



# **PRO FOOTVOLLEY TOUR MEDIA GUIDELINES & POLICIES**

Thank you for your coverage of the Pro Footvolley Tour.

Please familiarize yourself with the information and policies in this document. If you have questions about the policies listed here, please do not hesitate to contact Director of Communications Mrs. Angie Fajardo at [angie\\_fajardo@footvolley.net](mailto:angie_fajardo@footvolley.net).

## **GENERAL GUIDELINES:**

### ***Professional Conduct***

Media credentials are issued with the purpose to provide audio and video coverage of the tournament and to interview athletes, as appropriate. Media members should not use access for autographs, personal photographs or commercial requests.

### **NO AUTOGRAPHS OR PERSONAL PHOTOGRAPHS DURING MEDIA ACCESS**

Media credentialed for access to shoot photographs and/or video are expected to use professional equipment to file photographic or video accounts.

### ***Media Services***

**Press Releases:** To be added to the Pro Footvolley Tour media distribution list, please send an e-mail request to [angie\\_fajardo@footvolley.net](mailto:angie_fajardo@footvolley.net).

**Media Guides:** To request a current media guide for the 2011 Pro Footvolley Tour please send an e-mail request to [angie\\_fajardo@footvolley.net](mailto:angie_fajardo@footvolley.net).

**Interview Requests:** Call Angie Fajardo at (305) 788-1104. Mrs. Fajardo will assist media with interviews of Pro Footvolley Tour players and management. This includes pre-event stories and on-site.

**footvolley.net:** Is the official web site of the Pro Footvolley Tour. All press releases – content that includes a dateline – are posted at [footvolley.net](http://www.footvolley.net), and can be republished by media in their entirety.

**Video:** Media are welcome to embed videos that appear on [footvolley.net](http://www.footvolley.net).

Visit <http://www.youtube.com/ProFootvolleyTour> for the latest Pro Footvolley Tour-produced videos.

**B-roll & Interviews:** At certain events, Pro Footvolley Tour's Communications Department may be able to provide footage and interviews by request. To request b-roll or interviews, please e-mail [angie\\_fajardo@footvolley.net](mailto:angie_fajardo@footvolley.net) to inquire about availability.

**Twitter:** Pro Footvolley Tour provides updates at [www.twitter.com/profootvolley](http://www.twitter.com/profootvolley) that include breaking news and new content posted to [footvolley.net](http://www.footvolley.net). Media are welcome to re-tweet Pro Footvolley Tour content, including play-by-play accounts, using the "RT @profootvolley" tag.





## ***Non-Rights Holder Video (ENG)***

**Live Newscasts:** Pro Footvolley Tour welcomes live pre or post-game broadcasts! We can provide media outlets space for a beautiful set just a few feet from the amazing action. Please call Angie Fajardo directly at (305) 788-1104.

**Video Footage:** All non-rights holders and ENG crews must follow the Pro Footvolley Tour Video Guidelines for all footage gathered at events. The Video Guidelines are included in Appendix I of this document.

**TV Reporters:** ENG reporters may stay on the court until 30 minutes prior to match start to shoot 'scene sets,' and are not allowed on the court again until after the conclusion of all matches in the day.

**Location:** ENG cameras are permitted to shoot Pro Footvolley Tour events from behind the field sign boards on the South Side and West Side (non-bleacher area). For Santa Barbara Event, this would be the East Side.

## **Appendix I: Non-Rights Holder Video Guidelines**

### ***Television Broadcasters***

**Game Action:** Television broadcasters can use footage of Pro Footvolley Tour events obtained either via

- 1) their own recording or
- 2) Pro Footvolley Tour produced content

Pro Footvolley Tour does not allow this content to be broadcast with certain limitations. The content collected cannot be altered, made blurry to cover sponsor brands, and or manipulated in a manner that is inconsistent with the 'core' footvolley tournament (i.e. filming only dancers, beach, B-Roll, etc.).

Also if the broadcaster seeks to air an entire match then that will need to be approved by Pro Footvolley Tour prior to that airing. Again, contact [angie\\_fajardo@footvolley.net](mailto:angie_fajardo@footvolley.net) if your network wishes to air entire matches.

**Filming – Game Action:** ENG cameras may record entire matches if they so wish; however, the media outlet is still subject to the aforementioned limits.

### ***Online Video***

**Game Action:** Online organizations (including print publications that post video online) are not permitted to film or use game action video at any time. Individuals are not allowed to post full matches onto youtube as well. This is prohibited as well. Game Action includes any footage of the match, teams, etc., following the start of the match. Only video of off-field activities (i.e. interviews, warm-ups) may be recorded.

**Professional Presentation:** Online video is expected to be recorded, edited and presented in a professional manner. Video must be presented/hosted on an organization's web site, and not solely on a site provided by a third-party (i.e. YouTube, Vimeo, etc.).

**Online Video Sites:** Organizations who regularly post video to online video sites (i.e. YouTube, Vimeo, etc.) may not include advertising with video gathered as a result of media access. Allowing users to embed these videos is not permitted, and the description any video must include a link to [footvolley.net](http://footvolley.net).