

GAME DAY MEDIA 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 College Football Playoff, bowls and Football Bowl Subdivision conferences and institutions.

Requests for credentials shall be directed to the host communications director for each bowl and the national championship game. Credential requests will be considered only if they are submitted by the 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 other bowl games or major events 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 bowl and national championship game communications staff, in conjunction with the participating conferences and institutions, as well as the College Football Playoff. The types of media outlets eligible for credentials include: newspapers, websites, magazines, wire services, college football publications, television and radio.
 - 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 college football, on a daily basis.
 - 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.).
 - d. All media outlets must adhere to the College Football Playoff "Use of Footage" agreement, as well as the College Football Playoff "Digital and Online Policy" agreement.
2. Priority will be given to media outlets that have staffed and reported all home games of a participating institution, though this does not guarantee credentials.
3. Media from outside the markets of the participating teams and from outside the locale of the game will also be considered on a case-by-case basis with priority being given to those outlets that staffed a significant number of national-caliber games (games between nationally ranked opponents) during the season.
4. 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 by the host bowl or the College Football Playoff in its sole discretion.
5. Subject to limitations of space, credentials for photo staff members shall be assigned to outlets requiring immediate news coverage. The Associated Press, Getty, Sports Illustrated, and USA Today Sports Images each may receive a maximum of six photographer credentials. Reuters, Icon and Cal Sports Media may receive a maximum of four photographer credentials.
6. A business enterprise which is involved in the dissemination of college football news on a weekly basis or more frequently to audiences from ethnically, socially or culturally diverse backgrounds may be eligible for credentials if space is available. Priority will be given to those outlets from the locale of the bowl or national championship game, or the participating teams.
7. Freelance reporters or photographers will not be credentialed unless they are working under a specific assignment. Credential applications must be submitted by the sports editor, sports director/producer or photo editor. Such requests may receive one credential if space is available.
8. 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 requests will be vetted with the Association Internationale Presse Sportive (AIPS).

CREDENTIAL POLICIES

1. Video clips of in-game competition, live or otherwise, posted 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/digital image or drawing of the event is prohibited without prior, specific, written authorization from the host bowl and national championship game communications director.
3. Internet usage in all media areas, including media hotel work areas, stadium press box, digital workroom and the field, is for work-related purposes only. Media members who do not follow the proper internet procedures may have their credentials and/or internet access revoked for the remainder of the event.
4. Media should respect the work environment of their colleagues by maintaining a quiet and professional atmosphere in all working media areas.

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. Telephone reporting services.
4. Podcasts which do not fall under credential policies and guidelines listed above.
5. Entities normally identified as "tout sheets," and other publications devoted solely to gambling.
6. Scouts from professional teams; (the bowls and national championship game will offer to sell tickets to the professional league office if requested and if tickets are available, with the understanding that the professional league will distribute the tickets to the teams as it wishes).
7. 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.
8. Online entities not specifically referenced herein.
9. Executives and/or staff without game day assignments.

The host bowl committee and staff and the College Football Playoff reserve 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 host bowl or national championship game communications staff.

TERMS AND CONDITIONS FOR USE OF CREDENTIALS

Each individual or entity signing for or using a credential for access to the bowl game, news conferences, practices or other game-related activities (collectively, the “Events”), and his/her/its employers (each signer, user and employer, a “Bearer”), agrees to the following conditions (subject to change):

GENERAL

Each Bearer attending one of the Events using a credential represents that such Bearer is acting on a specific assignment for an accredited agency. Bearer is a full-time, salaried employee of or independent contractor operating under a written agreement with the accredited agency and has a legitimate working function in connection with the Events. The credential is not transferable and may be revoked at any time for any reason at the discretion of CFP Events, Inc., or its affiliates (collectively, the “CFP”). Any unauthorized use of the credential or violation of the policies set forth herein subject Bearer and/or the accredited agency to ejection from the Event, revocation of the credential, denial of access to future Events, prosecution for civil or criminal trespass and any other remedies available under the law.

While within the venue, Bearer shall, at all times, be subject to the direction and/or supervision of the CFP and its designated agents.

