



USA SOFTBALL MEDIA GUIDELINES AND POLICIES

Thank you for your coverage of USA Softball and the USA Softball National Teams. Please familiarize yourself with the information and policies in this document to make your coverage go as efficiently as possible. These guidelines and policies are enforced by the USA Softball Communications Department.

If you have questions about the policies listed here, please do not hesitate to contact USA Softball Director of Marketing & Communications Dre McKee at amckee@usasoftball.com and 405.425.3463, or Communications Manager Morgan Palmer at mpalmer@usasoftball.com and 405.425.3475.

GENERAL GUIDELINES

Professional Conduct

Media are expected to follow the guidelines set forth in this document, as well as the instructions of USA Softball staff, USA Softball Hall of Fame Complex employees and security, at the risk of limitation of access or revocation of credentials. Media credentials are issued with the purpose of providing access to interviews and written, audio and visual accounts of the game as appropriate. *Media members should not use their credentials to gain access to autograph sessions, personal photographs or to solicit commercial requests.*

NO AUTOGRAPHS OR PERSONAL PHOTOGRAPHS DURING MEDIA ACCESS

Media credentialed for access to shoot photographs and video are expected to use professional equipment to file photographic or video accounts. Use of equipment such as 'point and shoot' style cameras or mobile telephones that are not considered professional equipment will result in access being restricted or rescinded.

Media Services

Press Releases: To be added to the USA Softball media distribution list, please send an email request to Communications Manager Morgan Palmer at mpalmer@usasoftball.com.

Interview Requests: Media requesting interviews with U.S. National Team players, coaches, administrators or USA Softball representatives should make arrangements with the USA Softball Communications Department or the onsite press officer with the respective team. When requesting and conducting interviews, media should identify the organization that they are representing, and provide advance notice if audio or video will be recorded for later distribution. All audio and video interviews are subject to USA Softball's Video Guidelines, which are included in this document.

USASoftball.com is the official web site of USA Softball. All press releases – content that includes a dateline – are posted on USASoftball.com, and can be republished by media in their entirety. Any republishing should include all related boilerplates.

Video: Media may request permission to embed videos that appear on USASoftball.com.

B-roll & Interviews: At certain events, USA Softball's Communications Department may be able to provide footage and interviews by request. To request b-roll or interviews, please email Communications Manager Morgan Palmer at mpalmer@usasoftball.com to inquire about availability.

Social Media: USA Softball provides updates on Facebook (ASA/USA Softball), Twitter (@usasoftball) and Instagram (@usasoftball) that include breaking news and new content posted to USASoftball.com. Media are welcome to retweet or repost USA Softball content. Any photo taken from USA Softball's official social media accounts must be given proper photo credit by tagging @USASoftball. Retweets or re-posts may not be used for commercial purposes.

Photography Requests

Head Shots/Action Photography: USA Softball maintains a limited number of head and shoulder portraits of select USA Softball National Team players and coaches that can be requested by emailing Communications Manager Morgan Palmer at mpalmer@usasoftball.com or by calling 405-425-3475.

USA Softball Events

The USA Softball Communications Department reserves credentials for the following annual events:

- USA Softball International Cup and Border Battle
- USA Softball National Team Tour Stops and Selection Camps
- GOLD Nationals
- USA Softball JO Cup

For all other USA Softball events, including National Championships, media should contact the local event organizer for accreditation info.

Credentials

Policies: In addition to the policies listed below, please note that only working media will be credentialed and no one under the age of 18 will be issued a credential without prior arrangements being made.

Applications: Media can request credentials for USA Softball events online at USASoftball.com. Media can also contact USA Softball Communications directly by phone at 405-425-3475, or e-mail Communications Manager Morgan Palmer at mpalmer@usasoftball.com.

Deadlines: The deadline to apply for credentials to USA Softball events is generally one (1) week prior to the game. There is no guarantee that late applications will be accepted.

Pickup: USA Softball will distribute credential pickup times prior to each event. Each media member must show identification in order to receive their credential. An individual cannot pick up more than one credential unless prior consent granted from USA Softball Communications Staff.

Media Facilities

Media facilities, including the press box and photographers' work area, will open approximately one hour before the first game of each day for events. For USA Softball National Team tour stops, the communications staff will communicate facility hours.

Press Box: All seats are first come first serve. Auxiliary seating arrangements will be made if the capacity of the press box is exceeded.

Internet: Internet access can vary at event locations. A member of the USA Softball Communications Staff will communicate internet options for events.

Game Notes & Media Guides: Game notes (if available) and media guides will be made available upon request and digital versions are available online at USASoftball.com.

Lineups: Lineups, which include jersey numbers for each team, will be distributed to the media as quickly as possible.

Media Access / Interviews

There is no pre-game access to USA Softball players and coaches on game days. No "flash" interviews are permitted on the field. All post-game interviews must be requested from USA Softball Communications Staff.

Print & Online Media

Live Blogging / Commentary: Live blogging of USA Softball events from either the venue or via the television or live stream broadcast is subject to our Live Blogging Guidelines.

Video: Please notify USA Softball in advance if your coverage includes video recording. Any video footage, including interviews, gathered by print and online media is subject to the USA Softball Video Guidelines.

Audio: Please notify USA Softball in advance if your coverage includes audio recording. Any audio, including interviews, gathered by radio, print and online media is subject to the USA Softball Audio Use Guidelines.

