



PHILADELPHIA UNION

MEDIA NEWS & INFORMATION

PHILADELPHIA UNION MEDIA GUIDELINES AND PROCEDURES

PHILADELPHIA UNION COMMUNICATIONS CONTACTS

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PHILADELPHIAUNION.COM/CLUB/PRESSBOX: The Philadelphia Union media website philadelphiaunion.com/club/pressbox provides media access to the latest club news including press releases, multimedia content and game day statistics, along with other media assets. Media can also use the website to request single-game credentials for the 2025 season.

WI-FI ACCESS: Media can connect to the wireless internet at Subaru Park via “**media**” network. Password is **unionmedia1657**

COMMUNICATIONS MISSION: The Philadelphia Union organization and communications department strive to make its players, technical staff, management, and other personnel available in a timely and responsible fashion to all accredited members of the media.

MEDIA CREDENTIAL PROCESS

- Full season and single-game credential requests **must** be submitted or available for approval by the sports director/editor of an accredited affiliation to be considered. Validation from each outlet is required for media access.
- Once approved for full season and/or single-game credentials, media are **only** allowed to cover the Philadelphia Union for their approved affiliation. Submitting work gathered from access to matches, training sessions, community events, etc. to any other outlet from which has not been approved or previously agreed upon by the Union communications department may result in a revoked credential.
- Credentials and seating space in the press box are limited and priority will be given to those working on a deadline.
- The Philadelphia Union communications staff will process all applications and reply to each applicant individually no later than 24 hours prior to each match.
- Please email [Megan Kogut](mailto:Megan.Kogut@philadelphiaunion.com) or [Niko Dinoulis](mailto:Niko.Dinoulis@philadelphiaunion.com) for any credential requests and/or questions.

Full Season Credentials

- Full season credential applications are available before the beginning of each season.
- Full season credential holders must also RSVP **no later than 48 hours prior** to each match to ensure entry. Parking and a seat in the press box cannot be guaranteed without confirmation of attendance.
- To RSVP, visit philadelphiaunion.com/club/pressbox and click the “Request Credentials” link.

Single-Game Credentials

- Single-game credentials must be submitted **no later than 48 hours prior** to match kickoff and are only for media outlets that need game day press box and/or photography access to produce editorial coverage, not to watch the match.
- Single-game credential applications are available at philadelphiaunion.com/club/pressbox by clicking the “Request Credentials” link.

- For travel or scheduling purposes, if you require approval for future dates before making travel plans, please contact the Union communications team.

Accreditation Requirements

- Everyone in media areas must be accredited and on site in a working capacity. No children (under 18) permitted in the press box or any other media areas without approval from MLS or local club communication team.
- Please note, social media accounts are not considered outlets and will not be approved for full season credentials. This includes but is not limited to: Facebook, Instagram, X (Twitter), Tik Tok, etc.
- Applications from freelance writers, photographers, videographers and social media accounts must come from a direct supervisor validating professional and editorial need for media access to ensure legitimate consistent and professional content adhering to accepted journalistic principles.
- Union ticket holders seeking to apply for a media credential should note the following requirements and guidelines:
 - o These individuals will not be considered accredited media outlets unless proper authorization from a direct sports supervisor/editor is discussed with the Union communications department in advance and regarding a specific story idea.
 - o If approved, these individuals will hold single-game credentials only and **must** follow Union media regulations and procedures laid out in this document and **cannot** attend the requested match as a fan (i.e. sitting in their respective season ticket seats instead of the press box/photography areas).
 - o When not covering a Union game as a member of the media, these individuals **must** remain in fan spaces only, **no access** to media areas such as the press box, press dining or pre-and-post-game interviews will be allowed.
 - o Credentials will be revoked should an individual try and use fan and media privileges simultaneously.

Media Attire

- While on assignment at either training or match day, media is expected to dress professionally. Media who are approved for credentials **should not** wear any team apparel, competing club apparel, or national affiliations.
- Failure to comply may result in loss of credential.

Professionalism

- Media members **may not** use credentials for preferential access, such as autographs, photographs or personal requests.
- Violation will result in immediate loss of credential for any future match.
- When specifically noted in press releases and communications from the club, information is provided to media for planning purposes only and should not be distributed to the general public.

TRAINING GUIDELINES AND ACCESS

Training Schedules

- A weekly training schedule will be sent to media via a press release at the beginning of the week.
- Unless otherwise noted, media members will have access to watch, film and photograph training during a 15-minute window at the end of the session.
- No media members are allowed into the locker room before, during or after training sessions.
- Media members interested in attending training are asked to RSVP at least 24 hours in advance to Erica Scheer and Megan Kogut for First Team sessions and to Niko Dinoulis for Union II and Academy sessions.

Interview Access: Players

- Players are available for interviews for a 15-minute time period following the end of training if requested prior to completion of training.
- Media members with training requests are asked to RSVP 24 hours in advance to Erica Scheer and Megan Kogut for First Team players and to Niko Dinoulis for Union II and Academy players.

Interview Access: Head Coach

- During the regular season, Union head coaches will hold press conferences on designated days, as noted by the team's weekly training calendar.
- Head coaches can be requested for one-on-one interviews by emailing Erica Scheer for Bradley Carnell and Niko Dinoulis for Ryan Richter.

