



# 2023 PHILLIPS 66 BIG 12 WOMEN'S BASKETBALL CHAMPIONSHIP MEDIA POLICIES & GUIDELINES

**PHILLIPS 66 BIG 12 WOMEN'S BASKETBALL CHAMPIONSHIP  
MARCH 9-12, 2023 - MUNICIPAL AUDITORIUM, KANSAS CITY**

Credential Application Deadline: Tuesday, February 28, 2023  
Media Hotel Reservation Deadline: Sunday, February 12, 2023

## **CREDENTIAL GUIDELINES**

Before applying for media credentials for the Phillips 66 Big 12 Women's Basketball Championship, note the following eligible agencies. Application for credentials must be made online to Big 12 Communications. All guidelines are subject to space availability.

## **ELIGIBLE AGENCIES**

Subject to space limitations, credentials for working media are issued for the following:

- Select reporters, photographers and couriers from national publications, online entities, broadcast networks and wire services.
- Online writers, daily print reporters and photographers from the local host and participating team markets who regularly cover college basketball (i.e. cover the vast majority of a participating or host institution's home games).
- Reporters from a weekly or monthly national publication that covers college basketball extensively.
- Fulltime television and radio reporters from the local host and participating team markets who regularly cover college basketball (i.e. cover the vast majority of a participating or host institution's home games).
- Reporters representing NCAA conference-affiliated networks.
- Participating teams' radio networks.
- A maximum of three photographers affiliated with a participating institution, certified by the athletics department.
- Fulltime reporters representing international agencies that regularly cover basketball.

## **AGENCIES NOT ELIGIBLE**

Credentials will not be issued to the following people:

- Persons writing or gathering material for books.
- Representatives of syndicated television or cable programmers who are not producing programs for immediate news coverage (i.e., to air within 48 hours).
- Representatives of professional basketball organizations.
- Reporters from publications devoted solely to gambling.

## **PRINT PHOTO**

Print photo credentials will be issued only one per outlet (except AP and local outlets at the discretion of the Championship Media Coordinator). The photo pass for each campus is assigned by the institution's Sports Information Director.

## **STROBE LIGHTS**

Strobe lights will be allowed upon approval of the Championship Media Coordinator (limit three sets). Please arrange for set-up time with the Championship Media Coordinator.

## **ORIGINATING RADIO NETWORK**

Each institution shall designate one outlet to serve as radio originator for live broadcast. Each network will receive the number of credentials used for road broadcasts, with a maximum of four broadcast positions available. The Big 12 Conference controls satellite radio distribution rights.

## **NON-ORIGINATING RADIO STATIONS**

Radio stations must have daily sports programming with a designated full-time sports director and cover the vast majority of a participating or host institution's home games.

## **NON-ORIGINATING TELEVISION STATIONS**

Non-originating television stations who regularly cover Big 12 basketball will be limited to one media and one photo credential. Special consideration will be given to stations wishing to conduct 'live shots' from the arena. Low power, cable and public television stations must have daily sports programming with a designated full-time sports director and cover all home games of local institution(s). Under normal circumstances these outlets will receive credentials only on a space-available basis.

## **MINI-CAMS**

Team videographers taping for evaluation of individual institution games are allowed in the photo bays during their games only. All other local and institutional television stations must obtain game highlights from the provided feed in the media work room. Media representatives are responsible for furnishing their own cables to connect to the feed. Court access will be allowed 30 minutes prior to the first game of each day and once ESPN has gone off the air at the conclusion of the last game of the day. Live shots and taped standups will not be permitted in the arena from 30 minutes prior to the first game until after ESPN has gone off the air.

## **INSTITUTIONAL REQUESTS**

The following guidelines are applicable for member institutions:

On-Campus Requests. All credential requests for campus-affiliated media organizations must be made through the Big 12 online credentialing system. This includes, but is not limited to:

student radio (one pass limit), student newspapers (two reporters and one photo) and a specialty publication (one reporter and one photo).

Media Relations staff (including social media coordinator), team photographer and videographer, and coaches game film coordinator must have credentials through the Participation Institution Credential allotment.

**Student Newspaper Seating.** A seat will be designated for the home and visiting school newspapers. Student newspapers will be assigned to seats in the media overflow section when games not involving their institutions are being played.

**Student Newspaper Photo.** The photo pass for the campus publication is good for that school's games only. Please contact the Big 12 Conference for any additional information.

### **HOST CITY MEDIA REQUESTS**

Host city media must provide coverage of Big 12 women's basketball on a regular basis.

