



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 2020 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.

David Lentz
317-917-6139 – office
317-364-7298 – cell
Assistant Director, Media Coordination and Statistics
NCAA Division I Football Championship Media Coordinator

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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. 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 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

The following is a sample of the types of credentials that should be produced due to the COVID-19 pandemic.

- Tier 1 individuals are those with the highest exposure (e.g., student-athletes, coaches, athletic trainers, physical therapists, medical staff, equipment staff and officials). Physical distancing and masking may be compromised during practice and competition.
- Tier 2 individuals (e.g., administrators, security, event staff and league staff) are considered at moderate risk to exposure. They may be in proximity to those in Tier 1 but can always maintain physical distancing and masking. They may have limited interaction with Tier 1 individuals only upon approval and assurance that all parties will be physically distanced and masked.
- Tier 3 individuals (e.g., housekeeping, catering, sanitation, transportation, media and broadcast workers) make up the lowest tier of risk to exposure. They will have no interaction with people in Tier 1 or Tier 2.

Media are designated as Tier 3 and are not part of the tested community at the championships. They will need to follow the arena guidelines of masking at all times and physical distancing. Their credential if applicable allows access to the press box. Their assigned seat is for them alone.

NOTE: Misuse of credentials includes posting it on social media (which is prohibited) or ignoring the requests of any tournament or arena official.

In addition, NCAA national office staff and Site Reps will have badges that should allow them all access to the facility for all rounds of the championship.

Guidelines for Credentialing

General Policies: Credentials must be worn as specified below to gain entry to the arena and for access to designated areas. For more information, please visit [here](#).

DIGITAL RIGHTS OVERVIEW (INTERNET/MOBILE)

Please visit [here](#) for updated information.

DIGITAL HIGHLIGHTS USAGE POLICY – MEMBER SCHOOLS

Please visit [here](#) for updated information.

DIGITAL HIGHLIGHTS USAGE POLICY – MEDIA, THIRD-PARTY WEBSITES

Please visit [here](#) for updated information.

INTERNET POLICY

The NCAA website, 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 is the official destination for live scores and statistics from NCAA Championships. In 2020, 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 2020 championship, live video streaming will not be allowed during the championship as the ESPN family of networks will televise preliminary games.

NCAA CHAMPIONSHIP PHOTO TERMS AND CONDITIONS

Please visit [here](#) 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

No photographers are permitted in the "team areas," which are back of the limit lines between the 25-yard lines. Photographers are restricted to the Tier 3 photo area designated by the Host Media Coordinator.

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/POOL REPORTING

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.

All media availability this year during NCAA championships is virtual, but remind coaches that according to NCAA interview policies, they must still make themselves available for any post-game media requests. If there is an on-site room/area where team media contacts can conduct a virtual post-game press availability on-site for requested coaches and players, please identify where that area

is located. If there is no on-site interview area and/or teams choose to do post-game media availability back at the hotel or another off-site location, that is permitted, as well.

Note: In addition to media, Post-game virtual press conferences must be recorded and distributed to the following NCAA staff:

David Lentz (dlentz@ncaa.org); Sahar Abdur-Rashid (srashid@ncaa.org); Chad Tolliver (ctolliver@ncaa.org).

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.

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 work with the sports committee to connect virtually (phone, video, etc.) with 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.

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.

RADIO

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

SEAT ASSIGNMENTS

Media coordinators should review seating charts prior to the first day of competition to ensure 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 CONTENT PERSONNEL

Please visit [here](#) 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

Veritone 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 Veritone.

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.

Please visit [here](#) for more information.

NCAA MEMBER INSTITUTION FOOTAGE PURCHASE PROGRAM

Please visit [here](#) for updated information.

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.