

## Overview

The following media credential guidelines were established to provide a clear understanding of the procedures followed by U.S. Figure Skating in processing media credential requests for U.S. Figure Skating events. These guidelines are consistent with those adhered to by the International Olympic Committee (IOC), U.S. Olympic Committee (USOC) and International Skating Union (ISU).

### 1. ELIGIBILITY

U.S. Figure Skating will only issue media credentials to members of the working press. By definition, a member of the working press shall be a paid employee or representative of a known and established media organization.

Journalists who receive credentials must be on assignment for a specific media organization at each event. All journalists who wish to attend U.S. Figure Skating events must submit a media credential application that is signed both by the individual and the editor. Freelance journalists must be on assignment at the specific event and must also submit a media credential application signed both by the individual and the editor. Organizations may request more than one media credential; however, U.S. Figure Skating does not guarantee more than one credential will be awarded to any organization.

### 2. APPLICATION DEADLINES

Media credential applications must be received by U.S. Figure Skating by the established deadlines set by U.S. Figure Skating. U.S. Figure Skating will not guarantee that journalists who submit their applications after the deadline will be accommodated. Applying in no way guarantees that your agency will receive credentials. At some events, space may be limited, and only a certain number of media credentials will be issued.

### 3. CREDENTIAL ACCEPTANCE

U.S. Figure Skating encourages all media to attend U.S. Figure Skating events. However, if there is a limitation on the number of credentials issued for a specific event, U.S. Figure Skating will consider the following criteria, in order of significance, when issuing approval:

1. Media organizations with a large daily circulation and/or a large national audience
2. Local media in the host city
3. Figure skating specialty media
4. Media outlets which attend U.S. Figure Skating events on a regular basis
5. Applications which are received by the deadline date

An acceptance – or in some cases, rejection – e-mail will be sent to the journalist and/or editor based on the request made in the application. This e-mail will be sent no later than two weeks after the application deadline. The acceptance e-mail will include information on credential pick-up hours and location, contacts, event details, media workroom hours, athlete availability, interview policies and more.

### 4. CREDENTIAL USAGE

Credentials must be worn and visible at all times during the event. Each media credential is issued specifically for the journalist who was accepted through the credential process. Any media outlet that wishes to change the name(s) of its

credentialed journalist(s) may do so, in writing to U.S. Figure Skating, prior to the competition. Credentials may not be given or loaned to another person for any reason.

Credentialed journalists will receive admission to the event and access to media work areas at the event venue, as well as any other areas where media accreditation is provided access. U.S. Figure Skating is committed to providing a professional working environment for all media.

Misuse of a U.S. Figure Skating media credential will result in the immediate loss of the credential, removal from the media areas and the possible loss of credential privileges for future events for the journalist and his/her organization.

### 5. INTERVIEW POLICY

At each major event, credentialed media will adhere to a specific interview policy. U.S. Figure Skating will create opportunities for the media to interview athletes, coaches and others in a timely fashion. Any interview requests not included in the interview policy will be considered on an individual basis.

### 6. PHOTOGRAPHERS

Photographers wishing to cover U.S. Figure Skating events must be on assignment from a recognized news organization and be using professional camera equipment. Upon arrival at an event, U.S. Figure Skating will post photograph location assignments and restrictions specific to the event and venue.

All photographs taken at the event are to be used solely for use by the publication for which an individual is credentialed, unless he/she is otherwise granted express written consent by both U.S. Figure Skating and the outlet for which he/she is credentialed. Without such consent, it is strictly prohibited for any photograph taken in association with the event to be sold for use in any manner by, or in association with, any publication other than that publication for which the individual is credentialed (including web sites or promotional sales). Photographs taken at events are not to be sold to any other media outlet, organization or individual unless permission is granted by both U.S. Figure Skating and the assignment editor.

Failure to comply with the previously stated regulations will result in the immediate loss of credential privileges for all future U.S. Figure Skating events for the photographer. Additionally, the media outlet listed will lose the ability to credential a photographer at future U.S. Figure Skating events.

### 7. INTERNET

Credentials for Internet sites staffed by full-time employees with the intent of reporting for news purposes shall be granted as space allows. Web sites run parallel to traditional media (newspapers, TV stations, etc.) may be issued a credential if the request is for unique content that can only be accommodated by fulfilling the credential request, and if space is available. Other requirements for Internet sites seeking media credentials to U.S. Figure Skating events:

1. The site must have a demonstrated record of SUSTAINED, ORIGINAL NEWS CONTENT on figure skating. The site's own full-time staff must write an overwhelming percentage of that site's material.
2. Coverage must be part of the news portion of the site and must not purport to be live, play-

by-play or real time in nature.