### **CREDENTIAL PICKUP [Municipal Auditorium Music Hall Lobby]**

Credentials will be distributed at the Municipal Auditorium Music Hall Lobby off of 13th Street. (Enter through media doors on 13th Street, closer to Central)

Wednesday, March 8: 2-6 p.m.

Thursday, March 9: 8:30-10:30 a.m. & 12:30-8:30 p.m.

Friday, March 10: 9 a.m.-8 p.m.

Saturday, March 11: 10 a.m.-3:30 p.m.

Sunday, March 12: 11 a.m.-2 p.m.

### **MEDIA SHUTTLE / SCHEDULE**

The Media Shuttle will run per the route below.

1. Courtyard Marriott – valet area off of Baltimore
2. Municipal Auditorium – Central and West 13th street
3. T-Mobile Center – Oak Street entrance

### **Hours:**

Thursday: 1 p.m. - 1 a.m.

Friday: 7:30 a.m. - 1 a.m.

Saturday: 8:30 a.m. - 11 p.m.

Sunday: 10 a.m. - 5 p.m.

### **MEDIA PARKING**

A limited number of digital parking passes will be made available for local media. Approved parking will be noted on the media application approval email.

### **MEDIA AVAILABILITY / PRE-CHAMPIONSHIP**

The first 10 minutes of each team's first practice at Municipal Auditorium will be open to obtain b-roll. Any interview requests should be directed through the team communications directors.

### **MEDIA CONFERENCES / POSTGAME INTERVIEWS**

A postgame news conference for each team will be conducted after 5- and 15-minute cooling off periods at the conclusion of each contest. The winning team will go first, with the exception of the final. Locker rooms will be open postgame after the cooling off period for up to 30 minutes. The cooling off period for the final is 10- and 20-minutes.

### **PHOTOGRAPHS, FILMS AND VIDEO**

The Big 12 reserves the rights to the use of still photographs, films and video of its championships. All rights to photograph, film or video Big 12 championships may be assigned to media representatives for news purposes but otherwise are to be controlled exclusively by the Big 12 Conference. Third parties not permitted to sale photos or videos from the Big 12 Championship.

### **RADIO**

Space shall be automatically reserved for each institution or its official designated rights holder for games in which it is participating. Two hard-wired Internet and one regular telephone (POTS) will be provided at each broadcast position. If available, a statistics monitor will also be provided. Any additional electronic transmission needs by a radio network will be at its own expense and ordered through the facility. The Conference may designate a national radio rights holder and will take every precaution to blackout markets (states) of teams participating in games selected by the national broadcast partner. The Big 12 controls satellite radio distribution, but grants access for such to each institution for the championship. If there is limited satellite channel capacity, the distributor will determine which broadcast to carry. Institutions are permitted to stream radio broadcasts on institutional platforms (consistent with regular-season programming). For additional information on radio rights please refer to the Big 12 Electronic Media Handbook or contact Jessica Presnall (jpresnall@big12sports.com).

### **TELEVISION**

Exclusive television rights for the Phillips 66 Big 12 Women's Basketball Championship have been granted to ESPN. All games will also be available on the ESPN app. No other entity may broadcast live video from inside the arena once games have started for the day, including via any digital or social media channels.

### **SATELLITE TRUCK PARKING/ELECTRICITY**

Satellite truck parking will be available on a first-come, first-served basis, depending on needing live shots in the building or not.

Contact: Steve Leshner, Event Manager (steve.lesher@kcmo.org / 816-918-4037). The rate is a flat \$300 fee, regardless of duration of stay.

## **TERMS AND CONDITIONS FOR USE OF CHAMPIONSHIP CREDENTIALS**

Each individual or entity signing for or using a credential for access to games, news conferences, practices or other game-related activities (collectively, the "Events"), and his/her/its employers (each signer, user and employer, a "Bearer"), agrees to the following conditions:

### **General**

Each Bearer attending one of the Events using a credential represents that such Bearer is acting on a specific assignment for an accredited agency. Bearer is a full-time salaried employee of the accredited agency and has a legitimate working function in connection with the Events. The credential is not transferable and may be revoked at any time without cause. Any unauthorized use of the credential or violation of the policies set forth herein subject Bearer and/or the accredited agency to ejection from the Event, revocation of the credential, denial of access to future Events, prosecution for civil or criminal trespass and any other remedies available under the law.

