



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 and Public Relations Department for the 2022 season.

Nashville Soccer Club (NSC) Media Guidelines and policies are also available at our website: [www.nashvillesc.com/media](http://www.nashvillesc.com/media). If you have questions about the policies listed here, please do not hesitate to contact Nashville SC Communications at [communications@nashvillesc.com](mailto:communications@nashvillesc.com).

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# I. GENERAL

Media are expected to follow the guidelines outlined in this document, as well as the instructions of Nashville SC Communications and Public Relations department, NSC staff, GEODIS Park 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, and event. The bearer must be on a specific assignment, Nashville SC reserves the right to ask for proof of assignment. Credentials are non-transferable. Any unauthorized use of a credential subjects' bearer to ejection from GEODIS Park. 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 GEODIS Park 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.)
- Media credentialed for access to shoot photographs, and video are expected to use professional equipment to file photographic or video accounts.

## Covid-19 Protocols

In addition to the club's usual media guidelines and policies, if you are sick or feeling you are getting sick, we ask that you please stay home. Currently, older adults and persons with underlying health conditions are considered to be at increased risk of severe illness and complications from COVID-19.

If you are cleared to attend a Nashville SC matches, please keep in mind the CDC recommendations on how to keep yourself and others healthy:

- Wear your mask
- Avoid close contact with people who are sick
- Avoid touching your eyes, nose, and mouth with unwashed hands
- Wash your hands often with soap and water for at least 20 seconds. Use an alcohol- based hand sanitizer that contains at least 60% alcohol if soap and water are not available

Upon arrival to GEODIS Park, please always wear a mask. You will be **required** to wear your mask **at all times** while in GEODIS Park, per venue policy.

Updates to the COVID-19 policies will be reflected in this document as the season progresses.

If you have any questions, please email [credentials@nashvillesc.com](mailto:credentials@nashvillesc.com) or contact a member of the Communications Department.

## **Media Services**

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

**Interview requests:** Media requesting interviews with players, coaches and executives should make arrangements with Nashville SC's 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 SC's 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. *Please note* only verified credentialed media will be granted interview access.

**Content for Media:** Media Resources for all Major League Soccer content and footage such as training b-roll, interviews, photos, etc. can now be found on Imagen, MLS' content platform. In order to access footage, you must create an account by clicking <https://mls.imagencloud.com/site/index>

**Video:** All Nashville SC video content designed for media members including weekly availabilities, post-match press conferences, highlights and broadcast interviews will be uploaded via MLS' video sharing platform [Imagen](https://mls.imagencloud.com/site/index). To sign up for an Imagen account please visit <https://mls.imagencloud.com/site/index>.

Media members are also welcome to embed videos that appear on [www.nashvillesc.com](https://www.nashvillesc.com). Visit [youtube.com/nashvillesc.com](https://www.youtube.com/nashvillesc.com) and <https://www.nashvillesc.com/videos> for the latest videos.

Nashville SC provides updates on the club's social media platforms that include breaking news and new content posted to [www.nashvillesc.com](https://www.nashvillesc.com). Media are welcome to repost this content, including play-by-play accounts.

**Facebook:** [facebook.com/NashvilleSC](https://facebook.com/NashvilleSC)

**Instagram:** [instagram.com/NashvilleSC](https://instagram.com/NashvilleSC)

**Twitter:** [twitter.com/NashvilleSC](https://twitter.com/NashvilleSC)

**Tik Tok:** <https://www.tiktok.com/@nashvillesc?lang=en>

**Photography requests:** Nashville SC maintains photos and portraits of players and coaches that can be requested by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com). Media are also welcomed to embed photographs that appear on [nashvillesc.com](https://www.nashvillesc.com). Visit <https://www.nashvillesc.com/media> or <https://mls.imagencloud.com/site/index> for the latest photos.

**Audio:** Any audio, including interviews, gathered by radio, print, and online media, is subject to the Nashville SC audio use guidelines, found in Appendix III of this document.

## **Media Availability**

Media availability will be determined on a week-to-week basis and will be conducted in variations of both of in-person accessibility and via Zoom to begin the 2022 season. Nashville SC Communications will distribute a Weekly Schedule that provides information for that given week. Visit <https://www.nashvillesc.com/media> for the latest information.

**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 SC Communications Department by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com).

**Head Coach availability:** Head Coach Gary Smith addresses the media on a weekly basis. Interview requests outside of that time can be made through the Nashville SC Communications Department by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com).

**Assistant Coaches/Technical Staff availability:** Other members of the Nashville SC technical staff are not permitted to talk with media unless otherwise noted. Special requests can be made through the club's Communications Department by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com). These requests are subject to approval.

**Player availability:** Nashville SC players are available to talk on a daily basis; however, media are encouraged to contact a member of the club's Communications Department by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com) to set-up a one-on-one interview. As a reminder, only credentialed media members approved by Nashville SC Communications will be granted player availability access.

**Executives:** Nashville SC Executives can be made available by appointment only and should go through the Nashville SC Communications Department by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com).

## II. 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 SC will not generally credential media looking to cover a Nashville SC 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](http://www.sportssystem.com/nashvillesc). All requestors must provide a photo headshot of themselves when seeking a credential, while filling out all required questions within the form.

