

**NCAA DIVISION I WOMEN'S BASKETBALL CHAMPIONSHIP
CREDENTIAL CRITERIA**

The NCAA Division I Women'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 all rounds of the championship to the NCAA website at NCAA.com/media. If space is limited at preliminary-round sites, preference will be given to applications received by the credential application deadline of March 1, 2013.

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 Women's Final Four credential shall receive a first- and second-round and/or regional credential upon request.

At the discretion of the media coordinator, a minority media enterprise that does not meet established criteria may receive one 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.

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 Women's 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. Press agencies may receive credentials according to the following circulation requirements:

Daily Circulation	Credentials	Seats
60,000-99,999	ONE	NONE
100,000-199,999	TWO	ONE
200,000-299,999	THREE	TWO
300,000-399,999	FOUR	THREE
400,000-549,999	FIVE	FOUR
550,000-749,999	SEVEN	FIVE
750,000 plus	EIGHT	SIX

Weekly Circulation	Credentials	Seats
500,000-3 million	FOUR	TWO
3 million plus	SIX	FOUR

Monthly Circulation	Credentials	Seats
750,000-3 million	THREE	TWO
3 million plus	FIVE	FOUR

- An agency that does not meet the circulation criteria 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 the circulation criteria 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 exclusively and is distributed on a

national basis, but does not meet the circulation criteria, 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 four tabled seats, and six non-tabled seats.
- At the host media coordinator's discretion, one credential may be issued to a reporter representing the "news side" of the major newspaper of a participating and/or the 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 combined number of credentials it received covering first- and second-round competition at all sites.

Television

For purposes of these criteria, a crew consists of one talent, one camera operator and one audio technician or producer and one for a technician who is responsible for maintenance of a satellite truck that may be parked at the competition facility.

- 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 the aforementioned television household criteria 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 are: 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, ESPN, ESPN Sportscenter, FOX, FOX News Channel, Fox Sports Regional Networks, Big Ten Network, Comcast SportsNet and all other conference initiated networks. Credentials may also be assigned to a crew from SNS Sports NewSatellite.

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 the aforementioned radio household criteria 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 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 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 credential may be assigned to each of the following radio entities: ABC, AP, CBS, CNN Radio, Echlin Sports Service, ESPN Radio, FOX Sports Radio, NBC, National Public Radio, Sirius/XM Satellite Radio,

Sporting News Radio, Sports Byline USA, USA Radio Network, Voice of America and Westwood One.

- Each radio station that has purchased live broadcasting rights is limited to the number of individuals required to originate 90 percent of its games during the regular season, up to 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.

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 two credentials, with one for a floor shooting position. An agency with a daily circulation greater than 400,000 is eligible for upper photo shooting position.
- A participating institution may identify a maximum of four credentials for non-university media agencies that do not meet the aforementioned circulation criteria. 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 floor 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 newspapers, yearbooks and the athletics department) affiliated with any such institution and all media 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 four (three floor-level) credentials. Sports Illustrated, Reuters and USA Today each may receive three (two floor-level) credentials. The Sporting News magazine, ESPN The Magazine, Getty and McClatchy each may receive two credentials, with one floor spot guaranteed. A second floor spot can be given to those four agencies if space is available. Each of the above agencies may also receive two additional credentials for backstage photo editing purposes.
- A "minority media enterprise" may receive one credential and a floor shooting position, if space is available.
- A credential does not guarantee a floor spot. Because of space, some photographers will be stationed in an upper photo position designated by the NCAA.
- Sports or news editors shall request all credentials.
- 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 Women's Basketball Championship.

Photo Couriers

A maximum of 10 credentials for couriers will be available at each site. Seven will be available to The Associated Press (AP) and three will be reserved for Reuters News Service. AP Photo will be responsible for coordinating the courier service at all sites for all newspapers, except those serviced by Reuters. No other agency will receive

a credential for courier services.

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 AOL Sports, CBS Sports.com, ESPN.com, FoxSports.com, NCAA.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 the aforementioned unique users criteria 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 credentials for still photographers.
- 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.

Radio and Audio Policies for Online Entities

Internet websites are not permitted to use audio highlights from the local (i.e., institution's radio station or network) broadcast without prior consent of the NCAA and its radio rights-holder.

Internet websites may use audio highlights from the NCAA national broadcast under the following guidelines:

- Audio clips may not be used until the game is completed;
- Such clips for the Internet should not exceed a total of four minutes for all games in a single day, and should not exceed one minute for any single game;
- Audio clips of press conferences shall not exceed a total of four minutes for all games in a single day, and should not exceed one minute for any single game's press conference;

- Credit for use of audio must be given to “NCAA Radio Network;”
- Non-affiliates of the NCAA radio network must receive prior consent from the NCAA;
- Live and archived streaming of all regional and Women’s Final Four news conferences is available at NCAA.com. First- and second-round sites that have the ability to live stream may do so as long as NCAA.com serves as the host site for any transmission. For the latest details, satellite uplink and live streaming information, go to NCAA.com/media.