While within the venue, Bearer shall, at all times, be subject to the direction and/or supervision of the Big I2 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 Big I2, 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 the credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, such individual grants the Big I2 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 Big I2 Conference and institutions and hold harmless the Big I2 and its officers, agents, contractors, employees, and each of its member institutions, their officers, agents and employees, of and from any and all claims, demands 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 Big I2 and its institutions shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the Big I2 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, distribution, exhibition, reproduction, adaptation, display, performance or publication of any accounts, descriptions, pictures, photographs, video or audio recordings, reproductions of, or other information concerning the Events (the "Event Information") for purposes other than for news coverage of the Events, or for First Amendment-protected purposes, is prohibited, except (a) with the prior written consent of the Big I2 or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the Big I2 trademarks, copyright and any other proprietary rights.

The accredited agency agrees that any videos may be used only in connection with a regularly scheduled television newscast within a seven (7) day period after the game and the film clip or video portion of each such showing shall not exceed three (3) minutes in length. The accredited agency may not air highlights of any championship until the live telecast of the game by the Big I2 or its television network has concluded.

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 Big I2, 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, corporation or any other entity. Any agency wishing to use game film or video in any other manner must obtain written permission for such usage from the Big I2 or the rightsholding television network.

Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any game is exclusive to the Big I2 or rightsholding television network. "Real-time" is defined as "live, continuous play-by-play or description of an event." The foregoing limitation shall not preclude the on-time transmission or display of up to ten (10) still pictures or photos of any Event during its progress as referenced in the Big I2 Internet Real-Time Policy, the terms of which are incorporated herein by reference.

Bearer and accredited agency acknowledge that the Big I2, the rightsholding television network and the Big I2 institutions are the exclusive owners of all copyrights, trademarks and other proprietary rights to the respective names, mascots, logos and uniform designs and to the Events, except with respect to materials created by the bearer or accredited agency pursuant to the credential. The member institution name and team name may only be used for news purposes. All trademark rights in the names, logos and uniform designs are retained by the respective conferences and institutions.

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 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 Big I2 and its institutions licensed Bearer to use their respective trademarks or copyrights.

In exchange for the access granted by the credential, the Big I2 and its institutions 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 shall be licensed at no additional charge to use the photographs for news coverage purposes only. The Big I2 and its institutions 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 agrees to indemnify the Big 12 and hold harmless the Big 12 and its institutions, their officers, agents, contractors, employees from and against any and all liability loss, damage or expense (including reasonable attorneys' fees and expenses) arising out of or relating to: (a) the issuance of the credential, Bearer's presence at the Events, or any other activity of the accredited agency or Bearer in connection with the Events, including without limitation, any claims that the Event Information taken or complied by Bearer infringe the intellectual property rights, publicity rights or other rights of 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 agency or the Bearer (including, but not limited to, use in delayed editorial or non-editorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the Big 12 Conference.

Radio stations that have not purchased rights shall not carry any broadcast report from the arena on a live basis or any live description of any game action while it is still in progress. Radio stations may report on the Event(s) within a newscast and are not precluded from reporting or updating the score of the game while it is in progress, except from the stadium. Bearer also may not blog live play by play reports from the venue while the event is in progress but may blog other gathered information pursuant to the Big 12 Internet Real-Time Policy, the terms of which are incorporated herein by reference.

Bearer further agrees to release the Big 12 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.

#### Real-Time Internet

Acceptance and use of a Big 12 media credential constitutes an agreement by the bearer to abide by the following terms and conditions:

Subject to the following limitations and conditions, the Big 12 grants accredited media organizations the limited license to use certain gathered information on the media organization's website only, beginning at the start of the Championship until the conclusion.

1. No more than ten (10) photographs may be used for news and editorial coverage of a Big 12 Championship. Any use of such photographs must be time delayed, i.e., no sooner than at least five (5) minutes after the happening of the event depicted in the photograph. The photographs cannot be available for downloading or purchase.
2. Video of game action may be used on a website after the game has concluded. No more than three minutes of such video may be used, and the video may be posted only in the 72 hours after the conclusion of the game. The video cannot be available for downloading or purchase.
3. Except for those originated by the rightsholders, live text, audio or video play-by-play accounts originating from the arena are prohibited.
4. Periodic score updates are permitted.
5. The use of textual statistical information must be time-delayed and limited in amount (e.g., the score, injuries, record-breaking performances, scoring summaries at the end of half, a condensed halftime story) so that an organization's game coverage on the Internet does not conflict with the electronic media rightsholder's rights to play-by-play accounts of the game and/or exclusivity as to such rights.
6. Should any of these conditions be breached, the media organization may not be credentialed for future games or events.