3. The site must furnish, on the credential request form, certifiable traffic numbers of monthly visitors from an established auditing firm (Nielsen, etc.). Hit counters will not fulfill this requirement.
4. Internet sites that will not be credentialed: personal page publishers, discussion board/chat rooms, and subscription-based sites.

#### 8. BOOKS & MANUSCRIPTS

Credentials will not be issued to persons for the sole purpose of writing or gathering material for books or manuscripts. However, this parameter may be waived if U.S. Figure Skating receives a written letter from the publisher explaining the need for the credential. If such letter is received and authorized by the U.S. Figure Skating media staff the book writer/researcher may be considered if space is available.

#### 9. TELEVISION COVERAGE

U.S. Figure Skating is a marketing partner of NBC Sports and has granted the organization broadcast rights to major U.S. Figure Skating events. Television stations wishing to cover U.S. Figure Skating events are restricted from recording any competition but may participate in the event by adhering to the U.S. Figure Skating Television Guidelines below.

## U.S. Figure Skating Television Guidelines & Restrictions

In accordance with media rights granted to U.S. Figure Skating events, the following guidelines and restrictions must be adhered to by all television stations upon receiving a credential:

#### VENUE ACCESS – COMPETITION

No camera crews other than those of NBC, U.S. Figure Skating, or approved affiliates will be allowed in the bowl of the arena during competition. Live or taped television coverage of the competition will not be permitted. However, television stations may be in the venue at the time of competition to tape press conferences or other interviews with special permission, granted they do so in the separate press area and do not in any manner interfere with NBC, U.S. Figure Skating or approved affiliates' rights and personnel.

#### VENUE ACCESS – NON-COMPETITION

Camera crews may gain access to the venue to shoot practice sessions and post-competition interviews in designated media areas only. Television camera crews may conduct the aforementioned activities in a designated area away from NBC, U.S. Figure Skating or approved affiliates' crews, provided that such taping and interviews do not in any manner interfere with rights and personnel. Athlete interviews and press conferences will be held once NBC, U.S. Figure Skating or the approved affiliates have concluded their post-competition interview sessions.

#### NBC TAPED FOOTAGE

Any and all NBC taped footage (live or delayed) may be dubbed off of the official television broadcasts under the following circumstances:

- This footage cannot be used until AFTER the entire NBC telecast has completed, but it MUST occur within 24 hours of the telecast's completion.
- Any use of this footage beyond the 24-hour period must be cleared by NBC television prior to use.
- The footage must be carried within a regularly scheduled bona fide newscast and not as a special sports program. Any use of the footage beyond the news-use period will require the written consent of NBC.
- Any and all uses of footage must be accompanied by the appropriate NBC video courtesy.
- Any and all taped segments must not exceed 90 seconds in length in any one newscast. Only portions of a single performance, and never a full performance, may be aired.

#### TV BROADCAST OPPORTUNITIES

The following list outlines the many opportunities television stations have to cover U.S. Figure Skating events:

- Practices: Television stations may film any and all practices in both primary and secondary venues.
- Secondary Venue Competition: Television stations may broadcast taped or live footage of practice taking place at the secondary venue (if applicable) upon permission of the U.S. Figure Skating media department. Footage must not exceed 90 seconds per broadcast. Live or taped broadcasts must not interfere with the competitors (lighting, noise, etc.).
- Press Conferences and Post-Competition Interviews: Television stations may set up their equipment in the press conference room or media center in preparation for post-event media activities.
- Live Remotes – Primary Venue: Stations can set up live remotes from the primary competition site as long as no competition is shown in the background, and the camera position and lighting do not interfere with NBC Sports' telecast or hinder the competition. Stations must make advanced arrangements with a member of U.S. Figure Skating's media staff. Special credentials must be issued and will specify restricted use of material. Parking for satellite trucks is not guaranteed and must be arranged in advance.
- Live Remotes – Secondary Venue: Stations can set up live remotes from the secondary site (if applicable) as long as advanced arrangements are made with a member of U.S. Figure Skating's media staff. Parking for satellite trucks is not guaranteed and must be arranged in advance. Live remotes must not interfere with the competition (lighting, noise, etc.).
- NBC Sports Footage: Use of NBC Sports' coverage may be used in accordance with the news use guidelines provided above.