



2020 MEDIA GUIDELINES & POLICIES

Thank you for your coverage of Nashville Soccer Club (NSC) events. Please familiarize yourself with the information and policies in this document to make your coverage go as efficiently as possible. These guidelines and policies are enforced by the Nashville Soccer Club (NSC) Communications Department. Nashville Soccer Club (NSC) Media Guidelines and policies are available at our website here: www.nashvillesc.com/media. If you have questions about the policies listed here, please do not hesitate to contact Nashville Soccer Club (NSC) Communications at communications@nashvillesc.com or 615-750-8815.

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I. GENERAL

Professional Conduct

Media are expected to follow the guidelines outlined in this document, as well as the instructions of Nashville Soccer Club (NSC) staff, stadium employees, and security, at the risk of limitation of access or revocation of credentials.

Media credentials and access will be granted only to individuals with a legitimate working function at a match, training session, or event. The bearer must be on a specific assignment. Credentials are non-transferable. Any unauthorized use of a credential subjects bearer to ejection from the stadium or venue. Resale or attempted resale is grounds for seizure and cancellation.

The following actions may result in seizure of credential and/or ejection of its wearer from the stadium or training facility:

- Requesting autographs at any time
- Taking photographs with players/coaches
- Using credential for family or friends of working media members
- Conducting unauthorized interviews
- Unprofessional behavior (Cheering in the press box, consumption of alcoholic beverages, failure to abide by posted rules, etc.)
- In addition to the above, still-use cameras are prohibited within the club's locker room, unless given prior approval. Media credentialed for access to shoot photographs, and video are expected to use professional equipment to file photographic or video accounts.

Media Services

Press Releases: To be added to the Nashville Soccer Club (NSC) media distribution list, please send an email request to communications@nashvillesc.com. Press Releases can also be found on nashvillesc.com/topics/press. All press releases and content that includes a dateline are posted on nashvillesc.com and can be republished by media in their entirety.

Interview Requests: Media requesting interviews with players, coaches, or administrators should make arrangements with the Nashville Soccer Club (NSC) Communications Department or the onsite press officer. When requesting and conducting interviews, the media should identify the organization that 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 Nashville Soccer Club (NSC) Video Guidelines, which are included in this document. All requests must be made at least 24 hours in advance. Any request made within 24 hours will be handled on a case by case basis.

Video: Media are welcome to embed videos that appear on nashvillesc.com. Visit youtube.com/nashvillesc.com and <https://www.nashvillesc.com/videos> for the latest videos.

Twitter: Nashville Soccer Club (NSC) provides updates on twitter.com/NashvilleSC that include breaking news and new content posted to nashvillesc.com. Media are welcome to re-tweet @NashvilleSC content, including play-by-play accounts.

Instagram: Nashville Soccer Club (NSC) provides updates on [instagram.com/NashvilleSC](https://www.instagram.com/NashvilleSC) that include breaking news and new content posted to nashvillesc.com. Media are welcome to repost @NashvilleSC content.

Facebook: Nashville Soccer Club (NSC) provides updates on [facebook.com/NashvilleSC](https://www.facebook.com/NashvilleSC) that include breaking news and new content posted to nashvillesc.com. Media are welcome to share @NashvilleSC content.

Photography Requests: Nashville Soccer Club (NSC) maintains photos and portraits of players and coaches that can be requested by emailing communications@nashvillesc.com. Media are also welcomed to embed photographs that appear on nashvillesc.com. Visit <https://www.nashvillesc.com/media> for the latest photos.

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

Player/Coach Availability

Per MLS Rules, all Nashville Soccer Club (NSC) Team training sessions are open to credentialed media members. Media availability will be determined on a week-to-week basis with details laid out in the team's official weekly schedule, which will be distributed via the Nashville Soccer Club (NSC) website and email. The weekly schedule can be found on [nashvillesc.com](https://www.nashvillesc.com). Visit <https://www.nashvillesc.com/media> for the latest released schedule.

Player Availability: Media availability will typically take place during the final 15 minutes of each training session with interviews conducted after the session. Nashville Soccer Club (NSC) players are available to talk on a daily basis; however, media are encouraged to follow the weekly player schedule and contact a member of the club's Communications Department by emailing communications@nashvillesc.com to set-up a one-on-one interview.

Head Coach Availability: Head Coach Gary Smith addresses the media on a weekly basis. Interview requests outside of that time period can be made through the Nashville Soccer Club (NSC) Communications Department by emailing communications@nashvillesc.com.

