



### **- Athletics Media Policies**

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, on game days press boxes and workspaces have limited seating and 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, support staff or student-athlete directly without first requesting to do so through the communications department.

### **- Credential Guidelines and Policies**

To ensure that all qualified media agencies have the appropriate access and working space, these guidelines and policies have been developed by the Football Bowl Subdivision conferences and institutions. The policies have been adopted by Vanderbilt Athletics.

Credential requests will be considered only if they are submitted by an outlet's sports editor, sports director, producer or photo editor. Each application will stand on its own merits.

Membership in a writers' or broadcasters' association does not automatically qualify a media outlet or individual for credentials.

Having been credentialed for conference media days, postseason games, major events or peer institutions does not automatically qualify an agency or individual for credentials.

By applying for a credential, the sports editor, sports director, producer, or photo editor confirms having read, fully understands and agrees with the following professional guidelines and policies:

1. Credentials may be issued to working members of the media representing recognized outlets in the business of news gathering as their primary source of revenue. Credentials are granted at the discretion of the host institution and communications staff, in conjunction with the participating conferences and institutions. The types of media outlets eligible for credentials include: newspapers, websites, magazines, wire services, collegiate athletics or sport-specific publications, television and radio. Media outlets that cover the visiting school will be considered following consultation with that school's athletics communications department.

a. The dissemination of editorial content must be the primary purpose of the news outlet and the news outlet must demonstrate a record of sustained, original coverage of the respective sport.

b. Local news outlets must demonstrate a record of sustained, original news content on local sports and/or news, including coverage of the participating institution.

c. Credentials will not be issued to representatives whose outlet exists solely as a platform for distributing unoriginal content (press releases, aggregate news sites, etc.).

2. Credential requests will only be approved for those assigned to cover the game by the sports editor, sports director, producer or photo editor. Credentials are not transferable and may be revoked at any time.

3. Subject to limitations of space, credentials for photo staff members shall be assigned to outlets requiring immediate news coverage. A credential does not automatically include a press box seat.

4. Freelance reporters or photographers will not be credentialed unless they are working under a specific assignment. Credential applications must be accompanied by a request on official company letterhead or from a company email address. Such requests may receive one credential if space is available.

5. When space is available, credentials may be issued to a full-time, salaried employee or a representative who regularly performs services for an international news outlet. Such request must be accompanied by an official request on company letterhead or company email address from the editor and may be vetted with the International Sports Press Association.

6. Television stations will be issued a maximum of one approved press box seat and credential. However, press box seating is not guaranteed with this credential. Television stations will receive a maximum of one field pass.



7. Local radio stations may be granted a maximum of one approved press box seat and credential for a full-time host of a daily sports show that is a minimum of two hours in length, or station sports director. Field passes will not be issued to local radio stations. Non-daily local radio sports shows and out-of-market radio stations that have a daily sports show may be granted a maximum one credential on a game-by-game space available basis.

8. 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.

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

#### **- 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. Representatives of syndicated television or cable programmers who are not producing programs for immediate news coverage (i.e., to air within 24 hours).
3. Podcasts which do not fall under credential policies and guidelines listed above.
4. Entities normally identified as “tout sheets” and other publications devoted solely or primarily to gambling.
5. Agencies that normally provide specific services for a media outlet (e.g., scores) if many of its clients have been accredited to staff the event.
6. 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.
7. Online entities not specifically referenced herein.

No credentials will be issued to any website that is not deemed by Vanderbilt Athletics to have adequate editorial oversight.

Credentials will not be approved to anyone who writes or posts under an alias.

Vanderbilt Athletics reserves the right to enforce the above policies including revocation or suspension of accreditation.

If there are questions about any of the above policies, please contact a member of the Vanderbilt Athletics communications staff.

#### **- Content and Workplace Policies**

1. Video clips of in-game competition, live or otherwise, online or via social media networks are not permitted. Still photos may be shared online and across social platforms during the game.
2. Any non-editorial or commercial use of any picture, audio, film, tape, or digital image or drawing of the event is prohibited without prior, specific, written authorization from the host institution.
3. Internet usage in all media areas, including media work areas, press boxes, work rooms and the competition area, is for work-related purposes only. Media members who do not follow the proper internet procedures may have their credentials and internet access revoked for the remainder of the event or season.
4. Media should respect the work environment of their colleagues by maintaining a quiet and professional atmosphere in all working media areas. Vanderbilt will make every effort to abide by recommendations from College Sports Communicators, the FWAA, USBWA and NCBWA as applicable.

#### **- 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 and videographers must check in prior to the competition.



3. Only working photographers and 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 and videographers are permitted to shoot only in the designated area (as defined per sport/facility by the communications staff). All other media representatives on the field must stand behind the designated area to ensure that photographers and videographers have the appropriate space to work.

5. Vanderbilt University is not responsible for the loss of any items from media work spaces.

6. Photographers and videographers are required to abide by any sport-specific rules from the NCAA regulating access in the competition area.

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.

#### **- Satellite Truck Parking**

Limited parking is available for television station live and satellite trucks, and those vehicles will need to be approved at least 48 hours prior to a game day.

Please contact Ed Higgins ([ed.higgins@vanderbilt.edu](mailto:ed.higgins@vanderbilt.edu)) at least three days prior to the game to schedule live and satellite truck parking.

#### **- Media Parking**

Media parking is available for all home games. Location and passes vary from sport-to-sport.

Please contact the sport contact for any parking needs.

#### **- Visiting Radio**

The visitor's radio network must be designated by the opponent's communications director.

#### **- 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 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 the contest and until the broadcast is concluded.

#### **- Audio and Video Event Archiving**

It is not permissible for any non-rightsholder to archive audio or video event content that exceeds five 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 Credentials**

Working press credentials for Vanderbilt home football and men's basketball games must be requested online through [sportssystems.com/vanderbilt](https://sportssystems.com/vanderbilt). Remaining sports should be requested through the communications staff contact for the respective sport.

It is not always possible to accommodate all requests. No one under 18 years of age will be issued a credential. Any questions or concerns can be directed to Brian Fremund ([brian.fremund@vanderbilt.edu](mailto:brian.fremund@vanderbilt.edu)).

Once approved, credentials must be picked up on game day at media will call (location and timing varies by event). A photo ID must be presented to receive the press credential. No credentials will be mailed.

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

In accordance with Vanderbilt Athletics bag policy, all bags and equipment cases must be searched and tagged upon entering the facility.

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



**- 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 an athletics communications staff member.

Absolutely no on-field interviews will be permitted for Vanderbilt coaching staff and student-athletes, except for those conducted by the broadcast network which has purchased rights to the game.

*All credential policies are subject to change, and final approval of all credentials is at the discretion of Brian Fremund and the Vanderbilt communications staff.*