

**NCAA DIVISION I WOMEN'S BASKETBALL CHAMPIONSHIP
2008-09 CREDENTIAL CRITERIA**

Credential Criteria for Domestic Print, Radio, Television, Online Media Agencies

A media agency shall apply for a credential by accessing the NCAA Web site at NCAA.com. Specific questions should be directed to Rick Nixon. The national media deadline for submitting 2009 Women's Final Four applications will be February 27.

A "media agency" for purposes of these criteria shall mean a daily or weekly publication, online entity, cable system, radio or television station and network requiring immediate news coverage. "Immediate news coverage" for purposes of these criteria shall mean the editorial, audio and/or visual deadline for the tournament action being documented occurs no later than 48 hours after the competition at the site has been completed.

Any media agency that has been approved for a Women's Final Four credential shall receive a first- and second-round and/or regional credential upon request.

Any media agency that does not meet the criteria for circulation (print media) or designated market area (electronic media), but, represents the geographic area of a participating institution, must staff each of the participant's previous tournament games in order to receive credentials to subsequent rounds.

At the discretion of the NCAA, a "minority media enterprise" that does not meet established criteria may receive one media credential, space permitting. A "minority media enterprise" is defined as a media agency that disseminates Division I college basketball news to individuals who are socially or economically disadvantaged.

With the exception of television camera operators, a credential may only be issued to an authorized full-time, salaried representative of or a representative who regularly and customarily performs services for the agency submitting the request. Credentials are non-transferable.

Membership in a writers' or broadcasters' association (e.g., United States Basketball Writers Association) does not automatically qualify an agency for credentials.

The print, television, radio and online provisions do not apply to media agencies (e.g., student newspapers, television stations, radio stations and yearbooks) that are affiliated with a participating or host institution/conference. Credentials may be issued to three individuals, plus two photographers, certified by the director of athletics or designated representative of each participating and host institution/conference, who will be the sole representatives of all such campus media organizations. **NOTE:** Team videographers will be given separate credentials and must adhere to the terms and conditions outlined for both preliminary rounds of the championship and the Women's Final Four.

Print

Separate publications, sharing common ownership, may not be combined for purposes of meeting circulation or other criteria.

1. A daily print media agency with circulation greater than 60,000, a weekly with circulation greater than 500,000 or a monthly with circulation greater than 750,000 will be identified as "national media" and will qualify for credentials even if it does not meet the provisions specified in Criteria No. 2. A daily print media agency may receive credentials according to the following circulation requirements:

Daily Circulation
60,000 - 249,999

Credentials
one seat

250,000 - 349,999	two seats
350,000 - 449,999	three seats
450,000 - 649,999	four seats
650,000 - 999,999	five seats
1 million and above	six seats

<u>Weekly Circulation</u>	<u>Credentials</u>
500,000-3 million	two seats
3 million and above	four seats

<u>Monthly Circulation</u>	<u>Credentials</u>
750,000-3 million	two seats
3 million and above	four seats

2. A daily print media agency that does not meet Criteria No. 1 may qualify for credentials if a full-time staff member has covered at least 90 percent of the participating institution's regular-season home games and each of its games in the NCAA championship. Covering all of the institution's competition in a different NCAA championship fulfills the latter requirement. Such an agency can receive one more than the number of credentials it used for a majority of the institution's home games.
3. A daily print media agency that is located in the market of a host institution/conference but, does not meet Criteria No. 1 may qualify for credentials if it covers college basketball on a daily basis (i.e., full-time staff members cover games three-or-more nights each week).
4. A weekly or monthly print publication that covers college basketball exclusively and is distributed on a national basis, but, does not meet Criteria No. 1 may qualify for one credential, contingent on space availability.
5. The Associated Press and the primary newspaper(s) that provide daily coverage for the host institution/conference and participating institutions may receive a maximum of four seats on press row and four seats in the overflow media area.
6. The NCAA may issue one credential to a reporter representing the "news side" of the major newspaper of the participating and/or host institution/conference.
7. A print media agency, included on a team's local media list, may receive additional credentials, not to exceed the total number of credentials it received covering first-/second-round and regional competition at all sites.

