

Credentials Criteria

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

Agencies shall direct requests for working media credentials for first/second rounds and regionals to the host media coordinator, while requests for the Final Four shall be directed to the NCAA national office. If space is limited at preliminary-round sites, preference will be given to applications received before March 1. The deadline for submitting 2008 Final Four applications will be February 15, 2008.

A "media agency" for purposes of these criteria shall mean a daily or weekly publication, cable system, radio station, television station or television network requiring immediate news coverage. "Immediate news coverage" for purposes of these criteria shall mean that the editorial, audio and/or visual deadline for the tournament action being documented occurs not later than 48 hours after the competition at the site has been completed.

Any agency that has been certified for a Final Four credential shall receive a first-/second-round and/or regional credential upon request.

Agencies that do not meet the criteria for circulation (for print media) or designated market area (for electronic media), but represent 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 game.

At the discretion of the media coordinator, a minority media enterprise that does not meet established criteria may receive one media credential, space permitting. A "minority media enterprise" shall mean a media agency that disseminates Division I college basketball news to individuals socially or economically disadvantaged from cultural, racial or chronic economic circumstances, or other similar cause. Such an agency may receive one media credential.

Except for 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 not 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 under "print," "television," "radio" and "online" 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, who will be the sole representatives of all such 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 purposes of meeting circulation or other criteria.

1. A daily 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. Press agencies may receive credentials according to the following circulation requirements:

Daily Circulation	Credentials
60,000-99,999	one Media
100,000-249,999	one Media, one MUP
250,000-349,999	two Media, one MUP
350,000-449,999	three Media, one MUP
450,000-649,999	four Media, one MUP
650,000-999,999	five Media, two MUP
1 million plus	six Media, two MUP

Weekly Circulation	Credentials
500,000-3 million	two Media, two MUP
3 million plus	four Media, two MUP

Monthly Circulation	Credentials
750,000-3 million	two Media, two MUP
3 million plus	four Media, two MUP

(Note: A media-upper credential only permits access to the media workroom, locker rooms and interview room, but it does grant in-and-out access to the courtside media seating area.)

2. An 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 the latter requirement.) Such 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 newspaper that is located in the market of a host institution 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 several nights each week.)
4. A weekly or monthly 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 each may receive a maximum of four tabled seats, four non-tabled seats and two media-upper credentials.
6. At the media coordinator's discretion, one credential may be issued to a reporter representing the "news side" of the major newspaper of the participating and/or host institution.
7. A print agency included on a team's local media list may receive additional credentials at a regional site 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 crew consists of one talent (media credential), one photographer and one audio technician or producer (television-compound credentials) and one for a technician who is responsible for maintenance of a satellite truck that may be parked at the arena (television-compound credential).

1. Credentials may be assigned to a maximum of one crew representing 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.
2. Television stations that do not meet Criteria No. 1 but covered (i.e., full-time reporters attended and filed reports) at least 90 percent of a participating institution's home games and each of its games in the NCAA championship may be represented by a maximum of one crew. (Covering all of the institution's competition in a different NCAA championship fulfills the NCAA-championship requirement.)
3. Television stations from the tournament host city each 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 are representing 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 one crew designated by a national television network or cable entity that originates a daily sports news program. A second crew not affiliated with an agency's sports' division may be permitted on a space-available basis. (Approved agencies are: CBS News Path, CBS World News, CBS News, CBS This Morning, College Sports Television, NBC News Channel, NBC Nightside, NBC World News, NBC Today Show, Good Morning America, CNN, Fox, FSN regional networks, ABC News One, HD News, Bloomberg, ABC Weekend News and World News Tonight.)
ESPN 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 NewSatellite, National Sports and Entertainment, and Christian Broadcasting Network.

Radio

1. A maximum of two credentials (one media and one media-upper) may be assigned to a radio station in a market area representing at least one million households the previous year by the A.C. Nielsen Company, if it (1) airs six or more daily sports reports and (2) airs 15 or more college basketball games during the regular season.
2. Radio stations that do not meet Criteria No. 1 but covered (i.e., full-time reporters attended and filed reports) at least 90 percent of a participating institution's home games and all of its games in the NCAA championship shall receive a maximum of one media credential and one media-upper credential. (Covering all of the institution's competition in a different NCAA championship fulfills the NCAA-championship requirement.)
3. Radio stations from the tournament host city each may receive a maximum of two media credentials if they (1) regularly covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season and (2) aired six or more daily sports reports in the six months before 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, NBC, National Public Radio, Sirius Satellite Radio, Sporting News Radio, Sports Byline USA, USA Radio Network, Voice of America, Westwood One and XM Radio.

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, Host Communications, Inc., will work with the NCAA and the host institution to determine the number of seats that shall be assigned to each agency.

Online

1. One credential may be issued to an online agency that (1) registers at least one million unique users per month in each of the 12 months before the tournament and (2) covers college basketball daily. A second credential may be issued to CBS Sportsline, ESPN.com, FoxSports.com, SI.com and Yahoo.com, if space is available.
2. One credential may be issued to an online agency that does not meet Criteria No. 1 if it covers (i.e., full-time staff members filed reports) at least 90 percent of the participating or host institution's home games.
3. The official Web site of a competing institution, as approved by that school's sports information department, may receive one credential in addition to the three credentials affiliated with a participating institution (e.g. student newspapers, television stations, radio stations and yearbooks).
4. A print, radio or television agency will not receive more credentials than the number provided for elsewhere 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 an overwhelming percentage of that site's material.
6. Online entities 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 will not qualify for credentials.

Reporting Services

1. SportsTicker and Sports Reporting Network are eligible for one credential for a full-time staff member.

Print Photographers

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 photo-compound credential. An agency with a daily circulation greater than 500,000 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 championship. They are assured of shooting positions for their teams' games only. Positions may be provided at other games if space is available.
3. Credentials may be issued to two photographers, certified by the sports information director of each participating and host institution, who will be the sole representatives of all entities (e.g., student newspapers, yearbooks and the athletics department itself) affiliated with any such institution and all media organizations whose coverage primarily is 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 or 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 each may receive three (two floor-level) credentials. The Sporting News magazine and McClatchy each may receive two (one floor) credentials. Getty Images may receive one photo credential. Each of the above agencies may also receive two photo compound credentials.
6. A "minority media enterprise" may receive one photography credential if space is available.
7. Sports editors shall request all photography credentials

Photo Couriers

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

Agencies Not Eligible

1. Credentials will not be issued to persons solely for the 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, nor to telephone reporting services, nor to publications normally identified as "tout sheets," nor to other publications devoted solely to gambling.

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.

International Media Agencies

When space is available, credentials (writer and/or photographer) will 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; or,
5. Each of the two largest television or radio sports networks in the country.

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 not 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 before, during or after 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 distributing 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 CBS 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 this 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 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. Member institution name, logo, mascot, and other intellectual property of a school, is controlled by each member institution. The member institution name and team name may be used for news purposes and 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 take the photographs 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 are 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 such 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 or 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 or 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 noneditorial, advertising, sales promotion or merchandising) is prohibited without prior specific 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.