



The FC Cincinnati Communications department is a combined media relations/public relations and digital staff that exists under a larger Brand Marketing and Communications department. The staff members who specifically work with media are listed below.

Department Email: media@fccincinnati.com

(Please use this email for all non-deadline inquiries. Any request on a deadline should be directed to a member of the Communications staff listed below)

Department Page: FCCincinnati.com/News/Media

Kelley Haggert

Senior Vice President, Integrated Marketing & Communications – haggert@fccincinnati.com

- Primary contact for all corporate, executive, and business requests
- Primary contact for any inquiries regarding TQL Stadium

John Horlander

Director of Communications – horlander@fccincinnati.com

- Primary contact for all player, coach, and sporting executive requests
- Fluent in Spanish

Patrick O'Leary

Manager of Communications – oleary@fccincinnati.com

- Primary contact for sports information, media credentials and press operations

Evan Peters

Communications Coordinator – epeters@fccincinnati.com

- Primary contact for FC Cincinnati 2 and the FC Cincinnati Academy

2024 FC CINCINNATI MEDIA POLICIES (UPDATED FEBRUARY 14, 2024)

PROFESSIONAL CONDUCT

All media who have been issued credentials or who are granted access to the team are expected to follow the guidelines set forth in this document, as well as the instructions of FCC staff, stadium employees and security. Non-compliance with any provision of the FC Cincinnati Media policy will result in limitation of access or revocation of credentials. **Limitation of access or revocation of credentials is within the sole discretion of FC Cincinnati Communications staff.**

Media access is issued with the purpose of providing access to interviews and written, audio and visual accounts of the team, as appropriate. **No member of the media should use this access for autographs, personal photographs or commercial requests.** Doing so will automatically result in the permanent revocation of credentials to cover FC Cincinnati.

At all times, those granted media access must abide by the conditions set forth on the back of their MLS and/or FCC credentials. Any unauthorized use or violation of credential conditions will result in revocation of credentials.

Media members are reminded to dress professionally and are asked to not wear gear of either club participating in the match or competing sponsors with local or League affiliates.

Please read carefully the full document below for more information for media members seeking a credential.

FC CINCINNATI MEDIA SERVICES

Press Releases and Alerts: Requests to be added to FCC's media distribution lists should be emailed to horlander@fccincinnati.com

- **FCC Media Asset Archive:** The FC Cincinnati Communications staff regularly uploads media assets to MLS' media asset archive service, Imagen. For more information on how to access these assets, please contact the FC Cincinnati Communications staff at media@fccincinnati.com. Some regularly added assets include video (b-roll, interviews), photos (headshots, action images, courtesy images), MLS and FCC logos and more.
- **FC Cincinnati Media Information:** Information including club media policies, single-game credential request form, matchday resources, front office information and branding can be found at fccincinnati.com/news/media.
- **Fact & Record Book:** The FC Cincinnati Fact & Record Book is available to all media at fccincinnati.com/news/media.
- **USL Historical Information:** Schedule/results, rosters and statistics and the Record Book from the club's three USL seasons are available at fccincinnati.com/usl-history
- **Official Web Site:** fccincinnati.com is the official web site of FC Cincinnati. All content posted on the site by the team may be republished in its entirety by media outlets, with credit cited as "FC Cincinnati." Note that user-generated content, including user comments, photos and videos, MAY NOT be republished without explicit permission.

HOME GAME CREDENTIALS

FC Cincinnati season media credentials are issued to vetted representatives of recognized newspapers, magazines, digital affiliates, television and established radio stations making reasonable requests. Issuance is within the sole discretion of the FC Cincinnati communications department. Season media credentials typically are not valid for non-MLS competitions at TQL Stadium. The FC Cincinnati Communications staff will properly inform season-credential-holding media when they will need to apply in a separate form.

Single-game credentials are issued to media who have not covered the team on a regular basis in prior seasons, to visiting media, and to those on a specific game-related assignment. Media members applying for single-game credentials must do so no later than 72 hours prior to the match they wish to attend. Media members will receive an email prior to the matchday confirming their credential request.

To request game credentials for the MLS regular season, click [HERE](#) or visit fccincinnati.com/news/media. Please note that for non-MLS regular season matches, other credential request forms may be required and full-season credentials may not apply.

