



GUIDELINES FOR MEDIA OPERATIONS

Included below are the media operations guidelines for the 2020 NWSL Challenge Cup presented by P&G and Secret. While recognizing the critically important role that the media plays for sport and society, all guidelines have been developed with health and safety as the number one priority.

The media operations guidelines are in addition to venue operations protocols, which include but are not limited to, required face coverings, social distancing requirements, assigned arrival/departure times, media-specific entrances/exits and assigned seating/photo positions.

In addition to the availabilities described below, players, coaches and technical staff may be available remotely and requests should be made with each club's communications staff.

**Note: The National Women's Soccer League reserves the right to change and update these guidelines at any point.*

Credentialing

- The credential request process for the Challenge Cup presented by P&G and Secret will open June 19, 2020.
- Up to 13 media credentials (10 press and 3 photographers) will be available for each match.
- During the credential request process, members of the media will be asked to prioritize matches in the event that any match is over-subscribed.
- An approved credential does not guarantee access to a specific match. Utilizing the prioritized requests, an approved list for each match will be distributed 24 to 48 hours prior to the start of each match.
- In order to access the venue on match day, media will need their credential and their name must be on the access list.

- Credentials will be distributed in advance of the tournament via mail whenever possible.
- For on-site distribution, there will be a media will-call attendant at the venue on each match day.
- Media will access the venue during scheduled hours and specific access points.
- The limited number of media in the venue for each match is below:
 - 10 press
 - Priority consideration for press credentials will be:
 - Wire services (i.e. AP, Reuters, etc.)
 - National domestic news organizations
 - News organizations that routinely cover the NWSL, its clubs and athletes
 - Local news organizations for participating teams
 - Major international news organizations
 - 3 photographers
 - Priority for photo credentials will be:
 - ISI, the NWSL photography partner
 - Wire services (i.e. AP, Reuters, etc.)
 - National news organizations
 - News organizations that routinely cover the NWSL, its clubs and athletes
 - Local news organizations for participating teams
 - Bib distribution will take place at media will-call. One-time use bibs are being explored so that media do not need to return them after the match.

Media seating and work areas

- Distribution of match notes, rosters, lineups and stats will only be done electronically.
- Assigned seating will be in place and there will not be traditional media or photo work rooms.
- Concessions will be unavailable, but limited snacks will be provided.
- Wi-fi and power will be available.

Pre and Post-Game Press Conferences

- If requests warrant, head coaches may be available for remote video press conferences the day before a match.
- Each coach will be available via remote video press conference after each match.
- A select number of players will be available via remote video press conference at the conclusion of each match.

On-field Media

- On-field media will be limited to accredited and approved photographers and essential rights-holding broadcaster and club personnel.
- Photographers must remain in their photo positions during the match and may switch positions at half-time.
- There will be a broadcast position (CBS/NWSL) for post-game interviews utilizing an extended boom mic and a speaker to ensure the players and coaches can hear the questions from distance.
- Each team will provide a select number of players and a coach for the post-match interviews and those interviews will be distributed by the NWSL.

Mixed Zone

- A traditional mixed-zone availability will not take place.
- As noted above, a select number of players will be available to media throughout the tournament via remote video press conference format.

Training Media Availability

- With prior approval of the participating club, a player and a coach, or member of the technical staff, may be available 15 minutes prior to training near a designated media area utilizing an extended boom mic and a speaker to ensure the players and coaches can hear the questions from distance. Questions will be routed through a moderator (club/leagues press officers) to avoid passing microphones.
- With prior approval of the participating club, accredited media may be able to observe the first 15 minutes of training from a designated media area near the training pitch. A limit on the number of media able to attend will be instituted if necessary.
- Health and safety protocols will be strictly enforced, and include but are not limited to, temperature checks, symptom screening, face coverings and social distancing requirements.