

## **2007 POLICY ON SIDELINE MEDIA ACCESS**

In 2006, new rules were established with respect to sideline access for non-network television video crews during NFL games.

The 2006 policy effectively met league objectives of 1) reducing sideline congestion for the benefit of network television and others working on the sidelines and 2) improving safety for both game participants and individuals on the sidelines.

Following the season, a thorough review of the policy was conducted. After extensive discussion, NFL club ownership determined that the NFL can expand the “pool feed” system for local television station access to sideline footage on the terms described below and still achieve the league’s key objectives.

### **The amended policy provides for the following:**

#### **Increased number of local television video cameras on the sidelines**

- Up to 5 local television station cameras from each club’s market (10 in total) will have in-game sideline access to serve as the pool feed.
- If one team has fewer than the maximum number of five local television station cameras attending a game, the other team may add additional local station cameras as long as the total for both clubs does not exceed 10.
- Sideline television camera access pursuant to this policy is only available to local broadcast television stations for purposes of their news broadcasts. It is not available to print publications or their affiliated web sites, national or regional sports networks, online-only entities or other media outlets. In addition, no audio equipment (e.g. boom mikes) or video equipment other than hand-held cameras will be permitted.
- Cameras may shoot footage for use in their own newscasts. No online use is permitted.
- Pool feed footage must be made available upon request for other stations to use for television news in their game coverage and for NFL and club outlets to use.
- Club video crews and video crews from television stations that produce and telecast club-licensed programming (e.g. coaches’ shows, team magazine-style shows, etc.) may also be permitted to have a camera on the sidelines to shoot footage for those club-licensed programs only. Unless they are also shooting as part of the news pool feed, this camera will not count toward the maximum number of 10 local television video cameras permitted on the sidelines for the pool feed.

#### **Requirement of written document for sideline access**

- To obtain sideline access pursuant to the new policy, local television video personnel will be required to sign an acknowledgment that the footage shot from the sidelines will be used only for station news purposes, and that the NFL will control the use of the footage for any other purpose.

- Signing this acknowledgment will be required prior to a local television video camera being permitted on the field. Such local television video personnel will no longer receive a credential that sets out the terms of video footage use. The signed acknowledgment will set out those terms, which will include 1) a restriction providing that any footage shot will be used solely in linear television newscasts (and not online, via mobile distribution or on video on demand) and 2) a requirement that any footage they shoot would be available for news-pool use.

**Reduction in overall number on the sidelines**

- NFL clubs must reduce the overall number of special guests and credentialed media with sideline access during games. Numbers of video personnel shooting for club-licensed shows (i.e., outside the pool feed system) will be taken into account in evaluating whether reductions in numbers are adequate. Clubs will work closely with media entities throughout this process and reduce by 20 percent from 2006 levels the overall number of media and non-media individuals with sideline access.

**Vests for working personnel on the field**

- To better identify personnel with an in-game working function on the sidelines, the home club PR department will provide for the distribution of red and black vests at each game.
- All still photographers will wear red vests while other on-field working personnel (local television video cameras, club-controlled cameras or those shooting for team programming, scoreboard cameras, etc.) will wear black vests. Network television will continue to wear its own self-supplied vests.
- The vests, which will be shipped to the clubs in time for use in the preseason, should be collected after each game and redistributed at subsequent games.

Several important aspects of the policy remain unchanged from 2006:

- Only the telecasting network may televise live from a set located with a field view of the stadium, except that 1) reporters from other NFL network television partners and participating club local station partners, who may do live or taped stand-ups (without a set) until one hour before kickoff; 2) reporters from local stations broadcasting in the local markets of the participating teams, who may do live or taped reports for regularly-scheduled local news programs (without a set) until 20 minutes before kickoff; 3) the NFL Network, which may have reporters providing live or taped reports (without a set) until kickoff.
- During the preseason, this policy applies only to games televised nationally by network partners of the NFL, including NFL Network. At option of clubs, more than 10 local station cameras may shoot game action from the sidelines of locally produced preseason games.

- During the regular season and postseason, clubs may permit local stations in addition to the 10 granted full sideline access pursuant to the modified policy set out above to shoot from the sidelines during the pre-game (until 20 minutes prior to kickoff) and post-game periods. In addition, at club option and subject to logistical issues (i.e., the necessity of clearing these additional local crews from the sidelines before the resumption of play), additional local station cameras may shoot from the sidelines during halftime in order to cover special halftime activities of particular significance (retirement of a player's number, ring ceremonies, celebrity performer, local youth football competition).
- Local station television cameras may not shoot game action from a photo deck (or any other location) inside the stadium.
- Local crews will continue to have access to all post-game interview sessions. In addition, club locker-rooms and practices are required to be open to the media during the week at specified times to assist in local station coverage. Clubs are encouraged to give local stations more access to shoot weekly practice sessions than the required minimum (first 30 minutes of practice) in order to enhance the ability of stations to produce mid-week features.
- Clubs may continue to allow players and coaches to be interviewed by local stations as they are coming off the field at the conclusion of games. Interview requests by NFL television partners and national radio partners, however, must be fulfilled as the first priority.

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