Per Major League Soccer mandate: **"Photo agencies will only receive accreditation when on assignment...Photographers representing radio stations or limited-reach websites should not be accredited."** Photographers who cannot provide proof of assignment from an accredited outlet will not be granted credentials for the 2024 MLS season. Exceptions are made for photographers assigned to shoot for a specific story or project. Special requests can be submitted to the FC Cincinnati Communications staff and they will be considered on a case-by-case basis.

All credentials are non-transferable, and any unauthorized use will subject the bearer to ejection from TQL Stadium and confiscation of the credentials.

Credentials **MUST** be visible and worn at all times. Lost credentials must be reported immediately to the FC Cincinnati Communications Department.

SOCIAL MEDIA

FC Cincinnati will not generally credential media looking to cover an 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.

MEDIA ENTRANCE & MEDIA WILL CALL

All media must enter the stadium via the Media/Security Entrance, which is located on the WEST side of TQL Stadium, off John Street near Clayers Lane.

The Media Entrance **opens two (2) hours prior** to the scheduled kickoff when stadium gates open. All media must enter through the press gate entrance, and all bags are subject to search and tagging.

Unless prearranged, no media are able to enter TQL Stadium prior to the opening of Media Will Call. Media credentials will not be honored at any other entrance.

Photographers and other on-field personnel must wear a photographer's bib, located in the media work room on field level of TQL Stadium. Bibs must be returned to the media work room before leaving the stadium.

TQL STADIUM MEDIA FACILITIES

The media facilities at TQL Stadium open two (2) hours before advertised kickoff.

The Media Work Room will close ninety (90) minutes after the final whistle.

The Press Box will close two (2) hours following the end of the game.

Media should be aware of timing and plan accordingly when possible. If additional accommodations are required, please coordinate in advance with the FC Cincinnati Communications staff.

FIELD-LEVEL WORK ROOM

The TQL Stadium field-level work room is available for photographer and videographer use during pregame, halftime, and postgame.

The field-level work room opens to media two (2) hours prior to the scheduled kickoff, and will close 90 minutes following the final whistle. The area will be staffed with security at all times.

PRESS BOX

The TQL Stadium press box is located on the fourth floor of the west side of the stadium and is accessible through several elevators near the media entrance.

The press box opens two (2) hours before kickoff.

The press box is intended to be a quiet workplace for writers, reporters, and broadcasters, as well as matchday personnel. Cheering and loud talking/noises is not permitted and will not be tolerated.

Abuse of press box privileges will result in forfeiture of a media credential.

Family members and guests will not be accommodated in the press box. Media who have special or extenuating circumstances are required to make arrangements with the FC Cincinnati Communications staff in advance to avoid revocation of credentials and access.

WIRELESS ACCESS

TQL Stadium offers wireless internet access in all press areas. The access works with all Wi-Fi-enabled computer equipment. Login information is available in the press areas.

GAME NOTES / STATISTICS

Game notes and statistics will be available in the press box.

Live game stats are provided by Opta, and are available at mlssoccer.com on the specific game's Matchday page.

Printed lineups will be distributed in the press areas as soon as they are available. Printed statistics will be distributed at halftime and postgame. Periodic announcements will also be made during the game.

PRESS CONFERENCE ROOM

Following the conclusion of the game, FC Cincinnati will conduct a postgame news conference in the Press Conference Room at TQL Stadium, located next to the Tunnel Club.

LOCKER ROOMS

The FC Cincinnati locker room will be open to credentialed media for interviews beginning fifteen (15) minutes after the full-time whistle.

- Per MLS rules, photographers may not enter the locker rooms. Photography is **NOT ALLOWED** by any media member with access.
- After full time, media are invited to attend the FC Cincinnati Postgame Press Conference, which will begin shortly after the full-time whistle. The FC Cincinnati Head Coach and sometimes one (1) player will be made available in the Press Conference.
- Media will be directed into the locker room for interviews following the press conference, and locker room access will close at 45 minutes after the full-time whistle, no exceptions.

FIELD ACCESS

Only those who are issued an All-Access, Broadcast or Photo/Video credential AND who are wearing the appropriate vest will be allowed at field level. Media with a Photo/Video credential will have access to either end line but may not access either sideline.

