

## --USA Football Media Credentialing--

### Eligible Media

Credentials may be issued to working members of the media representing recognized outlets in the business of gathering and reporting news or covering football-related events. This includes daily, weekly or monthly publications, television stations or networks, cable systems, radio stations, select podcasts and web-based broadcasts or online entities.

Outlets must demonstrate a record of sustained, original and professional content. No credentials will be issued to independent publications or websites deemed by USA Football not to have adequate editorial oversight. Credentials will not be issued to anyone who writes or posts under an alias.

Credentials are granted at the discretion of USA Football and may be revoked at any time based on the judgement of USA Football.

Credentials will be supplied on an event-by-event basis. Receiving credentials for a past event does not entitle an individual or organization to future credentials.

Individuals and the organizations they represent acknowledge they have read and agree to the conditions listed in this document by applying for credentials.

### Application Process

- An organization or individual seeking credentials must complete USA Football's [media credential application](#).
- It is not permissible for individuals or organizations to contact any USA Football employee for credentials without first completing the media credential application.
- Any questions regarding the media credential application process should be directed to [media@usafootball.com](mailto:media@usafootball.com).
- Credential requests should be made by the assigning editor, director or producer.
- Individuals submitting requests from personal email accounts should be prepared to validate their connection to an approved organization or platform.
- Requests must clearly state:
  - The attending organization's name
  - The number of credentials requested
  - The individuals who would receive credentials
  - The role of those individuals with the requesting organization
  - The purpose for the organization/outlet attending the event
- USA Football will consider all credential requests on a case-by-case basis.
- Organizations may apply for and receive multiple credentials.

- Approved individuals will check in and pick up their credentials on-site at events; credentials will not be mailed in advance.
- An organization that wishes to re-assign its credentials to a new individual within the organization must alert USA Football in a timely manner before the event.
- An applicant is required to provide a minimum of 2 examples of previous work completed in the last 12 months.
- USA Football does not guarantee that credentials will be awarded to organizations that complete the application process.
- Only USA Football has the right to issue credentials at events hosted by USA Football; credentials from other organizations will not be accepted.
- Credentials from previous USA Football events will not be accepted; individuals and organizations must apply for credentials on an event-by-event basis.
- USA Football encourages all forms of eligible media to apply for credentials but will consider the following criteria if there is a limited number of available credentials for an event:
  - Organizations with a national audience
  - Local media or student media outlets in the host city or institution
  - Media outlets that provide regular coverage of USA Football events
  - Applications received in a timely manner before event-specific deadlines
  - Sport-specific media
  - Independent media outlets or personalities
- A follow-up email requesting more information or an acceptance or rejection email will be sent to the applicant no later than ten days after the application deadline.

## Media Guidelines

- Individuals who receive credentials will need to display a credible form of ID when picking up approved credential.
- Pictures of credentials can not be posted or shared on social media or other public spaces.
- Issued credentials can not be transferred between individuals and must always be worn in plain sight during the event.
- Credentials will not be issued to family members, friends, or unapproved guests; anyone who wishes to receive credentials must go through the application process and prove they meet USA Football's standards.
- Credentials may be revoked at any time based on the judgement of USA Football employees.
- Individuals who receive credentials will not wear apparel supporting any of the competing teams or national affiliations.
- Individuals who receive credentials are expected to dress in a manner that is professionally appropriate for the event they are attending.
- Individuals who receive credentials will not use their credentials for preferential access, such as autographs, photographs or personal requests.

- For portions of practices and match play open to members of the media, attendees may use their cell phones/cameras to record b-roll for editorial purposes, but at no point are credentialed individuals allowed to transmit or stream live video footage unless explicitly authorized by USA Football.
- Individuals may not enter the field of play before, during or after the game under any circumstance unless explicitly authorized by USA Football.
- Misuse of a USA Football media credential or personal conduct deemed detrimental to the event by USA Football or event staff will result in the immediate loss of the credential, removal from any areas requiring credentials, and the possible loss of credential privileges for future events.
- Failure to comply with any of the guidelines set above may result in loss of credentials.

## **Photography**

- Individuals or organizations applying for credentials with the intention of photographing a USA Football event must state this intention in their credential application.
- Photographs taken at USA Football events are to be used solely for non-commercial editorial purposes by the organization through which an individual is credentialed.
- Photography is for editorial and/or personal use only and may not be published otherwise unless the individual or organization receives explicit permission from USA Football.
- Photographers must remain within areas designated for them and stay a safe distance from the field to avoid interfering with players, referees or other event staff.
- Photographers are asked not to block the view of spectators or other event attendees.
- All copyrighted materials that belong to USA Football captured in photographs remain the property of USA Football and are not eligible for mass production or commercial purposes regardless of if the image is edited after being taken.
- Edited images from USA Football events are still subject to all rules listed in this section regardless of the level of transformational work.