Bearer assumes all risks incidental to the performance by the Bearer of Bearer’s services in connection with the Events and assumes all risks incidental to the Events, whether occurring before, during or after the actual playing of the Events. Without limiting the foregoing, use of this credential to access the playing field and the stadium areas is inherently dangerous and involves significant risk of injury, illness, or death to the bearer caused by hazardous weather, the presence of infectious disease, adverse maintenance conditions, or the presence, movement, or traffic of crowds. Bearer acknowledges, understands and agrees that CFP would not grant the credential unless Bearer voluntarily and with full knowledge of the risks expressly accepts and assumes full and complete responsibility for any and all risks and dangers of personal injury (including death), illness, infection, property loss, theft, or damage, and all hazards arising from or in any way related to the use of this credential and agree to the succeeding release, waiver, and indemnity. Bearer agrees that the CFP,

the bowl, the FBS conferences and University of Notre Dame (the “CFP Board of Managers”), their member institutions, and their respective employees, directors, officers, student-athletes, coaches, and contractors shall not be liable for injuries or loss of personal property or equipment resulting in such causes.

In the event that the name or likeness of any individual using the credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, such individual grants the bowl game and the CFP Board of Managers the non-exclusive, transferable, perpetual right and license to use (and to sublicense the use of) such name and likeness in any media worldwide whether now known or thereafter devised. Bearer agrees to indemnify and hold harmless the CFP, the bowl and the CFP Board of Managers, their respective officers, agents, contractors, employees, and each of the FBS conferences’ member institutions, their respective officers, agents and employees, of and from any and all claims, demands and causes of action arising out of anything done or purported to have been done by Bearer or his/her employer, including but not limited to Bearer’s breach of any term of the credential. With respect to any claim that might give rise to liability of the Bearer as an indemnitor, the CFP, the bowl, the CFP Board of Managers and each of the FBS conferences’ member institutions shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the bowl and the CFP Board of Managers at the sole expense of the Bearer; and (b) not be obligated, without their consent, to participate in any settlement of such claim.

MEDIA

The use, distribution, exhibition, reproduction, adaptation, display, performance or publication of any accounts, descriptions, pictures, photographs, video or audio recordings, reproductions of, or other information concerning the Events (the “Event Information”) for purposes other than for news coverage of the Events, or for First Amendment-protected purposes, is prohibited, except (a) with the prior written consent of the bowl game or the CFP Board of Managers or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the bowl game or of the CFP’s trademarks, copyright and any other proprietary rights.

TERMS AND CONDITIONS FOR USE OF CREDENTIALS

The accredited agency agrees that any videos may be used only in connection with a regularly-scheduled television newscast within a two-day (48 hour) period after the game and the film clip or video portion of each such showing shall not exceed three minutes in length. The accredited agency may not air highlights of any game until the live telecast of the game by the rightsholding television network has concluded.

Television stations, networks, cable systems, participating institutions or their designees, are prohibited from making available game film or video to any other organization without advance written permission from the bowl game, even though the planned use may be editorial in nature. Such film or video may be aired only by the specific station or entity to whom the credential is issued. These rights may not be assigned, transferred or otherwise disposed to any person, firm, corporation or any other entity. Any agency wishing to use bowl game film or video in any other manner must obtain written permission for such usage from the bowl game or the rightsholding television network.

Real-time/live transmission of streaming video (i.e. Facebook Live) or stationary images taken from the transmission by any rightsholding television network, real-time audio, including play-by-play and statistics, of any game is exclusive to the rightsholding television network. "Real-time" is defined as "live, continuous play-by-play or description of an event."

Bearer and accredited agency acknowledge that the bowl game, the rightsholding television network, the CFP and the conferences and institutions are the exclusive owners of all copyrights, trademarks and other proprietary rights to the respective names, mascots, logos and uniform designs and to the Events, except with respect to materials created by the bearer or accredited agency pursuant to the credential. Member institution names and team names may only be used for legitimate news purposes. All trademark rights in the names, logos and uniform designs are retained by the respective conferences and member institutions.

The credential confers on Bearer a limited, non-exclusive and non-transferable license to take photographs of the Events, and to allow the entity that engaged the Bearer to take the photographs to use such photographs, only for news coverage about the Events, other editorial purposes, and reprints

of news pages from such entity's publications, provided that such use is not reasonably likely to create, or does not actually create confusion in the minds of the trade or public that Bearer or its reprints or any elements therein, or the items on which they are reprinted, are sponsored or endorsed by, or are associated or affiliated with the bowl game or that the bowl game or the conferences and institutions licensed Bearer to use their respective trademarks or copyrights.

In exchange for the access granted by the credential, the bowl game and conferences and institutions shall have the right to purchase prints of any published photographs taken by the Bearer in connection with the credential, at the best financial terms offered to third parties, and such bowl game and the conferences and institutions shall be licensed at no additional charge to use the photographs for news coverage purposes only. The bowl game and the conferences and institutions may not distribute reproductions of the photographs to others or license others to reproduce the photographs.

Bearer shall obtain all necessary licenses, consents or releases permitting the use of any party's proprietary material, including, but not limited to any party's copyrights, trademarks, rights of publicity, rights of privacy or other proprietary of personal rights, however denominated included in any photograph taken or other material obtained in connection with the credential. The Bearer is solely responsible for determining which licenses, consents and releases shall be obtained. Bearer agrees to indemnify and hold harmless, the CFP, the bowl game, the CFP Board of Managers, the FBS conferences, their respective officers, agents, contractors, employees from and against any and all liability loss, damage or expense (including reasonable attorneys' fees and expenses) arising out of or relating to: (a) the issuance of the credential, Bearer's presence at the Events, or any other activity of the accredited agency or Bearer in connection with the Events, including without limitation, any claims that the Event Information taken or compiled by Bearer infringe the intellectual property rights, publicity rights or other rights of any third party's copyrights, trademarks, rights of publicity, rights of privacy, or other proprietary of personal rights, however denominated; and (b) the presence on the premises of any cameras, wires, cable or other equipment brought thereon by Bearer.

TERMS AND CONDITIONS FOR USE OF CREDENTIALS

Any secondary use of any picture, audio description, footage/film or drawing of the game taken or made by the agency or the Bearer (including, but not limited to, use in delayed editorial or noneditorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the bowl game or the conferences and institutions.

Any live description of any game action while it is still in progress. Radio stations may report on the event(s) within a newscast and are not precluded from reporting or updating the score of the game while it is in progress, except from the stadium. Bearer also may not blog live play-by-play reports from the stadium while the game is in progress but may blog other gathered information pursuant to the CFP Digital and Online Policy, the terms of which are incorporated herein by reference. With the exception of the flagship stations and student radio stations, all radio entities inside the stadium must terminate their broadcast 45 minutes prior to kickoff. Live reports may begin again at the conclusion of the game.

Bearer further agrees to release the bowl game and all persons and educational institutions involved in the management or production of the competition from any claim or liability arising from failure to provide space for telecasting/broadcasting, or other facilities for the television/radio station, Internet media, and network or cable system.

DIGITAL AND ONLINE POLICY

Acceptance and use of a CFP media credential constitutes an agreement by each individual or entity signing for or using a credential for access to the bowl game, news conferences, practices or other game-related activities (collectively, the "Events") and his/her/its employers (each signer, user and employer, a "Bearer") to abide by the following terms and conditions) and his/her/its employers (each signer, user and employer, a "Bearer") to abide by the following terms and conditions:

Subject to the following limitations and conditions, the Cotton, Fiesta, and Peach bowls and the Playoff Semifinals grant accredited media organizations the limited license to use certain gathered information on the media organization's website only, beginning at the start of the CFP bowl game and continuing until the conclusion of the CFP bowl game.

1. Footage of game action from the ESPN feed may be used on a website after the game has concluded. No more than three minutes of such video may be used, and the video may be posted only in the 48 hours after the conclusion of the game. The video must not be available for downloading;
2. Except for those originated by the rightsholders, audio or video play-by-play accounts originating from the stadium are prohibited;
3. Live streaming, live video and generating in-game highlight clips (i.e. GIFs) from live video are prohibited;
4. Score updates are permitted;
5. The use of textual statistical information must be time-delayed and limited in amount (e.g., the score, injuries, record-breaking performances, scoring summaries at the end of quarters, a condensed halftime story) so that an organization's game coverage on the Internet does not conflict with the electronic media rightsholder's rights to play-by-play accounts of the game and/or exclusivity as to such rights;
6. Should any of these conditions be breached, in the sole determination of the CFP or the relevant electronic media rightsholder, the media organization may not be credentialed for future games.

All credentialed media will be required to sign the conditions for use of credentials prior to game day.

USE OF FOOTAGE

Policies apply to all Playoff Semifinal games and Cotton, Fiesta and Peach bowls for which ESPN has acquired rights through its agreement with the CFP Group; ESPN acquired rights for the Orange, Rose and Sugar bowls separately when those games do not host Playoff Semifinals, so interested parties are advised to check with the staffs of those bowl games directly regarding their policies for use of footage.

1. The rightsholding television network is the only entity that may transmit live from inside the stadium on game day from approximately 45 minutes before kickoff until after the network has concluded its coverage from the site.
2. No video or audio portions of the game may be used for any purpose other than:
 - up to three minutes of footage for television news highlights purposes during a period beginning at the conclusion of the game and ending 48 hours after the game concludes or,
 - a local or regional coach's television show after the game that is part of a regularly-broadcast series of shows featuring the institution's coach and regularly includes film highlights of the institution's team's games during the regular season. The foregoing is subject to ESPN production personnel at all times having priority with respect to access, position and location (e.g., camera positions).
3. Filmed or audio excerpts of a Playoff Semifinal game and Cotton, Fiesta and Peach bowls may be used for news purposes only in regularly-scheduled news programs during a window beginning at the conclusion of the game and ending 48 hours after the conclusion of the game. A maximum of three minutes of such excerpts may be used. The graphic "Courtesy ESPN/CFP" must be accompany all highlights. A "news broadcast" shall be a regularly-scheduled program devoted exclusively to general news and/or sports news. Sports entertainment programs do not qualify under this provision.
4. Highlights may not be sold, traded, loaned or given away to any other entity and may not be used commercially for on-air promotion or in any other manner not specifically set forth in these policies without prior written permission from ESPN and the CFP Group. By way of illustration, but not limitation, without a specific separate license from ESPN and the CFP Group, Playoff Semifinal footage may not be used:
 - in pregame shows,
 - in weekly sports highlights shows,
 - in commercials, (iv) in a "sponsored segment" of a program,
 - in "on-air" promotions (e.g., "tune-in" promotion or "tease"),
 - as "file footage," or
 - for any other use (e.g., archival) not specifically permitted by these policies.
5. Telecasters may broadcast live or delayed feeds or excerpts of news conferences.
6. After the aforementioned 48-hour window, highlights from CFP bowl game telecasts may only be used by a telecaster if such telecaster leases the rights to the footage from the CFP Group.
7. In consideration for access to video and/or record audio excerpts of a CFP bowl game, the television entity agrees, upon the request of the bowl or the CFP Group, to supply the bowl or the CFP Group with a film or audio recording (as may be the case) of any program incorporating highlights and hereby consents to the use of excerpts from such a program by the bowl or the CFP Group.
8. The CFP Group shall have the authority to withdraw permission for the use of highlights by appropriate notice at any time and for any reason.

USE OF FOOTAGE

9. Distribution of highlights on the Internet or via any other digital means are subject to these guidelines and the CFP "Digital and Online Policy.
10. The institutions participating in the bowl games and a College Football Playoff Semifinal may film such games and use such footage in or for:
 - bona fide coaches' shows and conference highlight shows, provided that such coaches' shows and conference highlight shows:
 - are part of a series of shows that appear no less frequently than weekly during the college football regular season,
 - normally show footage from regular season games of an institution or the members of a conference, and
 - appear only on the stations or outlets that carry such coaches' or conference highlight shows no less frequently than weekly during the college football regular season; and
 - coaching, instructional, and other non-commercial purposes.
11. The institution and its conference, if any, may use up to three minutes of footage from ESPN's broadcast (absent commentary) of the game in which such institution participated, for a highlight DVD covering the entire season, provided that the materials shall not otherwise be reproduced, licensed, sold or otherwise used in connection with any commercial purpose.