Media who have been issued vests **MUST** wear the vests as instructed at all times when at field level. Vests may not be tucked into pockets, or tied around the waist. They must be worn appropriately, and be visible at all times while on the field.

PHOTOGRAPHERS & VIDEOGRAPHERS

Photographers and videographers holding proper credential designations AND wearing the appropriate vests may position themselves along either end line at field level for the game and shoot from that location. NOTE: Chairs are not permitted on the end lines at any time.

In order to receive a photo credential for this match, you must be a photographer shooting on news assignment from a reputable publication or outlet. You are responsible for bringing your own, professional photo equipment. **Photographers shooting just on a cell phone or other equipment deemed unprofessional will not be allowed.**

Per Major League Soccer mandate: "Photo agencies will only receive accreditation when on assignment...Photographers representing radio stations or limited-reach websites should not be accredited."

Photographers who cannot provide proof of assignment from an accredited outlet will not be granted credentials for the 2024 MLS season

For photographers entering the field prior to the game for warm-ups and to start the match, please use the tunnel on the visitor's side of the field – near the media/security entrance – and not the Tunnel Club. At halftime and full time, photographers may use the Tunnel Club to return to the Photo Work Room, but we kindly ask photographers to move swiftly through as not to disrupt the guests in the area.

During the match, photographers have restricted movement. Absolutely NO ONE may position themselves directly behind the goal boxes during the game, and all media must stay outside the goal stanchions at all times.

Also, movement from one end of the field to the other is only allowed at halftime and must be completed prior to 1:30 before the start of the second half. Photographers or videographers who fail to access the south (far) end of the field before this time will not have access to that end and must remain in the north (near) end.

At no time during the game are photographers or videographers to walk through or past either teams' technical areas, as indicated by the dotted boxes around the team benches. **At no point may any photographer of any bib color may enter either technical area.**

Photographers **DO NOT** have access to the locker rooms at any time.

Sale of photographs/videos taken at FC Cincinnati matches is STRICTLY PROHIBITED. Below is the clearly-defined league policy regarding the intellectual usage of photos/videos taken at MLS games:

- No media member may use video, photographs, or live blogs of MLS Games for commercial purposes without the express written consent of Major League Soccer, L.L.C. ("MLS").
- A Media Member may post a reasonable number, as determined by MLS, of photographs each day on his/her outlet's website. Any photograph posted on a Media Member's website or otherwise transmitted online may be used only for editorial coverage of the MLS Game and not for any commercial, advertising, or promotional purpose.

For photographers/videographers, both from television and photo outlets, please note the following MLS policy regarding capturing of footage from game action: *Non-rights holder TV crews will be limited on the field level to one (1) person with a professional video camera, who may only shoot the first 15 minutes of each half. Only the camera operator may be on the field-level.*

Usage of drones, both inside and outside the stadium, pre-game, in-game or post-game is strictly prohibited. Please reach out to members of the FC Cincinnati Communications Staff with any questions.

STARTING XI PHOTO POLICY

Photographers/videographers intending to capture the Starting XI photo for either team should follow instruction from FCC Communications photo marshals and staff, and plan to be in position prior to the start of the National

Anthem. FCC marshals/staff will direct photographers to which goal FCC will be attacking in the first half. Please utilize the tunnels behind the technical area, or walk around the far side field boards to get from one side or the other.

PHOTOGRAPHER & VIDEOGRAPHER PHOTO BIBS

Each accredited photographer and videographer are issued a specially designated vest provided by FC Cincinnati for identification purposes. If issued a vest, it is a mandatory supplement to the credential and must be worn at all times.

The photo bib serves as a temporary access control device and must be returned to the photo marshals in the field-level work room at the end of each match. The vest must be worn correctly at all times while present at any restricted position.

Photographers in unauthorized shooting positions or who do not wear their bib correctly risk suspension of their credential.

Abuse of photography/videography privileges will result in forfeiture of a media credential.

MEALS

Media meal and beverages are available to working members of the media in the press box. Water will also be available in the field-level media work area.

The media meal is served ninety (90) minutes before kickoff and will remain out until after kickoff.