Television

For purposes of these criteria, a television crew is defined as: one talent (media credential), one photographer and one audio technician or producer (television compound credentials) plus a fourth for a technician who is responsible for maintenance of a satellite truck that may be parked at the competition facility (television compound credential).

1. A television station in a market area estimated to have represented a minimum of one million U.S. television households the previous year by the A. C. Nielsen Company may be represented by a maximum of one crew.
2. A television station that does not meet Criteria No. 1 may be represented by a maximum of one crew if it covered at least 90 percent of the participating or host institution's home games (i.e., full-time staff members filed reports) and each of its games in the NCAA championship. Covering all of the institution's competition in a different NCAA championship fulfills this requirement.
3. A television station from the host city may be represented by a maximum of two crews if the station regularly covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season and if the crews represent multiple, regularly-scheduled news programs.
4. Each participating institution may be represented by a maximum of one crew for a "coach's show."
5. Credentials may be assigned to an individual or a maximum of two crews designated by a national television network or a cable entity that originates a daily sports news program. Approved agencies are: ABC "Good Morning America", ABC News One, ABC Weekend News, ABC World News Tonight, CBS News Path, CBS World News, CBS News, CBS "The Early Show", CBS College Sports Network, CNN, ESPN Sportscenter, FOX, FOX Sports Net regional networks, NBC News Channel, NBC Nightside, NBC "Today Show" and NBC World News.
6. Credentials may be provided to a maximum of one crew from the following news services: NPI, Conus Communications, SNS Sports News satellite, National Sports and Entertainment and Christian Broadcasting Network.

Radio

1. A radio station in a market area, representing at least one million radio homes, may receive a maximum of two credentials if it airs six or more daily sports reports and airs 15 or more college basketball games during the regular season.
2. A radio station that does not meet Criteria No. 1 but, covered (i.e., full-time reporters attended and filed reports) at least 90 percent of the participating or host institution's home games and each of its games in the NCAA championship may be provided two credentials. Covering all of the institution's competition in a different NCAA championship fulfills this requirement.
3. A radio station from the host city may receive a maximum of two media credentials if it regularly covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season and aired six or more daily sports reports in the six months preceding the tournament.
4. One media credential may be assigned to the following radio entities: ABC, AP, CBS, CNN Radio, ESPN Radio, FOX Sports Radio, Mutual Broadcasting, National Public Radio, NBC, Sporting News Radio, Sports Byline USA, UPI Audio, USA Radio Network, Voice of America and Westwood One.
5. Each radio station that has purchased live broadcasting rights is limited to the number of individuals required to originate 90 percent of its games during the regular season, up to a maximum of four credentials. If a participating institution is represented by more than one originating radio outlet,

Westwood One or its designee and the NCAA will determine the number of seats that shall be assigned to each agency.

Online Agencies

1. An online entity may be provided one credential if it registers at least one million unique users per month in each of the 12 months preceding the tournament and covers college basketball daily. A second credential may be issued to CBS Sportsline, ESPN.com, FoxSports.com, SI.com and Yahoo.com, if space is available.
2. An online entity that does not meet Criteria No. 1 may be provided one credential if it covers (i.e., full-time staff members attended and filed reports) at least 90 percent of the participating or host institution's home games.
3. The official Web site of a participating institution, as approved by that institution's sports information department, may receive a maximum of one credential in addition to the three credentials issued to the participating institution.
4. A local print, radio or television agency will not receive more credentials than the number specified in this document. An agency may allot one (or more) of its credentials to its online entity.
5. An online entity may receive a credential only if its full-time staff writes 90 percent of the site's material.
6. An online entity will not receive photography credentials.
7. Any online entity, that is recognized as an outlet intended primarily for the purpose of delivering news related to the recruitment of student-athletes, does not qualify for credentials.

Print Photographers

Photography credentials shall be assigned in accordance to the following criteria:

1. Contingent on space availability, an agency with a minimum daily circulation of 350,000, a weekly circulation of 500,000 or a monthly circulation of one million may receive one photo credential and one photography compound credential. An agency with a daily circulation of 500,000 or greater is eligible for a second credential.
2. A participating institution may identify a maximum of four credentials for non-university media agencies that do not meet Criteria No. 1. These agencies must have staffed at least 90 percent of the institution's home games throughout the season and each of its games in the NCAA championship. These agencies are provided shooting positions for its team's games only. Positions may be provided for other games, if space is available.
3. A participating institution and/or host institution/conference may issue credentials to two photographers who will be the sole representatives of all entities (e.g., student newspapers, yearbooks and the athletics department) affiliated with any such institution and all media organizations whose coverage is directed primarily to any such institution and its activities.

