

**NCAA DIVISION I WOMEN'S BASKETBALL CHAMPIONSHIP
CREDENTIALS CRITERIA**

Credentials Criteria for Domestic Print, Radio, Television, Online Media Agencies

The NCAA Division I Women's Basketball Committee has reiterated its opposition to all forms of sports wagering and encourages media to assist in the education of the public with regard to the hazards of sports wagering.

A media agency shall apply for preliminary-round credentials by accessing the NCAA Web site at NCAAsports.com. Specific questions should be directed to the respective host media coordinators. If space is limited at preliminary-round sites, preference will be given to requests received prior to March 1. The deadline for submitting 2007 Women's Final Four applications will be February 16.

A "media agency", for purposes of these criteria, shall mean a daily or weekly publication, cable system, radio or television station and network requiring immediate news coverage. "Immediate news coverage", for purposes of these criteria, shall mean the editorial, audio and/or visual deadline for the tournament action being documented occurs no later than 48 hours after the competition at the site has been completed.

Any media agency that has been approved for a Women's Final Four credential shall receive a first- and second-round and/or regional credential upon request.

Any media agency that does not meet the criteria for circulation (print media) or designated market area (electronic media), but represents the geographic area of a participating institution, must staff each of the participant's previous tournament games in order to receive credentials to each subsequent round.

At the discretion of the NCAA, a "minority media enterprise" that does not meet established criteria may receive one media credential, space permitting. A "minority media enterprise" is defined as a media agency that disseminates Division I college basketball news to individuals who are socially or economically disadvantaged.

With the exception of television camera operators, a credential may be issued only to an authorized full-time, salaried representative of, or a representative who regularly and customarily performs services for the agency submitting the request. Credentials are non-transferable.

Membership in a writers' or broadcasters' association (e.g., United States Basketball Writers Association) does not automatically qualify an agency for credentials.

The provisions included in the print, television, radio and online sections herein do not apply to media agencies (e.g., student newspapers, television stations, radio stations and yearbooks) that are affiliated with a participating or host institution. Credentials may be issued to three individuals, certified by the director of athletics or designated representative of each participating and host institution/conference, who will be the sole representatives of all campus media organizations.

Subject to limitations of space, credentials at all sites shall be assigned in accordance with the following priorities:

Print

Separate publications sharing common ownership may not be combined for the purpose of meeting circulation or other criteria.

1. A daily print media agency with circulation greater than 60,000, a weekly with circulation greater than 500,000 or a monthly with circulation greater than 750,000 will be identified as "national media" and will qualify for credentials even if it does not meet the provisions specified in Criteria No. 2. A daily print media agency may receive credentials according to the following circulation requirements:

<u>Daily Circulation</u>	<u>Credentials</u>
60,000 - 99,000	one seat
100,000 - 249,999	one seat, one limited access
250,000 - 349,999	two seats, one limited access
350,000 - 449,999	three seats, one limited access
450,000 - 649,999	four seats, one limited access
650,000 - 999,999	five seats, two limited access
1 million and above	six seats, two limited access

<u>Weekly Circulation</u>	<u>Credentials</u>
500,000-3 million	two seats, two limited access
3 million and above	four seats, two limited access

<u>Monthly Circulation</u>	<u>Credentials</u>
750,000-3 million	two seats, two limited access
3 million and above	four seats, two limited access

(Note: A limited access credential permits access to the media workroom, locker rooms and media interview room.)

2. A daily print media agency that does not meet Criteria No. 1 qualifies for credentials if a full-time staff member has covered at least 90 percent of the participating institution's regular-season home games and each of its games in the NCAA championship. Covering all of the institution's competition in a different NCAA championship fulfills this requirement. An agency can receive one more than the number of credentials it used for a majority of the institution's home games.
3. A daily print media agency that is located in the market of a host institution/conference but does not meet Criteria No. 1 qualifies for credentials if it covers college basketball on a daily basis (i.e., full-time staff members cover games three or more nights each week).
4. A weekly or monthly print publication that covers college basketball exclusively and is distributed on a national basis but does not meet Criteria No. 1, qualifies for one credential, if space is available.
5. The Associated Press and the primary newspaper(s) that provide daily coverage for the host institution/conference and participating institutions may receive a maximum of four tabled seats, four non-tabled seats and two limited access credentials.

6. The NCAA may issue one credential to a reporter representing the "news side" of the major newspaper of the participating and/or host institution/conference.
7. A print media agency included on a team's local media list may receive additional credentials, not to exceed the total number of credentials it received covering first-/second-round competition at all sites.

Television

For purposes of these criteria, a television crew is defined as: one talent (media credential), one photographer and one audio technician or producer (television compound credentials) plus a fourth credential for a technician responsible for maintenance of a satellite truck that may be parked at the competition facility (television compound credential).