- **2022 Nashville SC Home Opener Credentials:** Due to the high volume of credential requests for Nashville SC's home opener on May 1 against the Philadelphia Union, Nashville SC Communications will be carefully reviewing all credential applications. Applying for a credential does not guarantee access. Applications for the home opener are due by April 1, 2022, at 5 p.m. CT. No exceptions will be made for late applications. Nashville SC Communications will send a confirmation email if your application has been approved for the match by April 11, 2022.
- **2022 Match Credentials:** Media must apply for match credentials on a match-by-match basis at least 72 hours or (3) days prior to the match\*. Nashville SC Communications will notify all applicants of acceptance or rejection 24 hours within application to the match. Holders must confirm attendance for upcoming matches by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com).
  - \* Please note there is a separate timeline for the 2022 Home Opener, the note above pertains to any match after May 1, 2022.

- **Please Note:** Due to protocols and regulations, only members who have been accepted and received confirmation from Nashville SC Communications will be allowed access to cover the match. Media walk-ups will be denied entry.

**Credential holders:** Nashville SC has the right to approve or deny any requests, in addition to reserving the possibility of terminating a credential with just cause as outlined under “Club Policies.”

**Pickup:** Nashville SC credential pickup will occur on the day of the match at Media Will Call located next to the Southwest Gate of GEODIS Park which will open approximately two (2) hours before kickoff. Each media member must show identification in order to receive their credentials. 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 SC Communications Department with questions on the application process directly by e-mail at [communications@nashvillesc.com](mailto: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 GEODIS Park using the Media Entrance located on the Southwest of GEODIS Park. Media members should be prepared to show credentials at all credential checkpoints and upon entering the press box.

**Parking:** Members of the media who have been approved by Nashville SC credentials for a match will receive a parking pass based on availability. Information on parking lot specifics on a given matchday will be disseminated on a game-by-game basis.

**Check-in:** All media members will check-in at Media Will Call which is located on the Southwest corner of the venue.

- **Written press:** Written press will have access to the press box, however field access will not be permitted at any time, unless previously arranged with Nashville SC Communications.
- **Electronic news gathering (ENG)/Photo:** ENG/Photo media members will have access to the photo workroom, and designated media areas. **ENG/Photo media members will also need to check-in at Media Will Call.** 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 returned.

**Live newscasts:** Please contact Nashville SC in advance of the event if you would like to broadcast live pre-or post-match as part of a newscast from GEODIS Park.

**Press box:** All seats will be assigned. The press box is located along the west side of the venue on the third floor and will open two hours prior to 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. 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 SC permits credentialed reporters to report on behalf of their media organizations through social media channels or personal accounts. Nashville SC allows pictures to be taken from the press box for social media reporting purposes. Any other content capture may result in the revocation of press credentials.

**Match notes, statistics and media guides:** These documents will be distributed electronically via email.

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

**Photographer work room:** Photographers and videographers should make their way down to the Back of House area where they will be stationed in the Photo Work Room.

During the match you will be stationed in behind the North and South Endzones. To access your in-game position from the Photo Work Room on service level, media will be directed to Southeast Field Tunnel.

Media may conduct live hits from various designated areas throughout GEODIS Park. All live hits must be pre-arranged by contacting Nashville SC Communications.

Videographers must still obey rights holders' policies and stop filming after the 15-minute mark of each half.

**Bibs:** All ENG Camera operators and Still Photographers are required to wear a colored bib as provided by Nashville SC. 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 and **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 at you assigned seat in the photo work room.

**Photo marshals:** Nashville SC will use photo marshals to assist photographers and videographers, who can assist with questions on location and other topics. ENG/Photo media members are required to follow all instructions given by the photo marshals.

### **III. TELEVISION BROADCASTERS**

**Match action:** Television broadcasters can use footage of Nashville SC events obtained either via 1) their own recording or 2) action dubbed from a Nashville SC 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 SC at [communications@nashvillesc.com](mailto:communications@nashvillesc.com) in advance of the event for approval.

**Previews or advances:** In advance of a Nashville SC 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' websites:** A link to [nashvillesc.com](http://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 SC Video Dept. audio and video roll:** Nashville SC periodically sends out video and audio media rolls from events for outlets to use free of charge, provided they properly credit video as: Courtesy of Nashville Soccer Club. If you'd like to sign up for the email list that distributes these media rolls, please email [communications@nashvillesc.com](mailto:communications@nashvillesc.com).

## **IV. 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 SC Communications Department by emailing [communications@nashvillesc.com](mailto:communications@nashvillesc.com).

*Audio:* Any audio, including interviews, gathered by radio, print, and online media, is subject to the Nashville SC Audio Use Guidelines which are included in Appendix III of this document.

**Non-rights holder video (ENG):** 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 SC video guidelines for all footage gathered at events, which 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 SC and its rights holders who broadcast each specific match. If an organization is interested in recording video footage at a match for non-news gathering purposes, they should contact the club's Communications Department by emailing [communications@nashvillesc.com](mailto: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](http://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](http://nashvillesc.com).

## **Live Written Updates**

**All media:** Online or text reports (i.e., live blogs, Twitter, etc.) concerning Nashville SC 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 SC matches
- Live updates must provide television and radio broadcast information for that Nashville SC match. For example: “Today’s Nashville Soccer Club 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).