



ORDA Media Guidelines

1. ELIGIBILITY

The New York State Olympic Regional Development Authority (ORDA) will issue media credentials to members of the working press. By definition, a member of the working press shall be a paid employee or representative of a known and established media organization.

Journalists who receive credentials must be on assignment for a reputable media organization. Any freelance photographer or reporter must be able to submit an assignment letter from a news outlet if requested.

On a case-by-case basis, ORDA will consider applications for media credentials from independent online media representatives. Please see section 7 for a list of guidelines. Credentials will be granted to these individuals if space allows and after all established media organizations have been accommodated.

All journalists who wish to attend ORDA activities/events must submit a media credential application. Journalists, and their editors, who apply for credentials acknowledge they have read and agree to these media guidelines and ORDA's Professional Journalism Policy. Freelance journalists must be on assignment at the specific event and must submit a media credential application with contact information for their assigning editor. Organizations may request more than one media credential. ORDA does not guarantee that any credentials will be awarded to any organization.

This policy applies to events and international events in which ORDA oversees credentialing decisions.

2. APPLICATION DEADLINES

Media credential applications must be received by the established deadlines. ORDA will not guarantee that journalists who submit their applications after the deadline will be accommodated.

Submitting an application in no way guarantees your agency will receive a credential.

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Space may be limited, and only a specific number of media credentials will be issued.

3. CREDENTIAL ACCEPTANCE

ORDA encourages all media to attend its activities/events. However, if there is a limitation on the number of credentials issued for a specific event, ORDA will consider the following criteria, in order of significance, when issuing approval:

1. Media organizations with a large national audience
2. Local media in the host city
3. Media outlets that attend ORDA activities/events on a regular basis
4. Applications received by the deadline date
5. Event specialty media
6. Independent online representatives

An acceptance or rejection email will be sent to the journalist and editor listed on the application. This email will be sent no later than 10 days after the application deadline.

Please contact Jon Lundin, ORDA director of communications, if you have a question about the status of your application.

4. CREDENTIAL USAGE

Credentials must be worn and visible at all times during the event. Each credential is issued specifically for the journalist who was accepted through the credential process.

Any media outlet that wishes to change the name(s) of its credentialed journalist(s) may apply via email to ORDA prior to the event. Credentials may not be given or loaned to another person for any reason.

Credentialed journalists will receive admission to the event, access to media work areas and access to areas where media accreditation is provided inside the event venue.

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Misuse of an ORDA media credential will result in the immediate loss of the credential, removal from the media areas and the possible loss of credential privileges for future events for the journalist and the assigning media agency.

5. INTERVIEW POLICY

Credentialed media will adhere to a specific interview policy outlined at each event. ORDA and its partner(s) will create opportunities for the media to interview athletes, coaches and others in a timely fashion.

Any interview requests not included in the interview policy will be considered on a case-by-case basis.

6. PHOTOGRAPHERS

Photographers must be on assignment from a known and established media organization and use professional camera equipment. ORDA will post photographer location assignments and restrictions specific to the event and venue.

Photographers who do not shoot from their assigned locations will have their credentials revoked. All photographs taken at the event are to be used solely for editorial purposes by the publication and website for which an individual is credentialed, unless he/she is otherwise granted express written consent by both ORDA and its partner(s) and the outlet for which he/she is credentialed.

Without such consent, it is prohibited for any photograph taken in association with the event to be sold for use in any manner.

Photographs taken at events are not to be used by any other media outlet, organization or individual unless permission is granted by both ORDA and the assigning media outlet. Photography is for editorial use only and cannot be published otherwise.

Failure to comply with the previously stated regulations will result in the immediate loss of credential privileges for all future ORDA activities/events. Additionally, the media outlet listed will lose the ability to credential a photographer at future ORDA activities/events.

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7. INDEPENDENT ONLINE REPRESENTATIVES

ORDA will consider applications for media credentials from independent online representatives who have a history of professional journalism experience, an established body of work covering national, international and/or professional/Olympic/NCAA sports, demonstrate professional standards and transparency, and regularly produce original content (as determined by ORDA) on an independent website domain.