General Manager Availability: General Manager Mike Jacobs will be made available by appointment only during the regular season. All requests for Mike Jacobs should go through the Nashville Soccer Club (NSC) Communications Department by emailing communications@nashvillesc.com.

Assistant Coaches/Technical Staff Availability: Other members of the Nashville Soccer Club (NSC) technical staff are not permitted to talk with media unless otherwise noted. Special requests can be made through the Nashville Soccer Club (NSC) Communications Department by emailing communications@nashvillesc.com. These requests are subject to approval.

II. TRAINING INFORMATION AT CURREY INGRAM ACADEMY

Nashville Soccer Club will train primarily at Currey Ingram Academy in Brentwood, Tennessee. Members of the media interested in covering Nashville SC at Currey Ingram Academy **MUST RSVP** with Nashville SC Communications by 5 p.m. CT the day before the training session, no exceptions. To RSVP please email communications@nashvillesc.com.

Members of the media covering the club at Currey Ingram must always wear their issued media credential at all times and remain in the designated areas assigned by Nashville SC. This policy will be strictly enforced. Players and head coach availability will be conducted in the same protocol as previously stated.

III. MATCHDAY INFORMATION

Credentials

Policies: In addition to the procedures 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. Nashville Soccer Club (NSC) will not generally credential media looking to cover a Nashville Soccer Club (NSC) event only for social media purposes. This means someone looking to provide coverage of a match for social media sites not limited or restricted to: Facebook, Twitter, Instagram, etc., will be considered for a press credential on a case basis but in most cases will not be accommodated for a press credential.

Applications: Media must request credentials for matches online at www.sportssystem.com/nashvillesc. All requestors must provide a photo headshot of themselves when seeking a credential.

- **All Matches (Season) Credentials:** Media applying for a season-long credential must plan on attending at least 12 of the club's 17 home matches. For the 2020 season, all full-season credential holders must confirm attendance for upcoming matches by emailing communications@nashvillesc.com. RSVPs must be received 48 hours or (2) days prior to the match to guarantee press box seating, space on the photo endlines, and, most importantly media parking.

- **Single-Match Credentials:** Media desiring to apply for single-match credentials for any given Nashville Soccer Club (NSC) match may do so at www.sportssystem.com/nashvillesc. Requests for single-match credentials must be made via the online form at least 48 hours or (2) days prior to the match. Nashville Soccer Club (NSC) Communications will notify all applicants of acceptance or rejection 24 hours prior to the match. That notice will include parking and credential pick up information, if necessary. Those who have not applied via the online form will not be granted access.
- **Please Note;** The deadline to submit for single match credentials for the inaugural match against Atlanta United FC on Feb. 29 at Nissan Stadium, presented by Renasant Bank, is Friday, Feb. 14 at 5 p.m. CT. All applications will be reviewed in a case-by-case application by Nashville SC Communications.

All Matches (Season) & Single Match Credential Holders: Nashville Soccer Club (NSC) has the right to approve or deny any requests, in addition to reserving the possibility of terminating an All Matches (Season) credential with just cause as outlined under “Club Policies.”

Deadlines: The deadline for All Matches (Season) Credentials is February 14 when the All Matches (Season) Credential approval deadline has passed. The deadline to apply for a Single Match Credential is typically 48 hours or (2) days prior to the match. There is no guarantee that late applications will be accepted.

As previously stated, the deadline to submit single match credentials for the inaugural match against Atlanta United FC on Feb. 29 at Nissan Stadium, presented by Renasant Bank, is Friday, Feb. 14 at 5 p.m. CT.

Pickup: Nashville Soccer Club (NSC) will distribute credential pick up times prior to each match. Credential pickup times generally coincide with media availabilities. For pickup on the day of the match, Media Will Call at the stadium will open approximately two (2) hours before kickoff. Media Will Call is located on the west side of the stadium near Gate six (6) and West Club Entrance. Each media member must show identification in order to receive their credentials. Each person must pick up his or her own credential and present corresponding photo identification. An individual cannot pick up more than one credential. All credentials are non-transferable. Professional behavior, while in possession of a credential, is expected at all times. Any unauthorized use will result in ejection from the event and confiscation of the credential(s).

Media can also contact the Nashville Soccer Club (NSC) Communications Department with questions on the application process directly by phone at 615-750-8815 or e-mail communications@nashvillesc.com.

