

## **CREDENTIALS CRITERIA—DIVISION I MEN’S BASKETBALL**

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 Final Four credential applications will be **March 1**.

A “media agency” for purposes of these criteria shall mean a daily or weekly publication, cable system, radio station, television station or television network, or online entity 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. No photo credential will be granted.

Except for television camera operators or photo messengers, 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, plus three photographers, 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. NOTE: Team videographers will be given separate credentials and must adhere to the terms and conditions outlined for both preliminary rounds of the championship, and the Final Four.

### **Eligible Agencies.**

Subject to space limitations, 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.

- 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. Publications that print multiple times a week but not daily will be credentialed based on total circulation each week. Press agencies may receive credentials according to the following circulation requirements; seats are based on availability:

<b>Daily Circulation</b>	<b>Credentials</b>
60,000-99,999	One Media
100,000-199,999	Two Media, one seat
200,000-299,999	Three Media, two seats
300,000-399,999	Four Media, three seats
400,000-549,999	Five Media, four seats
550,000-749,999	Seven Media, five seats
750,000 plus	Eight Media, six seats
<b>Weekly Circulation</b>	<b>Credentials</b>
500,000-3 million	Four Media, two seats
3 million plus	Six Media, four seats
<b>Monthly Circulation</b>	<b>Credentials</b>
750,000-3 million	Three Media, two seats
3 million plus	Five Media, four seats

- 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.
- 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.)

- A weekly or monthly publication that covers college basketball extensively (Blue Ribbon, Lindy's, SLAM, etc.) and is distributed on a national basis, but does not meet Criteria No. 1, qualifies for one credential if space is available.
- The Associated Press and the primary newspaper(s) that provide daily coverage for the host institution each may receive a maximum of three tabled seats, and seven non-tabled seats.
- 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.
- 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 camera operator and one audio technician or producer (television compound credentials) and one for

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a technician who is responsible for maintenance of a satellite truck that may be parked at the arena (television-compound credential).

- 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.
- 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.
- 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.
- Each participating institution may be represented by a maximum of one crew for a "coach's show."
- 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 include: CBS Newspath, CBS News, CBS Morning News, The Early Show, CBS College Sports Network, NBC News, Today, ABC World News, Good Morning America, ABC NewsOne, CNN, Fox News Channel, Fox Sports One and Regional Networks, Big Ten Network, Comcast SportsNet, Pac-12 Network, SEC Network, TSN, SNY and ESPN International) Credentials may also be assigned to a crew from SNS Sports NewSatellite.
- ESPN may be represented by a maximum of two crews.

## **Radio.**

- A maximum of two credentials 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.
- 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 two media credentials. (Covering all of the institution's competition in a different NCAA championship fulfills the NCAA-championship requirement.)
- 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.
- One media credential may be assigned to each of the following radio entities: ABC, AP, CBS, CNN Radio, Echlin Sports Service, ESPN Radio, Fox Sports Radio, Metro Networks, NBC, National Public Radio, Sirius/XM Satellite Radio, Sports By-line USA, SRN Broadcasting USA Radio Network, Voice of America and Yahoo Sports Radio.
- Purchasing live broadcasting rights is limited to the number of stations that originate 90 percent of its games during the regular season. These stations may receive a maximum of four credentials. If an institution is represented by more than one originating radio outlet, the NCAA will work with the host institution or conference to determine the number of seats that shall be assigned to each agency.

## **Reporting Services.**

- STATS LLC and The Sports Network are each eligible for one credential for a full-time staff member.

## **Print Photographers.**

- If space is available, an agency with a minimum daily circulation of 300,000, 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 400,000 is eligible for a second photo credential and a second photo compound credential.
- 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 for other games if space is available. These print photographers can represent a newspaper or websites of credentialed television or radio stations that wish to send a still photographer, as well as photo wire services that otherwise do not receive credentials.
- Credentials may be issued to three photographers, certified by the SID of each participating or host institution, who will be the sole representatives of all entities (e.g., student news-papers, yearbooks and the athletics department) affiliated with any such institution and all school-

affiliated organizations whose coverage primarily is directed to any such institution and its activities.

- The primary agencies at the competition site that have staffed at least 90 percent of the home games of the host institution may receive a maximum of three (two floor, if space permits) credentials.
- The Associated Press may receive a maximum of four (though not necessarily all floor-level) credentials. NCAA Photos, Sports Illustrated, USA Today Sports Images and Getty each may receive three (maximum two floor-level) credentials. ESPN The Magazine may receive two credentials, with a maximum of one floor spot. Each of the above agencies may also receive up to four photo compound credentials, with one of the PC credentials having floor access to maintain remote cameras and other technical equipment associated with digital photography.
- Sports, news or photo editors shall request all photography credentials.
- A photography credential does not guarantee a floor spot. Because of space, some photographers will be stationed in an upper photo position designated by the NCAA.
- Except with the prior written approval of the NCAA, no photographer, news entity, media agency or other individual or entity receiving a credential hereunder may sell photos of the Division I Men's Basketball Championship.

#### **Photo Couriers.**

A maximum of 10 courier credentials will be available at each site. The Associated Press will be responsible for requesting and coordinating the courier service at all sites for all photographers. No other agency will receive a courier credential.

#### **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:

- A newspaper that has a minimum circulation of five percent of the total population of the country;
- A specialty publication with minimum circulation of one percent of the total country population;
- The official publication of the country's basketball federation;
- A television station that has a signal reaching 25 percent of the homes in the country; or,
- Each of the two largest television or radio sports networks in the country.

#### **Online.**

- 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. Additional credentials may be issued to CBS Sports.com, ESPN.com, FoxSports.com, SI.com, SportingNews.com and Yahoo.com, to the extent that space is available.
- 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.

- One credential may be issued to an online agency if it covers (i.e., staff members are credentialed and file original reports) a minimum of 100 regular-season and/or conference tournament games during the year.
- The official website 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).
- A local print, local radio or local 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.
- An online entity may receive a credential only if its own full-time staff writes an overwhelming percentage of that site's material.
- Online entities will not receive photography credentials.
- 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.
- Approved agencies include RushTheCourt.net, Bleacher Report, The Hoops Report and SB Nation.

**Agencies Not Eligible.**

- Credentials will not be issued to persons solely for the purpose of writing or gathering material for books.
- 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).
- Credentials shall not be issued to representatives of professional basketball organizations.
- Credentials shall not be issued to publications devoted solely to gambling.
- 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 shall not be issued to photo wire services, other than those identified within these criteria.