2013 U.S. SOCCER MEDIA GUIDELINES & POLICIES

Thank you for your coverage of U.S. Soccer and the U.S. National Teams. Please familiarize yourself with the information and policies in this document to make your coverage go as smoothly as possible. These guidelines and policies are enforced by the U.S. Soccer Communications Department. If you have questions about the policies listed here, please do not hesitate to contact U.S. Soccer Communications at communications@ussoccer.org or 312-808-1300.

GENERAL GUIDELINES

Professional Conduct

Media are expected to follow the guidelines set forth in this document, as well as the instructions of U.S. Soccer staff, stadium employees and security, or risk limitation of access or revocation of credentials.

Media credentials are issued with the purpose to provide access to interviews and written, audio and visual accounts of the game, as appropriate. Media member 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. Use of equipment such as 'point and shoot' style cameras that are not considered professional equipment could result in access being restricted or rescinded.

Media Services

Press Releases: To be added to the U.S. Soccer media distribution list, please send an e-mail request to communications@ussoccer.org.

Media Guides: To request a current media guide for the U.S. Men or Women's National Team, please send an e-mail request to communications@ussoccer.org.

Interview Requests: Media requesting interviews with U.S. National Team players, coaches or administrators should make arrangements with the U.S. Soccer Communications Department or the onsite press officer with the respective teams. When requesting and conducting interviews, media should identify the organization which they are representing, and provide advance notice if audio or video will be recorded for later distribution. All audio and video interviews are subject to U.S. Soccer's Video Guidelines which are included in this document.

ussoccer.com: Is the official web site of the U.S. Soccer Federation. All press releases – content that includes a dateline – are posted at ussoccer.com, and can be republished by media in their entirety.

Video: Media are welcome to embed videos that appear on ussoccer.com. Visit youtube.com/ussoccerdotcom and ussoccer.com/Multimedia/Media-Center.aspx#/video for the latest U.S. Soccer-produced videos.

B-roll & Interviews: At certain events, U.S. Soccer's Communications Department may be able to provide footage and interviews by request. To request b-roll or interviews, please e-mail communications@ussoccer.org to inquire about availability.

Twitter: U.S. Soccer provides updates at www.twitter.com/ussoccer that include breaking news and new content posted to ussoccer.com. Media are welcome to re-tweet @ussoccer, @ussoccer_wnt and @ussoccer_ynt content, including play-by-play accounts.

Photography Requests

Head Shots: U.S. Soccer maintains a limited number of head and shoulder portraits of select U.S. National Team players and coaches that can be requested by e-mailing communications@ussoccer.org or calling 312-808-1300.

Action Photography: For action photos, please contact Annette Shelby at International Sports Images at 650-906-7753 or at annette@isiphotos.com. International Sports Images serves as the photography manager for U.S. Soccer. Media outlets can also search and preview the photography archive at isiphotos.com.

U.S. SOCCER EVENTS

Credentials

Applications: Media can request credentials for matches online at ussoccer.com. The online application process can be found by clicking on the Media Services link in the footer on the front page of ussoccer.com. Media can also contact U.S. Soccer Communications directly by phone at 312-808-1300 or e-mailing communications@ussoccer.org.

Deadlines: The deadline to apply for credentials to U.S. Soccer events is generally one (1) week prior to the game. There is no guarantee that late applications will be accepted.

Pickup: U.S. Soccer will distribute credential pickup times prior to each game. Credential pickup times generally coincide with media availabilities. For pickup on the day of the game, Media Will Call at the stadium will open at approximately two (3) hours before kickoff. Each media member must show identification in order to receive their credential. An individual cannot pick up more than one credential.

Credential Shipping: If you would like single-game credentials and parking passes (subject to availability) to be shipped, please provide a UPS or FedEx account number at least two (2) weeks prior to the game. Replacement parking passes cannot be provided if lost in transit.

Policies: In addition to the policies listed below, please note that only working media will be credentialed and no one under the age of 18 will be issued a credential without prior arrangements being made.

Season Credential Holders: All media provided season credentials must still inform the U.S. Soccer Communications Department of their plans to attend specific matches to ensure a space in the press box. Please do so at least one (1) week in advance of the match.

Media Facilities

Media facilities, including the press box and photographers' work area, will open approximately two (2) hours before each game.

Press Box: All seats will be assigned. Auxiliary seating arrangements will be made if the capacity of the press box is exceeded.

Photographer Work Room: Where available, a photographer work room will be available at field level.

Internet: Wireless internet access will be provided to media filing on deadline.