Media Facilities & Access

Media facilities, including the press box and photographers’ work area, will open approximately two (2) hours before each match. All Media is required to enter Nissan Stadium using the Media Entrance located on the west side of the stadium near the West Club Entrance and Gate six (6). Media members should be prepared to show credentials at all credential checkpoints and upon entering the press box.

Parking: Unless otherwise noted, all approved match-day applicants will receive a reserved parking pass from the Nashville Soccer Club (NSC) Communications Department at least two (2) days prior to each home match.

Check-In: All Media members will check-in at either the Press Box or Photo Work Room, depending on assigned locations. All Media members picking up a credential on match day will need to check-in at Media Will Call.

- **Written Press:** Written press will have access to the press box, press conference, and each team’s locker room 15 minutes after the final whistle. Field access will not be permitted at any time.
- **Electronic News Gathering (ENG)/Photo:** ENG/Photo media members will have access to the photo workroom, field, and press conference area. **ENG/Photo media members will also need to check-in at the photo workroom located on the field level.** Here media members will receive a pre-assigned media vest to grant appropriate access.
 - *Note: ENG/Photo media members may be subject to exchange/provide photo identification in order to receive a bib. The identification will be returned to the media member after the vest is exchanged.*

Live Newscasts: Please contact Nashville Soccer Club (NSC) in advance of the event if you would like to broadcast live pre- or post-match as part of a newscast from the stadium.

Press Box: All seats will be assigned. The press box at Nissan Stadium is located along the west side of the stadium on the third floor. The press box will open two hours before kickoff. Admittance is limited to working media members with valid credentials and is intended for the purpose of providing a workplace for writers, reporters, broadcasters, and game personnel. It is imperative that even full-season credential holders notify the Communications Department of their intention to cover a game in order to receive press box seating. Family members and guests will NOT be accommodated in the press box. Cheering will NOT be permitted in the press box. Abuse of press box privileges will result in forfeiture of a credential.

Social Media Reporting: Nashville Soccer Club (NSC) permits credentialed reporters to report on behalf of their media organizations through social media channels or personal accounts. Nashville Soccer Club (NSC) allows pictures to be taken from the press box for social media reporting purposes but are only allowed to shoot the first 15 minutes of each half. Any other content capture may result in the revocation of press credentials.

Match Notes, Statistics and Media Guides: Match notes and statistics will be placed at each seat and also on a table near the press box entrance.

Internet: Wireless internet access will be provided to media filing on deadline and will be posted in all press areas.

Photographer Work Room: The photographer's workroom will be located at the field level. All ENG/Photo bibs will be issued at the field-level photo workroom. Media Match Notes will be available in the field-level photo workroom upon arrival. Lineups will be distributed roughly one hour before kickoff. ENG/Photo media members will be permitted to shoot in the following areas:

- On both end lines, excluding a five-foot buffer behind each Video Assistant Review location
- The corner flag area near NE Tunnel
- The corner flag area near NW Tunnel

Bibs: All ENG Camera operators and Still Photographers are required to wear a colored bib as provided by Nashville Soccer Club (NSC). The bib is lightweight and designed to be worn outside of outerwear. The bib serves as a temporary access control device and is a mandatory supplement to the credential. The photo bib **must be worn at all times** while present at any photo position. Photographers in unauthorized shooting positions or not wearing a bib risk suspension of their credential. Please return the bibs to a photo marshal following the match or leave them in the press box / photographers' workroom.

Photo Marshals: Nashville Soccer Club (NSC) 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. A head photo marshal will work in the field-level photo workroom. On the field, photo marshals will be stationed in each corner of the field. ENG/Photo media members are required to follow all instructions given by the photo marshals.

Field Access: Photographers must check-in with the head photo marshal, stationed inside the Field Level Photo Work Room, to receive the proper media bib that ensures field access. Photographers are required to follow all instructions given by the photo marshals.

- **Field Watering:** The grounds crew will water the field prior to warm-ups, prior to kickoff, and half-time (subject to weather conditions). Please be responsible for your equipment during this time. Nashville Soccer Club (NSC) is not responsible for damage to any equipment
- **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 match. Reporters/anchors will not be issued a bib
- A coin toss determines the attacking direction of the teams. 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 under any circumstance
- **Pre-Match Photos:** Each team's starters will pose for a pre-match photo near the bench area following the national anthems. Photographers should gather in the NW Corner once the teams leave the field after

warm-ups. Nashville Soccer Club (NSC) will escort the photographers to midfield.

