



## **Charlotte Sports Foundation Media Credentialing Policies**

To ensure that all qualified media agencies have the appropriate access, these policies have been developed.

Requests for all working media credentials shall be directed to the host communications director.

A "press agency" for purposes of these criteria shall mean a daily or weekly publication, cable system, radio or television station or network having a legitimate working function and requiring immediate news coverage. "Immediate news coverage" for purposes of these criteria shall mean that the editorial, audio and/or visual deadline for the competition being documented occurs no later than six days after the competition at the site has been completed.

A press agency or television or radio station in the event's immediate geographic area that has staffed Division I college sports on a regular basis throughout the year and does not otherwise meet the criteria may be designated as a "minority media enterprise." A "minority media enterprise" shall mean a business enterprise involved in the dissemination of college football news on a weekly basis or more frequently to audiences from ethnically, socially or culturally diverse backgrounds. Such minority media enterprises may receive one press box if space is available. International media and agencies are further addressed within these policies.

Membership in a writers or broadcasters association does not automatically qualify an agency or individual for credentials. Having been credentialed for other games does not automatically qualify an agency or individual for credentials.

Except for television camera and truck operators, a credential may be issued only 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 not transferable.

Executives and/or staff without game day duties or assignments will not be credentialed.

Credential requests will be considered only if they are submitted by the sports editor, by the sports director/producer or by the photo editor.

Subject to limitations of space and at the host media director's discretion, credentials at all sites shall be assigned in accordance with the following policies:

### **PHOTOGRAPHY USAGE RIGHTS**

By accepting a media credential, all journalists agree that their photographs will ONLY be used for news coverage by the media outlet(s) for which they are credentialed. **No resale** – whether for profit or not – of game photography inside the stadium to third parties (including the public via direct sale, website, eBay, or other means) is permitted without written permission from the Charlotte Sports Foundation. This includes any digital or print copies.

Photos may not be used for any other programming, direct or indirect commercial tie-ins, or endorsements, or in any products intended for retail sale without written permission from the Charlotte Sports Foundation. Photos may only be used under limited license as expressly authorized under these guidelines.

### **STILL PHOTOGRAPHY**

Sports editors or photo editors shall request all credentials.

Subject to limitations of space, credentials for photo staff members shall be assigned to agencies requiring immediate news coverage in accordance with the following priorities:

## **Photographers**

1. The primary press agencies at the event host site that cover college football on a regular basis.
2. The Associated Press, Getty, Sports Illustrated, USA TODAY Sports Images, Reuters, Icon and Cal Sports Media may receive credentials.
3. A press 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 credential.
4. A participating institution may receive credentials for media/photo agencies that do not meet the minimum daily or weekly circulation requirements. These agencies shall be certified by the SID of the participating institution to have staffed at least 80 percent of its games throughout the season.
5. A publication whose primary purpose is the coverage of college athletics and does not meet the criteria listed above may be eligible for one credential at the discretion of the host media director.
6. Each athletics department may be issued photographer passes.
7. Photographers certified by the director of media relations for each participating school may be issued to media organizations affiliated with the school (e.g. student newspaper, yearbook, alumni magazine) and all other media organizations whose coverage is primarily directed at such institution and its activities.
8. A temporary credential may be issued to one photographer designated by each school's director of media relations to photograph the band's pregame, halftime and postgame only.

## **DIGITAL AND ONLINE MEDIA**

1. Credential(s) may be issued to full-time staff members of an online agency that (1) registers at least twenty thousand unique users per month in each of the 12 months before the game and (2) covers college athletics daily.
2. The official website of a competing institution, as designated by the school's sports information director.
3. The official website of a competing conference, as designated by the conference's sports information director.
4. If space is available, an online entity that does not meet the other criteria herein may qualify for credentials if a full-time staff member has covered all the participating institution's regular-season games. Such credential may be issued only to a full-time staff member.
5. Non-school approved online and social media entities will not receive during-game field access.
6. A service that is recognized as an outlet intended primarily for the purpose of delivering news related to the recruitment of student-athletes, content for name, image and likeness (NIL), and other non-editorial content do not qualify for credentials.

## **AGENCIES NOT ELIGIBLE**

Credentials shall not be issued to the following:

1. Persons solely for the purpose of writing or gathering material for books, short films or movies.
2. Magazines (semi-annual, quarterly or annual).
3. Representatives of syndicated television or cable programmers who are not producing programs for immediate news coverage (i.e., to air within 24 hours).
4. Hosts or representatives of terrestrial radio or online podcast programming unless they have been approved for credentials for home games of a participating school or by the Charlotte Sports Foundation.
5. Internet/Telephone real-time data reporting services.
6. Entities normally identified as "tout sheets," and other publications devoted solely to gambling.
7. Online entities not specifically referenced herein.