



VANDERBILT UNIVERSITY ATHLETIC COMMUNICATIONS

2017-18 Media Policies – Football

Vanderbilt University understands the importance of assisting the media in providing coverage of the institution, its athletics programs, administrators, coaches and student-athletes. Our goal is to disseminate information as widely, uniformly and fairly as possible using normally accepted media standards. To this end, the best attempt will be made to fill reasonable requests by recognized media outlets, however, the Vanderbilt Stadium press box has very limited seating so not all requests may be met for all games. Members of the media are encouraged to work with the Vanderbilt Athletic Communications staff to assist in that endeavor. It is not permissible for media members to contact any athletics department administrator, associate, coach or student-athlete directly without working through the media relations department.

PRESS CREDENTIALS

Working press credentials for the 2017 Vanderbilt home football games must be requested online through sportssystem.com/vanderbilt. Credential requests must come from the sports editors and the sports directors only.

It is not always possible to accommodate all requests. No one under 18 years of age will be issued a credential without prior approval.

Any questions or concerns can be directed to Assistant Communications Director Larry Leathers at 615-343-6437 or by email at larry.leathers@vanderbilt.edu.

Requests for single games should be made no later than ten (10) days prior to game day and will be approved the week of the game. Once approved, credentials can be mailed via US Mail (if requested) one week prior to the game OR picked up on game day at Media Will Call, located at Gate 1 on the north side of Vanderbilt Stadium (stadium gate closest to Marriott and Wendy's). Media Will Call opens three (3) hours prior to kickoff. A photo ID must be presented to receive the press credential.

Photographers must have appropriate equipment on hand to receive a photo credential.

Note: Credentials will be considered only for those media members on specific assignment for a specific media outlet that meets the criteria below.

Credentials are non-transferable and may be revoked at any time.

The granting and number of credentials for daily NEWSPAPERS will be based on the newspaper's circulation on a space available basis.

WEBSITES that meet one of the following criteria will be issued a maximum of three

1. Is the official website of the home or visiting school or its conference;
2. Is the official online service of a national over-the-air or cable television network;
3. Has a "national affiliate agreement" with or is an official licensed site of a national or local news gathering organization and has at least one fulltime employee dedicated to writing for the site; or
4. Is a local news gathering organization that has at least two full-time employees and is owned by a media

company with multiple assets.

Websites that are an extension of a non-digital local media outlet (newspaper, radio, television) will not be issued credentials independent of their originating organization.

Sport-specific websites with more than two full-time writers will be considered on a case-by-case basis.

No credentials will be issued to any website that is not deemed by Vanderbilt Assistant Athletics Director/Communications Kyle Parkinson and Vanderbilt assistant communications director Larry Leathers to have adequate editorial oversight. Credentials will not be approved to anyone who writes or posts under an alias.

TELEVISION stations will be issued a maximum of two (2) season approved press box credentials. However, press box seating is not guaranteed for both credentials. Television stations will receive a maximum of two (2) field passes.

Local **RADIO** stations will be granted a max of two (2) season press box credentials for a full-time host of a daily sports show that is a minimum of two (2) hours in length or station sports director. Field passes will not be issued to radio stations. Non-daily local radio sports shows and out-of-market radio stations that have a daily sports show will be granted a maximum one (1) credential on a game-by-game space available basis.

STUDENT MEDIA outlets for the home and visiting schools will be issued credentials in accordance with the policy for their format (newspaper, website, radio, television). To be considered student media, the outlet must be sanctioned as such by the university, have full-time university staff overseeing the training of staff or be governed by a university-appointed board, and receive some portion of its funding from student fees.

PHOTO WIRE SERVICES that distribute nationally and retain all rights for sale and usage of any image taken at the event will be issued one (1) season field pass with an option for a second on a game-by-game, space-available basis. Any wire service that sells/shares its images for non-editorial uses must provide the Vanderbilt Athletic Communications department with a statement indicating how it ensures that non-editorial clients use its images within NCAA regulations.

All other credential requests, including weekly newspapers, magazines, specialty publications, etc. will be considered on a game-by-game and case-by-case basis at the discretion of Kyle Parkinson, Assistant AD/Athletic Communications and Larry Leathers, Assistant Athletic Communications Director. All credential policies are subject to change, and final approval of all credentials is at the discretion of the Assistant AD/Athletic Communications.

Non-affiliated bloggers and freelance photographers will not be credentialed. Media outlets that cover the visiting school will be considered following consultation with that school's athletics media relations department.

SIDELINE POLICY

Vanderbilt University adheres to the NCAA and SEC guidelines regarding media representatives on the sidelines:

1. Photo credentials will be issued only to accredited media outlets prior to the game and photo identification must be provided.
2. Photographers must check in at Media Will Call at Gate 1 of the stadium. Those photographers who will work on the sidelines will be issued an arm band. This arm band must be worn at all times to gain access to the sidelines. No other type of photo or media credential will allow an individual access to the sidelines during the game.
3. Only working photographers/videographers with professional-grade cameras will be allowed on the field. Those without proper equipment or not shooting the game will be escorted from the sidelines regardless of credential.