Post-Match Press Conference: There will be a formal press conference shortly after the final whistle featuring the head coaches of the home and opposing teams. In the event, something changes, a member of the Nashville Soccer Club (NSC) Communications staff will inform the media. Members of the media interested in covering the press conference should take a seat in the press conference room as soon as possible following the conclusion of the match.

Locker Room Access: Per League rules both the Nashville Soccer Club (NSC) and the visiting locker room will be open to media 15 minutes following the conclusion of the match. Cooperation and professional courtesy is asked to maintain a proper working atmosphere for postgame interviews. Absolutely no autographs are allowed at any given time, and no still photographs are permitted in the locker room. Only those individuals who are working members of the press will be granted access to the locker room. Family members and guests are not permitted. Members of the media are expected not to abuse the privileges of their credential and should only utilize their credential to access the locker room area during this access period. Failure to comply with this rule will result in credential forfeiture. The Nashville Soccer Club (NSC) locker room will close 45 minutes following the conclusion of the match.

IV. TELEVISION BROADCASTERS

Match Action: Television broadcasters can use footage of Nashville Soccer Club (NSC) events obtained either via 1) their own recording or 2) action dubbed from a Nashville Soccer Club (NSC) rights holder broadcast with credit only in connection with its regularly scheduled news programming within a week of the match. 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 – Match 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 match clock). For non-televised events, non-rights holders / ENG cameras may record the entire match but are still subject to the aforementioned limits. This includes events that are web streamed live online.

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

Filming – In Seating Area: Video cameras looking to shoot in the concourse or seating area must contact Nashville Soccer Club (NSC) at communications@nashvillesc.com in advance of the event for approval.

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

Television Broadcasters' Web Sites: A link to nashvillesc.com must accompany video produced for air as part of regular programming that is simulcast or archived online. Content produced exclusively for the Internet is subject to the guidelines for Online Video.

Nashville Soccer Club (NSC) Video Dept. Audio and Video Roll: Nashville Soccer Club (NSC) periodically sends out video and audio media rolls from Nashville Soccer Club (NSC) events for outlets to use free of charge, provided they properly credit video as: Courtesy of Nashville Soccer Club (NSC). If you'd like to sign up for the email list that distributes these media rolls, please email communications@nashvillesc.com with Media Roll in the subject line.

V. NON-RIGHTS HOLDERS

Radio: Non-rights-holding radio journalists are welcome to conduct pre-match and post-match reports from the press box, but **NO play-by-play** reports are permitted. Radio non-rights-holders will have access to the post-match press conference and mixed zones unless otherwise notified. Radio outlets interested in purchasing rights should contact the Nashville Soccer Club (NSC) Communications Department by emailing communications@nashvillesc.com. *Audio:* Any audio, including interviews, gathered by radio, print, and online media, is subject to the Nashville Soccer Club (NSC) Audio Use Guidelines. The guidelines are included in Appendix III of this document.

Non-Rights Holder Video (ENG): Non-rights holding ENG cameras are permitted to shoot Nashville Soccer Club (NSC) events from behind the field signboards of either end line. *Video Footage:* Broadcast non-rights holders are only allowed to shoot the first 15 minutes of each half. All non-rights holders and ENG crews must follow the Nashville Soccer Club (NSC) Video Guidelines for all footage gathered at events. The Video Guidelines are included in Appendix I of this document.

Non-Rights Holder Video Guidelines

Video Footage: All rights to match footage including all applicable copyrights belong to Nashville Soccer Club (NSC) and its rights holders who broadcast each specific match. If an organization is interested in recording video footage at a Nashville Soccer Club (NSC) match for non-news gathering purposes, they should contact the Nashville Soccer Club (NSC) Communications Department by emailing communications@nashvillesc.com.

Non-Rights Holder Audio Guidelines

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

Online Video

Match Action: Online organizations (including print publications that post video online) are not permitted to film or use match action video at any time. Match action consists of 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-Match 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 nashvillesc.com.

Professional Presentation: Online video is expected to be recorded, edited, and presented in a professional manner.

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 of any video must include a link to nashvillesc.com.

Live Written Updates

All Media: Online or text reports (i.e., live blogs, Twitter, etc.) concerning Nashville Soccer Club (NSC) matches while they are in progress (“Live Written Updates”) are subject to the following:

- Live updates may not use any audio, video, or graphic simulations of Nashville Soccer Club (NSC) matches
- Live updates must provide television and radio broadcast information for that Nashville Soccer Club (NSC) Match. For example: “Today’s Nashville Soccer Club (NSC) match is being broadcast live on (name of television/radio station).”
- All live updates must be free of charge to readers.

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