Phones: To request a phone line, email communications@ussoccer.org at least two (2) weeks prior to a game. The line will be installed at the cost of the requestor. Pool phones may be provided at some venues, but are not guaranteed.

Game Notes & Media Guides: Game notes and media guides will be placed at each seat and also on a table near the press box entrance.

Lineups: Official lineups are submitted approximately one (1) hour prior to kickoff. Lineups, which will include jersey numbers for each team, will be distributed to the media as quickly as possible.

Media Access / Interviews

There is no pre-game access to U.S. Soccer players and coaches on game days. No "flash" interviews are permitted on the field. All post-game access is in the press conference and mixed zone.

Press Conference: For Men's National Team games, there will be a formal press conference with the head coach and one player shortly after the final whistle. There will typically not be a press conference following Women's National Team games, as the head coach will be available to reporters in an on-field mixed zone.

Mixed Zone: Locker rooms are not open to the media at U.S. Soccer events. All post-game interviews will be conducted in a press conference or mixed zone. Players from both teams will typically be available in the mixed zone. For Men's National Team events, the mixed zone will be near the locker rooms. For Women's National Team events, the mixed zone may be on the field.

Print & Online Media

Live Blogging / Commentary: Live blogging of U.S. Soccer events from either the venue or via the television broadcast is subject to our Live Blogging Guidelines. The guidelines are included in Appendix II of this document.

Video: Please notify U.S. Soccer in advance if your coverage includes video recording. Any video footage, including interviews, gathered by print and online media is subject to the U.S. Soccer Video Guidelines. The Video Guidelines are included in Appendix I of this document.

Audio: Please notify U.S. Soccer in advance if your coverage includes audio recording. Any audio, including interviews, gathered by radio, print and online media is subject to the U.S. Soccer Audio Use Guidelines. The guidelines are included in Appendix III of this document.

Radio - Non Rights Holders

Non-rights-holding radio journalists are welcome to conduct pre-game and post-game reports from the Press Box, but NO play-by-play reports are permitted. Radio non-rights-holders will have access to post-match press conference and mixed zone unless otherwise notified. Radio outlets interesting in purchasing rights should contact U.S. Soccer at 312-808-1300.

Audio: Any audio, including interviews, gathered by radio, print and online media is subject to the U.S. Soccer Audio Use Guidelines. The guidelines are included in Appendix III of this document.

Field Access

Print, online and radio writers and reporters are not permitted on the field at anytime. Media members granted field access must have a working purpose. Representatives from the broadcast media who are not filing reports, but would like to attend as an observer, should inform U.S. Soccer of such when making the application.

Still Photographers

Locations: Still photographers are permitted to shoot U.S. Soccer events from behind the field sign boards in either end zone. At events where space allows, photographers may also shoot on the sideline opposite the benches between the end line and the 18-yard line. Shooting from the 18 yard line will be allowed on a match by match basis depending on space. The attacking direction of the teams is determined by a coin toss. Following the coin toss, photographers must pick one end of the field to shoot for the entire half. The ONLY time photographers may change ends is at halftime. At no time are photographers allowed on the field of play.

Photo Marshals: U.S. Soccer will use photo marshals to assist on-field media. Photo marshals can assist with providing lineups/rosters, distributing bibs and assist with questions on location and other topics. Photographers are required to follow all instructions of the photo marshals.

Bibs: All photographers are required to wear an orange bib as provided by U.S. Soccer. The bib is lightweight and designed to be worn outside of outerwear and be visible at all times. Please return the bibs to a photo marshal following the game, or leave them in the press box / photographers' work room.

Pre-Game Photos: Each team's starters will pose for a pre-game photo near the bench area following the national anthems. Photographers should gather in the near-side corners once the teams leave the field after warm-ups. U.S. Soccer will escort the photographers to midfield.

Field Watering: The grounds crew may water the field prior to warm ups and also prior to kickoff. Please be responsible for your equipment during this time.

Non-Rights Holder Video (ENG)

Video Footage: All non-rights holders and ENG crews must follow the U.S. Soccer 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 field until 30 minutes prior to kickoff to shoot 'scene sets,' and are not allowed on the field again until after the conclusion of the game. Reporters/anchors will not be issued a bib.

Location: ENG cameras are permitted to shoot U.S. Soccer events from behind the field sign boards in either end zone. The attacking direction of the teams is determined by a coin toss. Following the coin toss, ENG cameras must pick one end of the field to shoot for the entire half. The ONLY time ENG crews may change ends is at halftime. At no time are any

media members allowed on the field of play.

