



USA Ultimate Media Guidelines

Thank you for your coverage of USA Ultimate and its various events, teams and programs. Having recently celebrated ultimate's 50th anniversary just a few short years ago, we look back and celebrate the sport's amazing evolution and unprecedented growth, while simultaneously looking ahead to even greater awareness and visibility. USA Ultimate is once again excited to welcome members of the media to our events and extends its gratitude to all those who contribute to the growth of ultimate in the United States.

Please read through the following media guidelines thoroughly. If you have any questions, please don't hesitate to contact USA Ultimate's Marketing & Communications department.

Social Media

Twitter: @usultimate

Facebook: facebook.com/usultimate

Instagram: @usultimate

YouTube: USA Ultimate

1. General Guidelines

USA Ultimate strives to maintain a welcoming, professional, positive and safe work environment for members of the media. Accredited members of the media are expected to adhere to these guidelines, as well as the instruction of USA Ultimate staff, members of the local organizing committee and event security. Failure to do so may result in limitation of access, revocation of credentials, or a ban from future USA Ultimate events.

Media credentials are intended to provide working members of the press access to facilities such as a press box or media tent, and in some cases field access for the purposes of conducting interviews, shooting photography and video, or receiving an unobstructed, close-up view of competition.

Credentials are reserved for the working press only, and are granted at the sole discretion of USA Ultimate's marketing and communications department.

CONTACT INFORMATION

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2. Applying for Media Credentials

Interested members of the media may apply for a media credential at any time via USA Ultimate's online media accreditation application available on the [Media Services](#) page of usultimate.org. Credentials will be issued for the College Championships, U.S. Open Club Championships and National Championships annually. Credentials for other championship events may or may not be issued at USA Ultimate's sole discretion.

The deadline to apply for media credentials is one week prior to the start of an event. USA Ultimate's ability to review, approve and produce credentials, or otherwise prepare for an accurate number of media members decreases significantly as an event draws closer.

3. Credential Pick Up

Accredited media may pick up their credentials during the event registration period, typically held the evening before competition begins. Event registration is usually held immediately prior to a team captains' social reception and meeting. All accredited media are encouraged to attend registration and utilize this time as an open media availability period to interact with and interview participating team representatives.

In the event that an accredited member of the media cannot attend the event registration period, credentials will be available for pick up at the on-site USA Ultimate "Information" tent throughout the tournament (if applicable).

4. Media Facilities: Press Box or Media Room

The press box, media room, or other workspace provided by USA Ultimate is intended to serve as a place for journalists to do their jobs. Only credentialed media may access the designated media areas.

The availability, size and scope of these facilities may vary from venue to venue. In some cases, access and seating will be prioritized.

USA Ultimate will make every reasonable attempt to provide wireless internet access for working media, but cannot be guaranteed for all events.

All media covering a USA Ultimate event are expected to conduct themselves in a professional and respectful manner at all times. Here are a few simple rules to follow:

- No alcohol.
- No smoking, use of tobacco products or illegal substances.
- No cheering or unruly behavior.
- Vocal volume should be conducive to the working environment.
- Take phone calls outside of the work area.
- Dress accordingly. Shirts and shoes must be worn at all times. Clothing with offensive messaging is prohibited.
- Fluids in vicinity of workspace must be in closeable, sealable containers.
- Clean up after yourself.

5. Field Access (General)

To ensure the safety of participating athletes, coaches, support staff, officials, credentialed media and others, USA Ultimate restricts the access of people and equipment around the field of play. At no time should a member of the media interfere with, or otherwise compromise the competitive integrity of the game.

Adjacent to the field of play is a dashed player line. The only people allowed in the space between the player line and the sideline are observers working the game and **pre-approved, accredited photographers and broadcasters**. NO EXCEPTIONS! Observers frequently run up and down the field in this space throughout the course of a game. A photographer or broadcaster in this area must never obstruct the observers, or otherwise compromise their ability to perform their job. There is a no-tolerance policy in this regard, and a first offense will result in restricted access to behind the player line. A second offense will result in immediate termination of field access.

All other credentialed media covering a game may position themselves between the player line and the equipment line for a better, unobstructed view of the field, however they are also encouraged to stay behind the equipment line whenever possible.

Any and all equipment, including but not limited to bags, jackets, water bottles, etc. must be left outside the equipment line. For photographers, this also includes tripods, monopods, extra lenses, equipment, etc. **USA Ultimate is not responsible for damaged equipment due to the negligent disregard of these guidelines.**

Shooting still photography or video from an elevated position is permitted with approval from USA Ultimate. Stepladders, scaffolding, etc., are not permitted on the sidelines. Stepladders may be used behind the end zones and must be at least 15 yards from the field of play.

**(See diagram below)*

6. Field Access (Stadium/Showcase Field)

In addition the guidelines in Section 5 above, the following additional guidelines apply: When using a stadium or other “showcase” field with restricted access, particularly for select semifinal and championship games, access to the field may become more restricted and require a daily, color-coded field pass. Priority will be given to rights holding broadcast media, USA Ultimate photography and video partners, local and national media outlets, ultimate-specific media entities and credentialed media representatives for the competing teams. Any one media entity may not have more than three (3) credentialed representatives on the field during any given game unless previously approved by USA Ultimate.