MEDIA PARKING

At this time, parking is not provided for media at TQL Stadium. For more information, visit <https://www.fccincinnati.com/matchday/parking>.

Media (and not families or friends of media) are offered an optional free parking/shuttle service at the 84.51 garage. The shuttle picks up at the corner of 6th and Race, pick up by Walgreens.

We offer this optional free parking/shuttle service for media only. Multiple bus shuttles are running at all times between the 84.51 garage and TQL Stadium both 3+ hours before and after the game.

VISITING BROADCAST NEEDS

Representatives from national or visiting broadcasts are asked to specify requirements for spotters and / or statisticians as soon as possible, and no later than five (5) days before the match. Once arrangements are made for the requested game day staff, they must be compensated whether they are used or not.

Broadcast booths are located on the fourth floor in the press box.

ROAD CREDENTIALS

To expedite the process for all Cincinnati-based traveling media, the FCC Communications staff will facilitate all road credential requests with the host team's PR staff.

Members of the Cincinnati media traveling to road games should submit requests for credentials to the Communications Department at media@fccincinnati.com no later than one week – 7 days – prior to the match.

FCC's Communications staff will relay all relevant away venue information to the traveling media.

MEDIA ACCESS AND AVAILABILITY AT TRAINING SESSIONS

FC Cincinnati conduct media access and media availability at every training session at which the first team and/or starters are on the training field. Generally, FCC train at the Mercy Health Training Center in Milford, Ohio, but may also utilize other facilities when weather dictates.

Training times and locations can – and frequently do – change after they’ve been released early in the week. Sessions are also weather dependent.

During the regular season, training sessions can fluctuate between one hour and two hours in duration depending on the day of the week and time of the season. Please refer to the team’s Weekly Schedule (usually issued on Sundays or Mondays) for the team’s media access and media availability that week, or contact the FC Cincinnati Communications staff for any updates.

Members of the media who intend to cover training sessions are STRONGLY URGED to alert a member of the FC Cincinnati Communications staff directly.

- In the event a session changes, media who RSVP’d will be alerted.
- Media who do not RSVP are risking missing training if it changes
- Media availability will occur in a window of time allotted after training

At least fifteen (15) minutes of each training session will be open to media to observe and capture b-roll. At the conclusion of the open period, media will be escorted off the training field. Media availability with the head coach and requested players will take place on select days, at the sole discretion of FCC.

No media members are allowed into the team’s locker room before, during or after training sessions.

In your coverage of daily sessions, we ask for your cooperation in observing the following practice policies. Failure to do so could result in the revocation of media credentials.

Comments made by FC Cincinnati team and coaching staff during and at training are off the record. Media shall not report on match strategy deployed at training. This includes describing specific formations, personnel groupings, set pieces and combinations.

Similarly, media shall not quote, paraphrase or report the comments made by coaches, staff or players during a training session while they are on the training field.

INTERVIEWS

All interview requests for a player, coach, or FCC staff member must be made at least twenty-four (24) hours in advance by calling or emailing the FCC Communications Department.

Interviews that are not prearranged may be declined on site.

SOCIAL MEDIA

The official FC Cincinnati hashtags are #FCCincy and #AllForCincy

The official FC Cincinnati social media accounts are listed by platform below:

Twitter: @FCCincinnati, @TQLStadium, @FCCincyAcademy, @FCC_Foundation







Instagram: @FCCincinnati, @TQLStadium, @FCCincyAcademy, @FCCFoundation

Facebook: FCCincinnati, TQLStadium, FCCincyAcademy, FCCincyFoundation

YouTube: FCCincinnati

CLUB NAME

Football Club Cincinnati is the team's full written name. The name is to be shortened to FC Cincinnati on first reference. FCC is acceptable on second reference, as is "FC Cincy," if necessary. "FC" is not an acceptable reference at any time.

"The Orange and Blue" can also be used to refer to the team. When using emojis, the preferred social media usage is the orange diamond, a typed ampersand followed by the blue diamond. Either size diamond is acceptable so long as both the orange and blue are the same size. (Ex:  &  or    & )

NOTE: Fussball Club Cincinnati – or Fußball Club Cincinnati using the German character – is the formal, legal name of the club and its business units. It is not to be used in any sporting references to the team, or in any public discussion.