Media credentials will not be issued to independent online media representatives whose websites aggregate content as their main source of information.

Credential applications will be considered on a case-by-case basis.

The issuance of a media credential for an independent online media representative will be considered and factored based on the following:

1. History of professional journalism experience
2. Demonstrates professional standards and transparency, as determined solely by ORDA
3. Established body of work covering national, international competition and/or professional/Olympic/NCAA sports, as proven by the amount of regularly produced original content containing a byline
4. Quantifiable weekly and monthly number of unique visitor traffic data based on a recognized objective measurement company
5. Duration of online entity covering national, international and/or professional/Olympic/NCAA sports (suggested period of at least three years)
6. Commercial nature of the website, including the representative's website advertisers

In all cases, ORDA may in its sole discretion grant or deny media credentials and may utilize other considerations not listed above.

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8. BOOKS & MANUSCRIPTS

Credentials will not be issued for the sole purpose of writing or gathering material for books or manuscripts. However, this parameter may be waived if ORDA receives a written letter from the publisher explaining the need for the credential.

If such letter is received and authorized, the author/researcher may be considered if space is available.

9. TELEVISION COVERAGE (WORLD CUP & WORLD CHAMPIONSHIPS)

In many cases, NBC Sports has unique broadcast rights associated with ORDA activities/events, to include World Cup and World Championship competition. Television stations wishing to cover World Cup and World Championships may be restricted from recording any international competition or championship-level competition, but may participate in the event by adhering to the ORDA, NBC & Partner(s) guidelines below.

VENUE ACCESS: COMPETITION No camera crews other than those of NBC, or approved affiliates will be allowed in the field of play during competition. Live or taped television coverage of the competition will not be permitted. However, television stations may be in the venue at the time of competition to tape mixed zone interviews, press conferences or other interviews, provided they do so in a specified media area and do not in any manner interfere with NBC, ORDA & Partner(s) approved affiliates' rights and personnel.

VENUE ACCESS: NON-COMPETITION Camera crews may gain access to the venue to shoot practice/training sessions and post-competition interviews in designated media areas. Television crews may conduct the aforementioned activities in a designated area, provided that such recording and interviews do not in any manner interfere with rights and personnel. Athlete interviews and press conferences will be held when NBC, ORDA & Partner(s) and the approved affiliates have concluded their post-competition interview sessions.

If you have questions about the above circumstances, please contact Jon Lundin, ORDA director of communications.

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TV BROADCAST OPPORTUNITIES There are many opportunities for television stations to cover ORDA activities/events:

- **Practices:** Television stations may video practices/training in both primary and secondary venues at specified locations (with prior approval).
- **Secondary Venue and/or Lower Competition:** Television stations may broadcast recorded or live footage of practice at the secondary venue (if applicable) or recorded footage of lower level competition with permission. Footage must not exceed 90 seconds per broadcast. Live or recorded broadcasts must not interfere with the competition (i.e. lighting, noise).
- **Press Conferences and Post-Competition Interviews:** Credentialed television journalists may set up their equipment in designated areas in preparation for post-event media activities.
- **Live Remotes – Primary Venue:** Television journalists may set up live remotes from the primary competition site as long as no competition is shown in the background and the camera position and lighting do not interfere with event operations or NBC's telecast or hinder the competition/event. Television journalists must make advance arrangements with a member of ORDA communications staff.

Special credentials may be issued and will specify restricted use of material. Parking for satellite trucks is not guaranteed and must be arranged in advance.

- **Live Remotes – Secondary Venue:** Television journalists may set up live remotes from the secondary site (if applicable) if granted permission in advance. Parking for satellite trucks is not guaranteed and must be arranged in advance. Live remotes must not interfere with the competition/event or other event operations (i.e. lighting, noise).

These guidelines are subject to change without notice. In all cases, ORDA may in its sole discretion grant or deny media credentials and may utilize other considerations not listed above.

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Please address any questions or concerns with Jon Lundin, ORDA director of communications, at 518-523-1655 ext. 5313 or JLundin@orda.org

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