Radio - Non Rights Holders

Non-rights-holding radio journalists are welcome to conduct pre-game and post-game reports from the press box, but NO play-by-play reports are permitted. Radio outlets interested in purchasing rights should contact USA Softball Communications Manager Morgan Palmer at mpalmer@usasoftball.com or 405-425-3475.

Audio: Any audio, including interviews, gathered by radio, print and online media is subject to the USA Softball Audio Use Guidelines.

Field Access

Print/online writers, radio hosts and reporters are not permitted on the field at any time. Post-game interviews with athletes or coaches may be conducted with a member of the USA Softball Communications Staff.

Still Photographers / Non-Rights Holder Video (ENG)

Locations: At NO time are photographers allowed on the field of play.

Credential Designation: All photographers are required to wear a credential as provided by USA Softball. The credential must be worn outside of outerwear and be visible at all times.

Field Watering: The grounds crew may water the field prior to and in-between games. Please be responsible for your equipment during this time. USA Softball is not responsible for damage to any equipment.

Video Footage: All non-rights holders and ENG crews must follow the USA Softball Video Guidelines for all footage gathered at events.

TV Reporters: ENG reporters may stay on the field until 30 minutes prior to the start of the game to shoot 'scene sets,' and are not allowed on the field again until after the conclusion of the game. Reporters/anchors must be accompanied by USA Softball Communications Staff.

Live Newscasts: Games and/or event action cannot be streamed live. Please contact USA Softball in advance of the event if you would like to broadcast live pre or post-game as part of a newscast from the stadium.

Social Media

USA Softball will not credential media looking to cover a USA Softball event only for social media purposes. This means someone looking to provide coverage of a match for social media sites not limited or restricted to; Facebook, Twitter, Instagram, etc., will not be considered for a press credential. USA Softball will permit journalists who are covering the event on behalf of an approved media organization to provide updates via social media.

Social Media Reporting: USA Softball permits credentialed reporters to report on behalf of their media organizations through social media channels or personal accounts. USA Softball permits pictures to be taken from the press box for social media reporting purposes but prohibits the collection of any type of video from the press box. Doing so may result in revocation of press credentials.

Non-Rights Holder Video Guidelines

Television Broadcasters

Game Action: Television broadcasters can use footage of USA Softball events obtained either via 1) their own recording or 2) action dubbed from a USA Softball rights holder broadcast with credit only in connection with its regularly scheduled news programming within a week of the game. This footage should not exceed two (2) minutes. Highlights aired as part of a continuous news program should not be longer than one (1) minute per 30-minute segment.

Filming – Game Action: For televised and non-televised events, non-rights holders / ENG cameras may record no more than 15 minutes of each game. This includes events that are web streamed live online. There is no limit to the gathering of footage pre-game or post-game.

Filming – In Seating Area: Video cameras looking to shoot in the concourse or seating area must contact USA Softball in advance of the event for approval.

Previews or Advances: In advance of a USA Softball event, television broadcasters can use two (2) minutes of archival game action to preview an upcoming event. In the local/regional markets, broadcasters should mention the time and location of the game along with their report. Outside of the local markets, broadcasters should mention the time and broadcast information.

Television Broadcasters' Web Sites: Video produced for air as part of regular programming that is simulcast or archived online must be accompanied by a link to USASoftball.com. Content produced exclusively for the Internet is subject to the guidelines for Online Video.

Online Video

Game Action: Online organizations (including print publications that post video online) are not permitted to film or use game action video at any time unless given prior consent from USA Softball Communications Staff. Game action includes any footage of the field, teams, etc., following the beginning of the television broadcast window. Only video of off-field activities (i.e. interviews, training sessions) may be recorded.

Non-Game Video: Any video posted online that is recorded as part of media access is limited to the use of eight (8) minutes per day/activity date. Online video may not incorporate integrated advertising and must be accompanied by links to USASoftball.com.

Professional Presentation: Online video is expected to be recorded, edited and presented in a professional manner. Video must be presented/hosted on an organization's website, and not solely on a site provided by a third-party (i.e. YouTube, Vimeo, Facebook, etc.).

Online Video Sites: Organizations who regularly post video to online video sites (i.e. YouTube, Vimeo, etc.) may not include advertising with video gathered as a result of media access. Allowing users to embed these videos is not permitted, and the description of any video must include a link to usasoftball.com.

Non-Rights Holder Audio Guidelines

Radio Broadcasters

Play-by-Play Accounts: Play-by-play accounts are forbidden by non-rights holders at any time.

Non-Game Audio: Any online audio recorded as part of media access is limited to the use of eight (8) minutes per day/activity date. Audio posted on radio broadcaster websites must comply with Online Guidelines below.

Live Written Updates

All Media

Online or text reports (i.e., live blogs, Twitter, etc.) concerning USA Softball games while they are in progress ("Live Written Updates") are subject to the following:

- While a game is in progress, any accounts of the game must be time-delayed and/or limited in amount so that the game coverage provided cannot be used as a substitute for authorized play-by-play accounts.
- Any suggestion by an individual or entity that live updates are being provided as a substitute for authorized play-by-play accounts is strictly prohibited.
- Live updates may not use any audio, video or graphic simulations of USA Softball games.
- Live updates must provide television and radio broadcast information for that USA Softball Game. For example: "Tonight's USA Softball game is being broadcast live on (name of television/radio station)."
- All live updates must be free of charge to readers.

Note: This policy does not prohibit the posting of the facts of a game (i.e., runs scored, game score and time remaining).