

Blogging and New Media Policies

Each Credential Holder (including institutional, television, Internet, new media, and print publications) has the privilege to blog (or update Facebook or Twitter accounts) during competition through the Credential Entity. However, the blog may not produce in any form a “real-time” description of the event. Real-time is defined by the NCAA as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event. Live-video/digital images or live audio are not permitted. Each of the aforementioned descriptions is exclusive to the NCAA’s Web site and/or any other Web site designated by the NCAA and its rightsholders. Periodic updates of scores, statistics or other brief descriptions of the competition throughout the event are acceptable. Credential Holder agrees that the determination of whether a blog is posting a real-time description shall be in the NCAA’s sole discretion. If the NCAA deems that a Credential Holder is producing a real-time description of the contest, the NCAA reserves all actions against Credential Holder, including but not limited to the revocation of the credential.

The NCAA and its designated championship personnel shall be the final authority on whether a Credential Holder or Credential Entity is following the NCAA Blogging Policy.