4. The primary agencies at the competition site, that have staffed at least 90 percent of the home games of the host institution/conference, may receive a maximum of three (two floor, if space permits) credentials.
5. The Associated Press may receive four (three floor level) credentials. Sports Illustrated, Reuters and USA Today may each receive three (two floor level) credentials. The Sporting News Magazine, ESPN The Magazine, Getty and McClatchy may each receive two (one floor) credentials. Each of the above agencies may also receive two photography compound credentials.
6. Contingent on space availability, a "minority media enterprise" may receive one photography credential.
7. Sports editors shall request all photography credentials.
8. Photographers or news entities are not permitted to sell photos of the Division I Women's Basketball Championship.

Photo Couriers

A maximum of 10 photography compound credentials for photo couriers will be available. Seven photography compound credentials will be available to The Associated Press and three photography compound credentials will be reserved for Reuters News Service. AP Photo will be responsible for coordinating the courier service for all newspapers except those serviced by Reuters. No other agency will receive a photography compound credential.

Reporting Services

PA SportsTicker and Sports Reporting Network are eligible for one media credential for a full-time staff member.

Agencies Not Eligible

1. Credentials shall not be issued to individuals for the sole purpose of writing or gathering material for books.
2. Credentials shall not be issued to representatives of syndicated television or cable programmers not producing programs for immediate news coverage (i.e., to air within 24 hours).
3. Credentials shall not be issued to representatives of professional basketball organizations, telephone reporting services, publications normally identified as "tout sheets" or to other publications devoted solely to sports wagering.
4. Credentials shall not be issued to representatives of agencies that normally provide specific services for a media agency (e.g., scores) if many of its clients have been accredited to staff the event.

Credentials Criteria for International Media Agencies

Contingent on space availability, credentials (writer and/or photographer) shall be issued to a full-time, salaried employee or a representative who regularly and customarily performs services for:

1. A newspaper with a minimum circulation of five percent of the total population of the country.
2. A specialty publication with a minimum circulation of one percent of the total population of the country.

3. The official publication of the country's basketball federation.
4. A television station with a signal reaching 25 percent of the homes in the country.
5. The two largest sports networks in the country.
6. An NCAA international television rights holder.

Terms and Conditions For Use Of Credentials

Each individual or entity signing for or using a credential for access to any NCAA championship games practice, press conference, or other in-venue activity associated with the championship (the "Events") and his/her/its employers (each signer, user and employer, a "Bearer") agrees to the following:

General

Each Bearer attending one of the Events using a credential represents that such Bearer is acting on a specific assignment for a media agency. Bearer is an accredited agency's full-time salaried employee who has a legitimate working function in connection with the championship. The credential is not transferable and may be revoked at any time without cause.

The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer to ejection from the facility and prosecution for criminal trespass.

While within the venue, Bearer shall, at all times, adhere to the policies in place for the Event, as well as access limitations, and direction provided by the NCAA and its designated agents.

Bearer assumes all risks incidental to the performance by the Bearer of Bearer's services in connection with the Events and assumes all risks incidental to the Events, whether occurring before, during or after the actual playing of the Events, and agrees that the NCAA, its member institutions, and their respective employees, directors, officers, student-athletes, coaches, and contractors shall not be liable for injuries or loss of personal property or equipment resulting in such causes.

In the event that the name or likeness of any individual using this credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, such individual grants the NCAA the non-exclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or thereafter devised.

Bearer agrees to indemnify the NCAA and save harmless the NCAA, its officers, agents, contractors, employees, and each of its member institutions, their officers, agents and employees, of and from any and all claims, demand and causes of action arising out of anything done or purported to have been done by Bearer or his/her employer, including but not limited to Bearer's breach of any term of the credential. With respect to any claim that might give rise to liability of the Bearer as an indemnitor, the NCAA shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the NCAA at the sole expense of the Bearer; and (b) not be obligated, without their consent, to participate in any settlement of such claim.

Media

The use of any account, description, picture, photograph, video, audio, reproduction, or other information concerning the Events (the "Event Information") other than for news coverage of, or magazines, books or stories about, the Events, or for First Amendment-protected purposes, is prohibited, except (a) with the prior written consent of the NCAA or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the NCAA trademarks, copyright and other proprietary rights.

Television agencies taping game action shall use the network feed via the video and audio distributing facilities provided by the NCAA. These agencies recognize that any videos may be used only in connection with a regularly scheduled television newscast within a 72-hour period after the game and the film clip or video portion of each such showing shall not exceed three minutes in length and shall adhere to the specific policies that govern the length of video and times that it may be aired. Television entities may not air highlights of a game until the ESPN broadcast "window" that includes that game has been completed. No entity may place video highlights on the Internet.

Television stations, networks, cable systems, participating institutions or their designees, are prohibited from making available game film or video to any other organization without advance written permission from the NCAA, even though the planned use may be editorial in nature. Such film or video may be aired only by the specific station or entity to whom this credential is issued. These rights may not be assigned, transferred or otherwise disposed to any person, firm or corporation. Any agency wishing to use NCAA film or video in any other manner must obtain written permission for such usage from the NCAA.

Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any game of the championship is exclusive to the NCAA's Web site and/or any other Web site designated by the NCAA and its rightsholders. "Real-time" is defined by the NCAA as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event.

Each Credential Holder (including television, Internet, new media, and print publications) has the privilege to blog during competition through the Credential Entity. However, the blog may not produce in any form a "real-time" description of the event. Periodic updates of scores, statistics or other brief descriptions of the competition throughout the event are acceptable. Credential Holder agrees that the determination of whether a blog is posting a real-time description shall be in the NCAA's sole discretion. If the NCAA deems that a Credential Holder is producing a real-time description of the contest, the NCAA reserves all actions against Credential Holder, including but not limited to the revocation of the credential.

If media intend to blog at an NCAA championship event, the media entity must indicate so through the credentialing process. Any media entity posting a blog during an NCAA championship must submit a direct link to the blog to NCAA.com Blog Central. In return, all media entities entering a blog must post the NCAA.com logo/link on their site. All blogs must be free of charge to readers. All must adhere to the conditions and limitations of this NCAA Blogging Policy.

The NCAA is the owner of trademarks, copyrights, and other proprietary rights connected to the championship. Member institution name, logo, mascot, and other intellectual property of a school, is controlled by each member institution. The member institution name and team name may be used for news purposes and consistent with the First Amendment.

The credential confers on Bearer a limited, non-exclusive and non-transferable license to take photographs of the Events, and to allow the entity that engaged the Bearer to take the photographs to use such photographs, only for news coverage of, or magazines, or stories about, the Events, other editorial purposes, and reprints of news pages from such entity's publications, provided that such use is not likely to create, or does not actually create confusion in the minds of the trade or public that Bearer or its reprints or any elements therein, or the items on which they are reprinted, are sponsored or endorsed by, or are associated or affiliated with the NCAA or that the NCAA licensed Bearer to use their trademarks or copyrights. Neither the Bearer nor the entity that engaged the bearer may sell photos taken at the Events to third-party entities including but not limited to other commercial entities or the general public.

In exchange for the access granted by the credential, the NCAA shall have the right to purchase prints of any published photographs taken by the Bearer in connection with the credential, at the best financial terms offered to third parties, and such the NCAA shall be licensed at no additional charge to use the photographs for news coverage purposes only. The NCAA may not distribute reproductions of the photographs to others or license others to reproduce the photographs.

Any secondary use of any picture, audio description, videotape/film or drawing of the game taken or made by the accredited organization or individual to whom this credential has been issued (including, but not limited to, non-editorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the NCAA.

Radio stations that have not purchased rights shall not carry any broadcast report from courtside on a live basis or any live description of any game action while it is still in progress and are subject to all other requirements as listed in the "NCAA radio policies."

Bearer further agrees to release the NCAA and all persons and educational institutions involved in the management or production of the competition from any claim or liability arising from failure to provide space for telecasting/broadcasting, or other facilities for the television/radio station, Internet media, network, cable system, or other media entity.