



## **2019 BANDS OF AMERICA CHAMPIONSHIPS MEDIA CREDENTIAL POLICY**

The purpose of Music for All's Bands of America Media Credential Policy is to facilitate increased awareness of and interest in music education and Music for All; and to advocate for and publicize the activities and accomplishments of the students, teachers, and music programs performing in Bands of America Championships.

### **GENERAL & ELIGIBILITY**

Music for All welcomes news media representatives who want to provide coverage of the event and the hard-working young people and their supporters who make possible these exciting and important educational performance experiences. All Music for All Media Credential applicants must currently be employed or on assignment by the outlets they are representing. For eligible applicants, a Media Credential may be provided as a courtesy to cover the event. It does not guarantee you a seat at any event, nor does it allow access to restricted areas.

Music for All is not obligated to provide a Media Credential and will approve requests based on its judgment of eligibility.

Bands of America Championships Media Credentials are intended for representatives of official news media outlets only (i.e. newspapers, television, radio, periodical publications), with valid credentials from the news outlet they represent. Each Bearer must be and hereby represents that they are acting on a specific assignment for an accredited media agency and has a legitimate working function in conjunction with the event attended, covering a designated band or bands for accredited local or national media. The credential is not transferable and may be revoked at any time with or without cause. The Contest Director at any time may revoke Media Credential access.

Independent photographers, "band photographers," and photographers for hire by outside companies or organizations are not eligible for Bands of America Media Credentials. See the PHOTOGRAPHY section on page 2 for information about cameras and photography from the spectator areas.

### **STUDENT YEARBOOK OR SCHOOL NEWSPAPERS ARE ELIGIBLE**

Music for All encourages participating bands' schools to cover their appearance at the Bands of America Championships. A student representative of a participating band's school newspaper, yearbook, or other school media is eligible for Bands of America Media Credential upon providing valid school media credentials. School media photographers must comply with the Bands of America Photography Policy (see below).

### **"BAND" OR "SCHOOL" PHOTOGRAPHERS ARE NOT ELIGIBLE**

"Band photographers" who do not have valid media outlet credentials do NOT meet the criteria for a Bands of America event Media Credential. Still photography of any kind may be taken from the spectator seating areas. "Band photographers" must go into the stands to take performance photos, even with a band Field Pass. Photographs of pass-restricted areas may not be sold, distributed, duplicated, or placed on the Web in any downloadable fashion. This restriction applies to all who enter the stadium including any band parents with field passes or other event credentials. Only the Official Bands of America Photographer, Music for All designated staff, and official media representatives who have been issued a Bands of America Media Credentials will be allowed to shoot from the field. No photographers may enter the designated performance area during a band's performance.

## **WHERE AND HOW ARE BANDS OF AMERICA MEDIA PASSES OBTAINED?**

A media representative is required to show official working media credentials in order to pick up a Bands of America Media Credential and must sign in at the ticket window with name and media outlet. Media Passes are intended for reporters and news photographers only. Passes must be initialed by a staff member on-site. Failure to show proof of the initialed pass AND media policy may result in access revoked.

**Pre-Approval:** An eligible person requesting a media badge should complete the online Music for All Media Credential Request Form at least seven days prior to the Event for pre-approval. In the form, you will be required to provide information and answer a few questions about your media outlet. You will also be required to send in a digital copy of your official media credentials from your outlet OR provide additional verification materials to obtain a media pass. Once your application is verified and approved, Music for All will arrange for the Media Credential to be picked up on-site during the Event operation hours.

## **VIDEO BROADCAST NEWS & VIDEO RECORDING EQUIPMENT**

VIDEO NEWS MEDIA passes will be issued by Music for All to qualified broadcast television news media. No other video or audio recording devices are allowed into a stadium or other venue, including those with “band videographers,” without expressed, written, advance permission by Music for All. Credentialed television news crews must show their station credentials at the Will Call Ticket Window (or other designated area) and sign in. Music for All staff on-site will be contacted to meet the camera person on-site. Any camera person wishing to enter the stadium area for any purpose other than broadcast television news coverage, including documentary filmmakers, must have pre-approval in writing from Music for All. Requests, both in advance and on-site, may be denied.

## **PHOTOGRAPHY**

Use of cameras of any kind are NOT ALLOWED on the field level, sidelines, or performance stage for any Music for All event or program, except for the Official Photographers of Music for All, Music for All designated staff, and official news media with properly issued Bands of America Media Credentials. Media Credentials of any kind do not grant permission the Bearer the right to photograph multiple bands from the field unless on assignment from an accredited media outlet to cover those bands. Still cameras (digital or film, professional or otherwise) are allowed into the stadium and may be used from stadium seating, but not on the field. Tripods or other similar equipment that may obstruct the view or path of travel of others in seating areas are not allowed. The issuance of a “Field Pass” or other non-media Bands of America event credential does not include the right to use a camera on the field. Pass-holders must go into and be in the spectator seating area to use their camera.

## **USE OF PHOTOGRAPHS, AUDIO, VIDEO IN COVERAGE**

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. This is 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 Music for All or Bands of America. A media pass does not license Bearer to use Music for All trademarks or copyrights, including Bands of America. 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.

Any secondary use of any picture, audio description, videotape/film or drawing of the event 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 Music for All.

Any news media entity collecting any sort of “photography, video, or audio materials” (photographs, web images, film, traditional video, or audio, photos, etc.) from Bands of America or Music for All events may use that material only for traditional print news media and television newscasts or those traditional Media outlet’s

Websites or digital news coverage, with a limitation of up to two minutes in length for video from a single event or program. Web publications are limited to use of up to six images taken at any Bands of America event. Such Media entity may not offer any live video, audio, or other coverage of the event through any means, including radio broadcasts, television broadcast, webcasts, social media live, or podcasts, without the advance written permission of Music for All.

This policy includes all events, programs, and warm-ups and other on-site activities that are part of or involving a Music for All or Bands of America program or event.

Bearer shall not, at any time, display, post, or otherwise reproduce the credential image on any digital platform, including online social media sites or applications (e.g., Facebook, Twitter, Instagram, Snapchat).

**INTERFERENCE OF OFFICIAL PHOTOGRAPHERS AND VIDEOGRAPHERS**

Music for All's Official Photographers and videographers have priority in movement and placement to capture photos and video on the field. Upon reaching the field, approved pass Bearer must check in with the Event staff coordinating front sideline flow for assignment of placement. The front sideline can be a crowded area. Anyone, with or without a credential, who interferes with the competitive flow or operations of the Event, or with the ability of Music for All's Official Photographers, the live stream videographers, or Music for All staff or agents to properly capture photos and video and do their work will be asked to leave the field and move into the stands, including during awards ceremonies. Music for All can provide official awards ceremony photographs to news media upon request.

ACKNOWLEDGEMENT OF RECEIPT OF POLICY:

By: (signature)

Print Name: \_\_\_\_\_

For: (name of Media outlet)

Date: \_\_\_\_\_