1. A television station, in a market area estimated to have represented a minimum of one million U.S. television households the previous year by the A. C. Nielsen Company, may be represented by a maximum of one crew.
2. A television station, that does not meet Criteria No. 1 may be represented by a maximum of one crew, if it covered at least 90 percent of the participating or host institution's home games (i.e., full-time staff members filed reports) and each of its games in the NCAA championship. Covering all of the institution's competition in a different NCAA championship fulfills this requirement.
3. A television station from the tournament host city may be represented by a maximum of two crews if the station regularly-covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season and if the crews represent multiple, regularly-scheduled news programs.
4. Each participating institution may be represented by a maximum of one crew for a "coach's show."
5. Credentials may be assigned to an individual or up to two crews designated by a national television network or a cable entity that originates a daily sports news program. Approved agencies are: ABC "Good Morning America", ABC News One, ABC Weekend News, ABC World News Tonight, CBS News Path, CBS World News, CBS News, CBS "The Early Show", College Sports Television, CNN, ESPN Cold Pizza, ESPN Sportscenter, FOX, FOX Sports Net regional networks, NBC News Channel, NBC Nightside, NBC "Today Show" and NBC World News.

CBS Sports may be represented by a maximum of two crews.
6. Credentials may be assigned to a maximum of one crew from the following news services: NPI, Conus Communications, SNS Sports News satellite, National Sports and Entertainment and Christian Broadcasting Network.

Radio

1. A radio station, in a market area representing at least one million radio homes may receive a maximum of two credentials (one media and one limited access) if it airs six or more daily sports reports and airs 15 or more college basketball games during the regular season.

2. A radio station that does not meet Criteria No. 1 but covered (i.e., full-time reporters attended and filed reports) at least 90 percent of the participating or host institution's home games and each of its games in the NCAA championship may be represented by a maximum of two credentials. Covering all of the institution's competition in a different NCAA championship fulfills this requirement.
3. A radio station from the tournament host city may receive a maximum of two media credentials if it regularly-covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season and aired six or more daily sports reports in the six months preceding the tournament.
4. One media credential may be assigned to the following radio entities: ABC, AP, CBS, CNN Radio, Echlin Sports Service, ESPN Radio, FOX Sports Radio, Mutual Broadcasting, National Public Radio, NBC, Sporting News Radio, Sports Byline USA, UPI Audio, USA Radio Network, Voice of America and Westwood One.
5. Each radio station that has purchased live broadcasting rights is limited to the number of individuals required to originate 90 percent of its games during the regular season, up to a maximum of four credentials. If an institution is represented by more than one originating radio outlet, Westwood One or its designee and the NCAA will determine the number of seats that shall be assigned to each agency.

Online Agencies

1. An online entity may be issued one credential if it registers at least one million unique users per month in each of the 12 months preceding the tournament and covers college basketball daily.
2. An online entity that does not meet Criteria No. 1 may be issued one credential if it covers (i.e., full-time staff members attended and filed reports) at least 90 percent of the participating or host institution's home games.
3. The official Web site of a participating institution, as approved by that school's sports information department, may receive a maximum of one credential in addition to the three credentials issued to the participating institution.
4. A print, radio or television agency will not receive more credentials than the number specified in this document. An agency may allot one (or more) of its credentials to its online entity.
5. An online entity may receive a credential only if its own full-time staff writes 90 percent of that site's material.
6. An online entity will not receive photography credentials.
7. Any online service that is recognized as an outlet intended primarily for the purpose of delivering news related to the recruitment of student-athletes does not qualify for credentials.

Print Photographers

Photography credentials shall be assigned in accordance to the following criteria:

1. If space is available, an agency with a minimum daily circulation of 350,000, a weekly circulation of 500,000 or a monthly circulation of one million may receive one photo credential and one photography compound credential. An agency with a daily circulation of 500,000 or greater is eligible for a second credential.
2. A participating institution may identify a maximum of four credentials for non-university media agencies that do not meet Criteria No. 1. These agencies must have staffed at least 90 percent of the institution's home games throughout the season and each of its games in the NCAA championship. These agencies are assured of shooting positions for its participant's games only. Positions may be provided for other games, if space if available.
3. A participating institution and/or host institution/conference may issue credentials to two photographers, who will be the sole representatives of all entities (e.g., student newspapers, yearbooks and the athletics department) affiliated with any such institution and all media organizations whose coverage is primarily directed to any such institution and its activities.
4. The primary agencies at the competition site that have staffed at least 90 percent of the home games of the host institution/conference may receive a maximum of three (two floor, if space permits) credentials.
5. The Associated Press may receive four (three floor level) credentials. Sports Illustrated magazine, Reuters and USA Today may each receive three (two floor level) credentials. The Sporting News magazine and Knight-Ridder may each receive two (one floor) credentials. Getty Images may receive one photo credential. Each of the above agencies may also receive two photography compound credentials.
6. If space is available, a "minority media enterprise" may receive one photography credential.
7. Sports editors shall request all photography credentials.

Photo Couriers

A maximum of 10 photography compound credentials for photo couriers will be available. Seven photography compound credentials will be available to The Associated Press and three photography compound credentials will be reserved for Reuters News Service. AP Photo will be responsible for coordinating the courier service for all newspapers, except those serviced by Reuters. No other agency will receive a photography compound credential.

