



*Thank you for your coverage of USA Rugby, we first and foremost want to express our appreciation for your time and effort in bringing a spotlight to our sport. Please read the following media guidelines thoroughly to ensure efficient, reliable coverage. The guidelines are enforced by the USA Rugby Communications Department and can be found online at [usa.rugby](http://usa.rugby). Any queries relating to the contents of the media guidelines, please do not hesitate to contact the USA Rugby Communications Department at [media@usarugby.org](mailto:media@usarugby.org).*

You may also follow @USARugby on Twitter for updates on events, teams and schedules.

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#### **1. General Guidelines**

Members of the media are expected to follow the following guidelines, as well as the direct instruction of USA Rugby staff, event employees, and security, at the risk of limitation of access, revocation of credentials, and/or restriction from future USA Rugby events.

Media credentials are issued with the purpose of providing access to interviews and written, audio, and visual accounts of the event for journalistic purposes. Media members should not use privileged access for autographs, personal photographs, or commercial requests.

#### **2. Media Service**

Press Releases: To receive USA Rugby media releases and media-related information regarding future events, please send an email request to [media@usarugby.org](mailto:media@usarugby.org).





**Media Guides:** Prior to a USA Rugby hosted event, media guides with information surrounding the event, team rosters, opponents and storylines will be distributed to attending media before event day.

**Interview Requests:** Members of the media requesting audio and/or video interviews with USA Rugby national team players, coaches, or administrators should make arrangements with the USA Rugby Communications Department staff or the onsite press officer with the respective team. Media should identify the organization for whom the interview will be conducted and provide notice if audio or video will be recorded for later distribution. All audio and video interviews are subject to USA Rugby's Video Guidelines, included in this document.

**usa.rugby:** The official website of USA Rugby houses membership resources, feature news, and national governing body announcements. Press releases sent to media can also be found on the website homepage newsfeed.

**Twitter:** For information event details, breaking news updates, play-by-play commentary of national team matches, links to new content, and the dissemination of information from strategic partners, member clubs, and national team athletes. Media are encouraged to direct social media followers to [www.twitter.com/USARugby](http://www.twitter.com/USARugby) and to "retweet" content.

### 3. Applying for Media Credentials

USA Rugby grants credentials and media access based on merit and purpose, with broadcast partners, national outlets, and outlets local to the specific event prioritized in the vetting process. Links to applications can be found on the USA Rugby website at [usa.rugby/mediaservices](http://usa.rugby/mediaservices)

The Applicant and their employer (if applicable) acknowledge and agree that specific Accreditation is required in respect of different media (including, without limitation, print media, internet, radio, television and photography) and applications are not transferable, provided that where an Applicant performs a dual function they may apply for Accreditation in respect of each function and these Accreditation Terms and Conditions shall apply in respect of each such function.

**Pickup:** Media credential pickup is handled on an event-by-event basis, however, in most cases credentials can be picked up at the host venue as early as the day prior to match day. Information on pickup times and locations will be distributed to approved media the week of the event. Accredited Media must wear the accreditation at all times. Accreditation may only be carried and used by the approved representative and must not be assigned or transferred to any other person.

**Deadlines:** The deadline to apply for credentials will be communicated with credential announcements and at [usa.rugby/mediaservices](http://usa.rugby/mediaservices). (there is NO guarantee late requests will be accepted).





**Media Facilities:** Media facilities, including the press box and photographers' work area, are open to credentialed visitors only. The availability of these facilities may vary from venue to venue.

- Press Box: Seating in the press box will be unassigned unless otherwise noted. Additional press box guidelines are listed below.
- Photographer Work Room: A photographer work room may be available depending on the venue. Photographers will otherwise be able to store equipment in the press box.
- Internet: The Communications Department will make all attempts to provide wireless internet for media working on a deadline. In most cases, wireless internet is readily available.

#### 4. Print, Online Media and USA Rugby IP

**Live Blogging / Commentary:** Live written text updates (i.e. live blogs, Twitter, etc.) of USA Rugby events while they are in progress from the venue or via television/online broadcast is subject to the following guidelines:

- Live updates may not use audio, video, or graphic simulations of USA Rugby events in accordance with rights holders.
- Live updates must provide television/online broadcast information for that USA Rugby event. For example: "Tonight's USA Rugby match is live on FloRugby."
- All live updates must be free of charge to viewers

**NOTE:** This policy does not prohibit the posting of the facts of a game (i.e., tries scored, match score, player and match stats and time remaining).

**USA Rugby Marks:** Use of USA Rugby trademarked imagery, branding and marks on official communication and/or marketing materials is strictly prohibited unless explicit consent is given by USA Rugby.