4. Working photographers/videographers are permitted to shoot in the designated area (between the two marked dotted lines outside the 25-yard lines). All other media representatives on the field must stand behind the designated area to ensure that photographers/videographers have the appropriate space to work. No one will be allowed to shoot from either end zone.

5. Photographers are encouraged to use the photo work area, located on the ground level of Vanderbilt Stadium. Wireless internet is available. While security in this area is provided, Vanderbilt University is not responsible for the loss of any items.

6. According to NCAA policies, the presence of any type of photographer/videographer in the bench area for all sports is strictly prohibited with the exception of one (1) institutional videographer in the football bench area.

According to the NCAA Football Rules and Interpretations Manual

(Rule 1, Section 2, Article 4b): "the team area shall be limited to squad members in uniform and a maximum of 40 other individuals directly involved in the game. The 40 individuals not in uniform shall wear special identification." (Rule 1, Section 2, Article 4e): "No media personnel, including journalists, radio and television personnel, or their equipment, shall be in the team area or coaching box, and no media personnel shall communicate in any way with persons in the team area or coaching box."

The SEC also prohibits photographers/videographers from stopping and shooting from behind the bench area or into the bench area. The bench area at Vanderbilt Stadium is defined by the area between the 25-yard lines and covered with a white tarp.

7. Photographers and videographers are considered working members of the media and they are to refrain from cheering or talking to players, coaches or officials.

SEC INTERNET REAL TIME POLICY

By acceptance and use of an SEC media credential, the holder agrees to the following conditions for any and all athletic events hosted by the SEC and its member institutions:

1. The SEC and its member institutions grant a media organization a limited license to use certain gathered information on the media organization's own Internet or online site beginning at the start of an athletic event and up to the conclusion of such event, all subject to the following limitations and conditions:

(a) No more than 10 still photographs may be used for news coverage of the game and other editorial purposes during the event.

(b) Videotape may only be shown as part of a single, non-archived, online "simulcast" of a television station's regularly-scheduled news program.

(c) While a game is in progress, the use of statistical information is time-delayed and limited in amount so that an organization's Internet or online game coverage does not undercut the authorized and rights-paying fee organization's rights to play-by-play accounts of the game and/or exclusivity as to such rights.

2. Any proposed media use on an Internet or online site of the game information that is more detailed and/or more than described above will require separate written authorization by the SEC and/or its member institutions. However, such written authorization will not permit the use of game information in entertainment contexts and will not authorize game coverage that, due to immediacy of detail, constitutes or approaches a play-by-play account of a game.

3. Should any of these conditions be breached, the SEC and/or its member institutions will issue a written warning for the first violation. If this violation occurs during the last game of the institutions' regularly scheduled season, the media organization may not be credentialed for the SEC Championship. A second violation of this policy will result in revocation of credentials to cover future football games hosted by the SEC and/or its member institutions.

SATELLITE TRUCK PARKING

Limited parking is available for TV station live/satellite trucks, and those vehicles will need to be approved prior to game day. Please contact Assistant Athletic Communications Director Larry Leathers at least three days prior to the game to schedule live/satellite truck parking.

MEDIA PARKING

Media parking is available in the Kensington Garage next to Memorial Gym. Please contact Assistant Communications Director Larry Leathers at 615-343-6437 or by email at larry.leathers@vanderbilt.edu for any parking needs. Parking passes will be distributed in advance via the method indicated on the credential application.

VISITING RADIO

The visitor's radio network must be designated by the opponent's athletics director. Booth space will be assigned by Kyle Parkinson, Assistant Athletics Director/Communications and Larry Leathers, Assistant Communications Director. Any non-designated stations will be admitted on a space-available basis. The Vanderbilt Radio Network will be handled by IMG College. Stations requesting information regarding the network should contact: Jeff Miller, Vice President, IMG College, (615) 322-4468.

FOOTBALL VIDEO SERVICES

For information on receiving mid-week press conference videos, post-game press conference videos and other football related footage, please contact Assistant AD/Communications Kyle Parkinson at kyle.parkinson@vanderbilt.edu or Assistant Communications Director Larry Leathers at larry.leathers@vanderbilt.edu.

LIVE BROADCASTS

It is not permissible for any non-rights holder to broadcast over the air, stream over the internet (audio or video) or transmit in any other way, including social media apps, any live event without the consent of Vanderbilt University Athletics. Live events include varsity contests, press conferences (including but not limited to weekly scheduled and postgame press conferences) and any other group media availability.

Exceptions may be made for any major news-breaking event and will be communicated in the media advisory for the event. No television live shots, with the exception of the rightsholder, may take place inside the stadium beginning 30 minutes prior to kickoff until the broadcast is concluded.

AUDIO/VIDEO EVENT ARCHIVING

It is not permissible for any non-rightsholder to archive audio or video event content that exceeds five (5) minutes in length. Events are defined as varsity contests, press conferences and any other group media availability. Archiving may not begin until the conclusion of the entire event.

GAME DAY MEDIA AVAILABILITY

No Vanderbilt Athletics staff member may appear live on a non-rightsholder radio show on the same day as any Vanderbilt contractual programming, including live game action or coaches' call-in shows, without prior consent of Athletics Communications.