Use of Television Footage for Online Entities

Under no circumstances may any highlights be broadcast or otherwise distributed on the Internet or via any other online service or computer service without the prior written consent of NCAA and ESPN.

Internet sites may not broadcast live feeds of news conference taken from the video and audio distribution facilities provided by the NCAA. Upon the conclusion of press conferences, Internet sites may use a total of four minutes of press conference footage for all games in a single day, and should not exceed one minute for any single game’s press conference.

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 website and/or any other website 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. All blogs must be free of charge to readers. All must adhere to the conditions and limitations of this NCAA Blogging Policy.

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.

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 professional basketball organizations, nor to telephone reporting services, nor to publications normally identified as “tout sheets,” nor to other 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.

Terms and Conditions for Use of Credentials

Each individual (“Bearer”) using this credential for access to any NCAA championship game or related events including, without limitation a practice, press conference, interview, or other activity associated with such NCAA

championship (the "Events"), on behalf of his or her employer or assigning news organization ("Employer"), agrees to the following:

General

Each Bearer must be and hereby represents that he or she is acting on a specific assignment for an accredited media agency and has a legitimate working function in conjunction with the Event attended. The credential is not transferable and may be revoked at any time with or without cause.

The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer and his or her Employer to ejection from the facility and prosecution for criminal trespass, without limiting any other rights and remedies at law or in equity.

Bearer shall display the issued credentials at all times and consents to the reasonable inspection of his or her person and property before entering the venue and/or during an Event. While within the venue, Bearer shall, at all times, adhere to the policies in place for the Event, as well as access limitations and direction provided by the NCAA 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 NCAA, 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 connection therewith.

Bearer further agrees to release the NCAA and all persons 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, cable system, or other media entity.

In the event that the name or likeness of the Bearer is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, the Bearer grants the NCAA 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 NCAA and save harmless the NCAA, its officers, agents, contractors, employees, and each of its member institutions, their officers, agents and employees, of and from any and all claims, demands, causes of actions, liabilities, damages and expenses (including reasonable attorneys' fees) 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 NCAA shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the NCAA 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 of any account, description, picture, photograph, video, audio, reproduction, or other information concerning the Events other than for news coverage of, or magazines, books or stories about, the Events is

prohibited, except (a) with the prior written consent of the NCAA or its designee or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the NCAA trademarks, copyright and other proprietary rights.

If video and/or audio of the Event is distributed by an NCAA rightsholder, Bearer may only utilize the network feed provided by the NCAA or its designee and Bearer may not alter the feed in any manner without prior approval of the NCAA (e.g., removing network graphics or bugs/logos). If the Event is not distributed by an NCAA rightsholder, Bearer may produce its own video and/or audio highlights from the Event pursuant to such conditions and in such area as designated by the NCAA. Bearer agrees to the terms and conditions of the NCAA Championships Video and Audio Highlights Use License.

Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any game of the championship is exclusive to the NCAA's website and/or any other website designated by the NCAA and its rightsholders. "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.

A Bearer may blog during any Event, provided that such blog may not produce in any form a "real-time" description of the Event (i.e., any simulation or display of any kind that replicates or constitutes play-by-play of a material portion of an Event, other than periodic updates of scores, statistics or other brief descriptions of the Event) as determined by the NCAA in its sole discretion. If the NCAA deems that Bearer is producing a real-time description of the contest, the NCAA reserves all actions against Bearer, including but not limited to the revocation of the credential.

The NCAA is the owner of trademarks, copyrights, and other proprietary rights in the Event and in and any telecast, broadcast, transmission or recording thereof, and no rights are conferred to, or intended to be conferred to, or created on behalf of, Bearer or his or her Employer. Member institution name, logo, mascot, and other intellectual property of a school, is controlled by each member institution. The member institution name and team name may be used for news purposes directly related to their participation in the Event.

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 of, or magazines, or stories 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 NCAA or that the NCAA licensed Bearer to use their trademarks or copyrights. Neither the Bearer nor the entity that engaged the Bearer may sell photos taken at the Events to third-party entities including but not limited to other commercial entities or the general public.

In exchange for the access granted by the credential, the NCAA 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 the NCAA shall be licensed at no additional charge to use the photographs for news coverage purposes only. The NCAA may not distribute reproductions of the photographs to others or license others to reproduce the photographs.

Any secondary use of any picture, audio description, videotape/film or drawing of the game taken or made by the accredited organization or individual to whom this credential has been issued (including, but not limited to, non-editorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the NCAA or its designee.

Radio stations that have not purchased rights shall not carry any broadcast report from courtside on a live basis or any live description of any game action while it is still in progress and are subject to all other requirements as listed in the "NCAA radio policies."

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

NCAA/RMN/06/26/12