Reporting Services

SportsTicker is eligible for one media credential for a full-time staff member. No other print, telephone or online reporting services may receive credentials.

Agencies Not Eligible

1. Credentials shall not be issued to individuals for the sole purpose of writing or gathering material for books.
2. Credentials shall not be issued to representatives of syndicated television or cable programmers who are not producing programs for immediate news coverage (i.e., to air within 24 hours).
3. Credentials shall not be issued to representatives of professional basketball organizations, telephone reporting services, publications normally identified as "tout sheets" or to other publications devoted solely to sports wagering.
4. Credentials shall not be issued to representatives of agencies that normally provide specific services for a media agency (e.g., scores), if many of its clients have been accredited to staff the event.

Credentials Criteria for International Media Agencies

When space is available, credentials (e.g., writer and/or photographer) shall be issued to a full-time, salaried employee or a representative who regularly and customarily performs services for:

1. A newspaper that has a minimum circulation of five percent of the total population of the country.
2. A specialty publication that has a minimum circulation of one percent of the total population of the country.
3. The official publication of the country's basketball federation.
4. A television station that has a signal reaching 25 percent of the homes in the country.
5. Each of the two largest sports networks in the country.
6. An NCAA international television rights holder.

Terms and Conditions For Use Of Credentials

Each individual or entity signing for or using a credential for access to any tournament game or practice (the "Events"), and his/her/its employers (each signer, user and employer, a "Bearer"), agrees to the following:

General:

Each Bearer attending one of the Events using a credential represents that such Bearer is acting on a specific assignment for a media agency. Bearer is an accredited agency's full-time, salaried employee who has a legitimate working function in connection with the championship. The credential is non-transferable and may be revoked at any time without cause.

The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer to ejection from the facility and prosecution for criminal trespass.

While within the venue, Bearer shall, at all times, be subject to the direction and/or supervision of the NCAA 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 prior to, during or subsequent to the actual playing of the Events and agrees that the NCAA, its 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 this credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, such individual grants the NCAA the non-exclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or thereafter devised.

Bearer agrees to indemnify the NCAA and save harmless the NCAA, its officers, agents, contractors, employees and each of its member institutions, their officers, agents and employees, of and from any and all claims, demand 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 NCAA shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the NCAA 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 of any account, description, picture, photograph, video, audio, reproduction or other information concerning the Events (the "Event Information") other than for news coverage of, or magazines, books or stories about, the Events or for First Amendment-protected purposes, is prohibited, except (a) with the prior written consent of the NCAA; or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the NCAA trademarks, copyright and other proprietary rights.

Television agencies taping game action shall use the network feed via the video and audio distribution facilities provided by the NCAA. These agencies recognize that any videos may be used only in connection with a regularly-scheduled television newscast within a seven-day period after the game and the film clip or video portion of each such showing shall not exceed three minutes in length and shall adhere to the specific policies that govern the length of video and times that it may be aired. Television entities may not air highlights of a game until the ESPN broadcast "window" that includes that game has been completed.

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 NCAA, 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 or corporation. Any agency wishing to use NCAA film or video in any other manner must obtain advance written permission for such usage from the NCAA.

Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any game of the championship is exclusive to the NCAA's Web site and/or any other Web site designated by the NCAA and its rightsholders. "Real-time" is defined as "live, continuous play-by-play or description of an event."

The NCAA is the owner of trademarks, copyrights and other proprietary rights connected to the championship. The name, logo, mascot and other intellectual property of a member institution are controlled by each member institution. The member institution name and team name may be used for news purposes and must be consistent with the First Amendment.

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 use such photographs only for news coverage of, or magazines, books or stories about, the Events, other editorial purposes and reprints of news pages from such entity's publications, provided that such use is not 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 associated or affiliated with the NCAA or that the NCAA licensed Bearer to use their trademarks or copyrights.

In exchange for the access granted by the credential, the NCAA 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 the NCAA shall be licensed at no additional charge to use the photographs for news coverage purposes only. The NCAA 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 shall indemnify, defend (if requested) and hold the NCAA harmless against and from any and all liability, loss, damage or expense (including reasonable attorneys' fees and expenses) against third party claims arising out of or relating to: (a) Bearer's use of any event information taken or obtained in connection with the credential, including, without limitation, any claim that any use of such information infringes 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.

Any secondary use of any picture, audio description, videotape/film or drawing of the game taken or made by the accredited organization or individual to whom this credential has been issued (including, but not limited to use in delayed editorial or non-editorial, advertising, sales promotion or merchandising) is prohibited without prior written approval of the NCAA.

Radio stations that have not purchased rights shall not carry any broadcast report from courtside on a live basis or any live description of any game action while it is still in progress and are subject to all other requirements as listed in the "NCAA Radio Policies."

Bearer further agrees to release the NCAA 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, network or cable system.

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION