



USA SWIMMING PROFESSIONAL JOURNALISM POLICIES

USA Swimming strives to maintain a professional work environment for media at USA Swimming events. For this reason, we require that all credentialed journalists help us maintain this atmosphere. By applying for a credential for a USA Swimming or USA Swimming Foundation event, you indicate that you have read, fully understand and are in agreement with the following professional journalism policies:

1. **Media credentials are issued to working journalists and photographers from recognized news outlets in the business of news gathering as their primary source of revenue. Credentials are granted at the discretion of the USA Swimming communications staff.** The types of media eligible for credentials include: newspapers, magazines, wire services, swimming-specific publications, television, radio, collegiate sports information directors and the websites affiliated with such outlets. Media credentials will not be issued to sponsor representatives.
2. **Credentials for website-only outlets reporting for news and editorial purposes shall be granted at the discretion of the USA Swimming communications staff provided they meet the following requirements and pending available space at the venue:**
 - a. The dissemination of editorial content must be the primary purpose of the site and the site must demonstrate a record of sustained, original news on swimming and/or Olympic sports.
 - b. If a local news site, the site must demonstrate a record of sustained, original news content on local sports and/or news.
 - c. Credentials will not be issued to representatives whose sites exist solely as a platform for posting unoriginal content (press releases, etc.).
 - d. While their use is encouraged in covering USA Swimming events, solely the use of social media accounts does not constitute news and editorial coverage.
3. **Web and broadcast media outlets must adhere to USA Swimming's web and broadcast coverage agreement in addition to the policies mentioned in this document.** USA Swimming communications staff will distribute these policies once credentials are confirmed.
4. **Credentialed media members are not permitted to share in-venue video clips, live or otherwise, via social media networks.** Still photos are permitted across social platforms.
5. **Any non-editorial or commercial use of any picture, audio, film/tape/digital image or drawing of this event is prohibited without prior, specific, written authorization from USA Swimming.**
6. **Members of the media are granted access to the media areas strictly for the purpose of serving as a journalist.** Media members are not permitted to pitch other media or place publicity materials in any media areas without express permission from USA Swimming staff.
7. **USA Swimming does not credential freelance reporters or photographers without specific assignment.** Any freelance photographer or reporter must submit an assignment letter from a news outlet along with their credential application if they would like to cover a USA Swimming event.
8. **Internet usage in the media center is for work-related purposes only.** Media members who do not follow the proper internet procedures may have their internet access revoked for the remainder of the competition or event.
9. **We ask that all media respect the work environment of their colleagues by maintaining a quiet and professional atmosphere in the media work room and all other media areas of the venue.**
10. **Athlete seating areas are off-limits to the public and accredited press.** Interviews must be conducted exclusively in designated media areas unless special arrangements are made through the USA Swimming communications department.

USA Swimming reserves the right to enforce the above rules including revocation or suspension of accreditation. If you have any questions about any of the above policies, please contact a member of the USA Swimming communications staff.

Signature: _____ Outlet: _____

Print Name: _____ Date: _____