7. *Field Layout*

The following diagram represents a typical sideline at a USA Ultimate championship event. Access to the sidelines is described in Section 5 above. If you have any questions, or are otherwise unsure of where to stand, please ask a USA Ultimate official.



8. *Interviews*

USA Ultimate is available to help facilitate interviews with any participating athletes, coaches or event organizers. If you'd like to connect with an individual to schedule an interview, please do not hesitate to contact USA Ultimate's marketing and communications department.

For accredited media, here are a few simple guidelines to follow regarding interviews with athletes and coaches.

- While your credential may provide you access to sidelines, **never approach an athlete or a coach for an interview during the course of a game – including halftime, timeouts and/or other stoppages.**
- There is no formal mixed zone or other designated field-side interview area. Interviews with athletes and coaches may be conducted up to 30 minutes prior to the start of a game, or any time following the conclusion of a game.
- Be respectful of athletes, coaches, team staff and event organizers at all times.

9. *Photography Requests*

Local media outlets covering a USA Ultimate championship event may access official event photography, free of charge and courtesy of USA Ultimate, through ultiphotos.com. Requests for photos can be made with USA Ultimate marketing & communications staff.

10. *Still Photography*

To be accredited, all photographers must agree to USA Ultimate's **Recording Partnership Agreement** as part of their accreditation application.

Photographers with proper credentials will be allowed field access as noted in the above diagram. Though each tournament, venue and game is unique, the predominant access afforded to still photographers is in front of the player line along the sidelines and no closer than 10 yards to the back line of each end zone. Photographers are not allowed on the field of play at any time other than pre- and post-game activities such as player introductions, team huddles, national anthem, award ceremonies, etc.

Photographers' bibs may or may not be required for accredited photographers. Should bibs be required, photographer is responsible for the wear and return of bibs.

11. *Videography*

All video permissions are subject to USA Ultimate's partnerships with rights holding broadcasters and official streaming video providers. All videographers applying for a media credential must complete the "Plans for Coverage" section of the credential application, and plans must not conflict with the exclusive rights granted to other video partners.

Local and Network Television

Local and network television stations are welcome and encouraged to cover all USA Ultimate events provided they adhere to the following guidelines:

- Crews may record footage of warm-ups and do live stand-ups any time prior to, during or following competition. This may be done from approved areas only and will be coordinated with on-site USA Ultimate staff.
- Crews may shoot footage of all competition rounds, but must strictly adhere to the following highlight restrictions:
 - Networks may use no more than two minutes of aggregate competition footage from semifinal and championship games per each daily newscast (Highlight Footage). There is no limitation placed on non-action footage such as interviews, awards ceremonies, etc., or action footage from pool play or early-round elimination brackets.
 - Networks may distribute Highlight Footage via their wholly-owned and controlled website(s) and social media platforms. Outlets may archive footage on their site, but may not sub-distribute to any other websites.

All Videographers

The following guidelines apply to all non-rights holding, accredited videographers, including local and network television outlets, team-specific media representatives, and other videographers who do not have a formal agreement in place with USA Ultimate to record and distribute content from its events. Unless otherwise agreed to, USA Ultimate owns all video content produced from its events.

- Accredited videographers may shoot footage of all awards ceremonies, sponsor presentations, interviews, and other non-competitive activity to which another broadcaster has not acquired the exclusive rights.
- **Crews may not record and distribute full-game programs, on a live or tape-delayed basis, without written approval from USA Ultimate.**
 - In the event that the recording of full-game footage by non-rights holders is approved, USA Ultimate shall receive the first right of refusal to distribute via one or more of its social channels on either a live or tape-delayed basis, (i.e. YouTube or Facebook).
 - Should USA Ultimate decline to distribute full-game footage recorded by a non-rights holder, individuals may publish games on their own personal/private social channels, but only after USA Ultimate has been offered, and declined, the opportunity to publish.
 - Under no circumstances may the distribution rights of full-game footage be offered to a third-party, including but not limited to other media outlets, unless otherwise approved by USA Ultimate.
- Team-specific media representatives may record their own teams' games for private, internal use for the purposes of evaluation and scouting. Any intended public distribution is subject to the above stipulation.
- Sponsors and other commercial partners may hire video crews to shoot USA Ultimate events for marketing and promotional purposes. All such requests to do so must be cleared with USA Ultimate's marketing and communications department.
- Non-rights holding accredited videographers may record any game for the purposes of producing highlight footage, unless otherwise prohibited by a pre-existing, exclusive agreement with a rights holder, and provided that all highlight content is also made available to USA Ultimate for co-distribution on its social and digital platforms.
- **Video content from USA Ultimate events may not be sold, commercialized or otherwise branded with a product, service or business without a licensing agreement in place.**
- USA Ultimate retains the right to hire a video crew to record any and all games from any of its events.

12. Team Media Accreditation

Each team participating in a USA Ultimate championship event may request a maximum of two (2) team media credentials for the purposes of still photography and videography, and are subject to the same rules and regulations as other still photographers and videographers. Teams may have one of each, but not two photographers or two videographers.

Team specific media credentials are intended to provide teams with access to capture photo or video for their own, internal marketing and promotional purposes and/or capturing footage to be used for player evaluation, opponent scouting, etc. As such, team media credentials provide the necessary access only for games in which that team is competing.