Photo Marshals: U.S. Soccer will use photo marshals to assist on-field media. Photo marshals can assist with providing lineups/rosters, distributing bibs and assist with questions on location and other topics. ENG crews are required to follow all instructions of the photo marshals.

Bibs: All ENG camera operators and ENG producers are required to wear an orange bib as provided by U.S. Soccer. The bib is lightweight and designed to be worn outside of outerwear and be visible at all times. Please return the bibs to a photo marshal following the game, or leave them in the press box / photographers' work room.

Field Watering: The grounds crew may water the field prior to warm-ups and also prior to kickoff. Please be responsible for your equipment during this time. U.S. Soccer is not responsible for damage to any equipment.

Live Newscasts: Please contact U.S. Soccer in advance of the event if you would like to broadcast live pre or post-game as part of a newscast from the stadium.

Appendix I: Non-Rights Holder Video Guidelines

Television Broadcasters

Game Action: Television broadcasters can use footage of U.S. Soccer events obtained either via 1) their own recording or 2) action dubbed from a U.S. Soccer rights holder broadcast with credit only in connection with its regularly scheduled news programming within a week of the game. This footage should not exceed two (2) minutes. Highlights aired as part of a continuous news program should not be longer than one (1) minute per 30-minute segment.

Filming – Game Action: For televised events, non-rights holders / ENG cameras may record the first 15 minutes of each half (from 00:00 to 15:00 and 45:00 to 60:00 on the game clock). For non-televised events, non-rights holders / ENG cameras may record the entire game but are still subject to the aforementioned limits.

Filming – Interviews and Scene Sets: There is no limit to the gathering of footage pre-game, at halftime and post-game. All footage gathered is subject to the usage guidelines indicated in this document.

Previews or Advances: In advance of a U.S. Soccer event, television broadcasters can use two (2) minutes of archival game action to preview an upcoming event. In the local/regional markets, broadcasters should mention the time and location of the game along with their report. Outside of the local markets, broadcasters should mention the time and broadcast information.

Television Broadcasters' Web Sites: Video produced for air as part of regular programming that is simulcast or archived online, must be accompanied by a link to ussoccer.com. Content produced exclusively for the internet is subject to the guidelines for Online Video.

Online Video

Game Action: Online organizations (including print publications that post video online) are not permitted to film or use game action video at anytime. Game Action includes any footage of the field, teams, etc., following the beginning of the television broadcast window. Only video of off-field activities (i.e. interviews, training sessions) may be recorded.

Non-Game Video: Any video posted online that is recorded as part of media access is limited to the use of eight (8) minutes per day/activity date. Online video may not incorporate integrated advertising and must be accompanied by links to ussoccer.com.

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 website, and not solely on a site provided by a third-party (i.e. YouTube, Vimio, Facebook, etc.).

Online Video Sites: Organizations who regularly post video to online video sites (i.e. YouTube, Vimio, 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 ussoccer.com.

Appendix III: Non-Rights Holder Audio Guidelines

Radio Broadcasters

Play-by-Play Accounts: Play by play accounts are forbidden by non-rights holders at any time.

Non-Game Audio: Any online audio recorded as part of media access is limited to the use of eight (8) minutes per day/activity date. Audio posted on radio broadcaster web sites must comply with Online Guidelines below.

Online

Non-Game Audio: Any audio recorded as part of media access is limited to the use of eight (8) minutes per day/activity date. Online audio may not incorporate integrated advertising and must be accompanied by links to ussoccer.com.

Appendix III: Live Written Updates

All Media

Online or text reports (e.g., live blogs, twitter, etc.) concerning U.S. Soccer games while they are in progress ("Live Written Updates") are subject to following:

- While a game is in progress, any accounts of the game must be time-delayed and/or limited in amount so that the game coverage provided cannot be used as a substitute for authorized play-by-play accounts.
- Any suggestion by an individual or entity that live updates are being provided as a substitute for authorized play-by play accounts is strictly prohibited.
- Live updates may not use any audio, video or graphic simulations of U.S. Soccer games.
- Live updates must provide television and radio broadcast information for that U.S. Soccer Game. For example: "Tonight's U.S. Soccer Game is being broadcast live on (name of television/radio station)."
- All entities providing Live Updates must post a link to the ussoccer.com MatchTracker. All entities may also utilize U.S. Soccer's Twitter feed.
- All live updates must be free of charge to readers.

Note: This policy does not prohibit the posting of the facts of a game (e.g., goals scored, cards given, game score, and time remaining).