may, however, immediately report to the interview room and be available to all media representatives staffing the championship. Should a coach permit one media representative to enter the dressing room before the 10-minute cooling-off period has expired, the dressing room will be open to all other media representatives desiring access to the area.

The only exception to this policy is for ESPN and are permitted a FOUR-MINUTE period immediately after the game to conduct post-game interviews. This does not mean four minutes per person, but four total minutes for all individuals interviewed. The media coordinator or designee has the responsibility to terminate the four-minute interview period, NOT the network/station that has purchased rights.

### **PRESS PARKING**

Press parking is desired at each site, but this decision must be made by the host. If press parking is limited, "carpools" should be encouraged to permit the greatest use of the parking area. Press shuttle systems also may be used provided any costs are included in the budget submission and are approved by the NCAA Division I Football Championship Committee.

### **PROGRAMS**

IMG College in Lexington, Kentucky, will provide a souvenir preliminary program, with the rosters of all 24 teams in the preliminary rounds.

### **RADIO**

Please visit [Radio Policy](#) for updated information.

Westwood One will not activate its rights to the Division I Football Preliminary Rounds. Therefore, space does not need to be reserved for a national radio broadcast.

Space though shall be automatically reserved for each participating institution's home radio station as designated by that institution. All other stations in the institution's area will be accommodated on a first-come, first-served basis.

Broadcasts of any tournament game must conform to the general broadcasting policies established by the Association. All stations broadcasting a game will be required to submit the NCAA radio rights online request form. The form can be found at <https://www.ncaa.com/content/audio-policies-0>.

## **SEAT ASSIGNMENTS**

Media coordinators should review seating charts prior to the first day of competition to insure media agencies that regularly staff games played by the participating and host institutions receive preferred seat locations.

## **SECURITY**

Security personnel should be instructed to protect the working press areas and interview area especially before and after each game, and to limit access in all restricted areas to individuals wearing credentials. It is incumbent upon the media coordinator to emphasize the **NECESSITY TO PROTECT THE WORKING PRESS AREAS** from the fans, and to encourage the security supervisor to designate additional personnel to staff this area before and after each game.

## **SPORTS INFORMATION DIRECTORS**

The sports information director representing each participating institution shall provide the host media coordinator with a list of media representatives from the institution's geographic area who will staff the event.

Game notes provided by the participating SIDs and the media coordinator are encouraged but not required.

## **STATISTICAL SERVICES**

Play-by-play and complete box scores should be provided to the media, along with coach and player quotes from both teams' post-game press conferences.

Each participant's sports information director should update team and individual statistics after each game, and the statistics should be reproduced and distributed preceding the team's next competition in the championship.

## **TEAM VIDEOGRAPHERS**

Please visit [Team Videographer Policies](#) for updated information.

Each participating institution may designate one individual as the team videographer. The team videographer will be provided a credential and a **TEAM VIDEOGRAPHER** or **TEAM PERSONNEL** armband/vest and will be permitted to film their game **ONLY** from a designated area(s) which serves all still photographers. During the game, the videographer should follow all rules that apply to still photographers.

Access will also be provided to the field during closed practices, the team clubhouse during pregame, halftime, postgame and any other times when the locker room is open to the media. In addition, the videographer can shoot from any area that a still photographer has access (e.g. concourse).

*NOTE:* The team videographer for the winning team will be allowed on the competition area to film the postgame celebration and awards ceremony, if applicable.

## **VIDEOGRAPHER FOOTAGE USAGE**

Wazee Digital is the exclusive licensing agent of the NCAA and our library provides member institutions access to the NCAA video and photo archive. Schools wishing to post footage from NCAA championship events are required to maintain an annual Member Institution License purchased from Wazee Digital.

A single project request for footage may consist of up to five minutes of NCAA copyright footage for usage in one project. The project can NOT result in revenue generation. All agreements must be signed in accordance with member institution policies and include the signature of director of athletics or the assistant/associate director of athletics. Digital delivery is free of charge.

## **MEMBER USAGE POLICY**

### **NCAA MEMBER INSTITUTION FOOTAGE PURCHASE PROGRAM**

## **TELEVISION POLICIES**

Please visit <https://www.ncaa.com/media-center/broadcast-services> for updated information related to the NCAA's television and video policies. Once on <https://www.ncaa.com/media-center/broadcastservices> webpage, click on the "Broadcast Media Coverage" link to review information on the following topics: • Live Coverage • Videographer Access • 30 and 15-Minute Rule • Audio/Video Distribution and Usage • Mult Box How To • Broadcast Announcer Audio • Natural Audio • Satellite Coordinates • News Videographer Access.

## **WIRELESS**

Wireless internet access must be available at all championship rounds for media use. The host institution may NOT assess an additional fee to any media agency for this service. Any wireless charges should be charged to the host or reflected in the proposed budget.