**Audio/Video:** Please notify USA Rugby in advance if your coverage includes video and/or audio recording. Non-rights-holding radio journalists are welcome to conduct pre-event and post-event reports from the press box, but play-by-play reports are strictly forbidden. Any video and audio recorded as part of privileged media access is limited to the use of eight (8) minutes per day/event date and not permitted to capture the field of play. Online video and audio may not incorporate integrated advertising from non- USA Rugby partners.

**Photography / Videography requests:** Photos from USA Rugby events – including national team matches/assemblies, championship events, National Development Summit, etc. – can be found for purchase on rugbyfotos.com. Orders can be placed directly via the website with a variety of licensing options. For further requests for coverage, licensing, and additional information, please contact KLCFotos Rugby Fotos Manager, Kelley Cox Lee at [kelly@klcfotos.com](mailto:kelly@klcfotos.com)





**Rights-Holding:** Non-Rights Holders must not infringe, or facilitate the infringement of, the rights of any party officially associated with the Event and in this regard the Non-Rights Holders must not, without limitation:

- a. add any sponsorship, product placement, signs or other commercial credits in, on or around its broadcasts, transmissions and/or streaming of Event Material;
- b. enter into any sponsorship agreements for the broadcast, transmission and/or streaming of the Event Material;
- c. place any advertising or other commercial message before, during or after the broadcast, transmission or streaming of the Event Material, in such a manner as to imply an association or connection between any third party, or third party's products or services, and the Event; and/or
- d. alter or add to Event Material so as to remove, change or obscure any advertising or other commercial messages appearing in the Event Material e.g. by way of on-ground signage.

## 5. Photo and Video Media

**Locations:** Still photographers and videographers with proper credentials will be permitted to enter the field level at USA Rugby events (note: some stipulations may apply as to the amount of time or scheduled time for on-field access). Though each event location is unique, the predominant access afforded to credentialed still photographers is the full touch line opposite the team benches and the area behind the in-goal areas. Photographers are not allowed on the field of play at any time other than during pre- and post-match ceremonies. An on-field photo marshal or USA Rugby media liaison will indicate which areas on the field photographers may access during pre- and post-match.

**Note:** Not all events may allow for videographers to have access, please check with a member of the Communications Department if you are unsure if you will be able to film.

**Photo Marshalls:** USA Rugby will provide photo marshals at each event to assist media. Photo marshal can assist with lineups/rosters, distributing bibs, and assist with questions on location and additional topics. Photographers are required to adhere to the instructions of photo marshals and USA Rugby staff.

**Bibs:** If a photographer is field-level, they **MUST** wear a photographer's bib, or will be subject to dismissal. Bibs can be collected either at credential pick up or the press box prior to the event. Photographers are responsible for the wear and return of bibs. Bibs can be returned to the photographers work room or press box following the event.

**Video Rules:** Capturing and distributing live or delayed video of the field of play is strictly prohibited. Media may request special exemption to film field of play with expressed and written consent from the USA Rugby Communications Department. Such requests must be made two





weeks prior to the event via [media@usa.rugby](mailto:media@usa.rugby) and know that not all requests are guaranteed approval.

## 6. Interview Requests, Press Conferences and Mixed Zones

**Media Access / Interviews:** There is no pre-match access to USA Rugby players and coaches on game days. No "flash" interviews are permitted on the field. All post-game access is available in the press conference and designated mixed zone areas, to be outlined to credentialed media by USA Rugby Communications staff.

**Press Conferences:** A formal press conference with the head coach and an athlete will take place following the conclusion of each match, roughly 15-20 minutes.

**Mixed Zone:** Locker rooms are not open to members of the media at USA Rugby events. All post-match interviews will be conducted in a press conference or mixed zone. The media mixed zone will generally be held near the locker rooms where player interviews can be conducted AFTER the players have exited. Exact location of mixed zones will be outlined to credentialed media by USA Rugby Communications staff.

## 7. Press Box Rules and Regulations

The press box is an area for working members of the media. As such, there are a few simple rules to follow. Violators of any of the below rules will be subject to credential revocation and ejection from the event:

- Fluids in vicinity of work space must be in closable, sealable containers
- Alcohol and smoking are prohibited in the press area
- Food will be provided to working media when available
- No autographs from or photos with players/coaches
- No cheering or unruly behavior, accredited media are there in a working capacity.
- Audible electronic devices must be muted; headphone use is permitted
- Vocal volume should be conducive to the working environment
- Be respectful of other members of the press area
- Individuals with proper credentials alone will be permitted in the press area
- All media must adhere to any rules or restrictions as dictated by an on-site USA Rugby staff member or security agent

**Game Notes and Rosters:** Game notes and rosters will be made available in the press box prior to all event start times. The availability of game notes may depend on the venue and event.