Live Video Policy

- For portions of on-field training open to members of the media, attendees may use their cell phones/cameras to record b-roll for editorial purposes, but at no point during the team's session may they transmit live/streaming video footage including video for television and/or mobile and web-based programs.
- All transmissions of live video for TV stand-ups outside of the training fields in designated media access zones must be pre-arranged and facilitated by a member of the communications team.

MATCH DAY GUIDELINES AND ACCESS

Media Parking at Subaru Park

- Media parking is available for each home match at Subaru Park in Lot G unless otherwise noted.
- Members of the media must make the request via the online form at the time of full season credential RSVP/single-game credential application.
- All approved media members' names will be added to a list held by the parking attendant.
- Due to space limitations, please note that Philadelphia Union may not be able to accommodate all requests, especially if the request is made after the credential application deadline.

Media Entrance

- Media Will Call is located directly next to Premier Gate located in the southwest corner of Subaru Park (corner that faces Seaport Drive and WSFS Bank Sportsplex fields).
- Single-game credentials may be picked up beginning two (2) hours before kickoff unless otherwise noted.
- Each person must pick up his or her own credentials and present corresponding photo identification.
- Individuals holding full season credentials must enter through the media entrance. Media credentials will not be honored at any other entrance.
- Media credentials are non-transferable. Any unauthorized use will result in ejection from Subaru Park and confiscation of the credentials.

Press Box

- The press box at Subaru Park is located along the west side of the stadium on the third floor.
- Media can access the press box upon entering the media gate by using the staircase immediately to the right of the entrance or by using the elevator across from sections 107/108.
- Full season credential holders must use the RSVP form to cover a game and to receive press box seating. A seating chart will be emailed to approved credentialed media within 24 hours of the match.
- There will be a press box attendant should media have any protocol questions.
- Credentials must be displayed at all times.
- Family members and guests will not be accommodated in the press box.
- Game notes and stat sheets are available virtually.
- Abuse of press box privileges will result in forfeiture of a credential.

Press Dining

- Media possessing full season credentials or those granted single-game credentials are invited to have a meal, at no cost, before each match in the meal room, located across the hall from the press box.
- Media dining is available one hour before kickoff time and closes at halftime.

Match Day Interviews

- The Philadelphia Union will make players and coaches available to media approximately an hour prior to a respective game's kickoff, approximately 6:30 p.m. (for a 7:30 p.m. kickoff).
- Interviews that need advance preparation or special accommodation by a Union player or staff member, such as live television and radio interviews, should be made by contacting the Union communications department at least 24 hours prior to kickoff.
- Day-of-game interviews will be held in the press conference room located in the auxiliary hallway on the concourse level near section 140.

Post-Game Press Conference and Interviews

- Head Coach Bradley Carnell will hold media availability in the press conference room following the match.

- Locker rooms will be open to the media 15 minutes after the final whistle.
- In addition to in-person, a Zoom postgame press conference link will be available to use for both home and away teams.
- The Union's press conference room is located in the auxiliary hallway on the concourse level near section 140.

PHOTOGRAPHER AND VIDEOGRAPHER GUIDELINES

General Information

- Subaru Park spaces are accessible to local dailies and wire service photographers. Due to limited spacing, it may not be possible to accommodate freelance photographers.
- Photographers are allowed to shoot matches from the concrete apron inside Subaru Park. Photographers may not stand in front of fans seated field level, team benches, and may not shoot from directly behind either net. Photographers may not cross team benches at any point during the match.
- No photographer or videographer will have access to be on field at any point during the match including pre and postgame.

Photographer Match Day Photo Bibs

- Each accredited photographer will be issued a specially designed photo bib/vest provided by Philadelphia Union for identification purposes as a mandatory supplement to the credential.
- The photo bib serves as a temporary access control device and must be returned to the photo marshals' area at the end of the match.
- 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.

Non-Rights Holder Videographer Access

- Non-rights holders, including local affiliates of rights holders, may only videotape the first 15 minutes of each half during all Philadelphia Union matches.
- Following the 15-minute access period, cameras must be turned off.

Photo Work Room

- Please note a photo work room is located directly across from the press box on the third floor for those that wish to use it.

Equipment

- Media members must use professional equipment during matches. Mobile, handheld or "point-and-shoot" style cameras are not considered professional equipment.
- Cell phones may not be used as an on-field recording or photography device unless approved by Union or MLS communications.

Live Video Policy: Pre-Game

- The determined location for TV news crews to film standups and live hits inside Subaru Park pregame, at least 60 minutes before kickoff, will be on the concourse level near Sections 101 and 140.
- Please notify a member of the Union communications department if you will need to do a live hit as your crew will have to be escorted to the designated location.
- There will be no access to the field of play or player tunnel areas for stand ups and live hits.

Live Video Policy: In-Game

- During match action, only Club personnel and broadcast rights-holders may transmit live video footage from Subaru Park during official match play.
- Non-rights holders may record video of game action for highlights during the 15-minute access periods at the beginning of each half, but at no point during match action may they transmit live/streaming video footage, including video for television and/or mobile and web-based programs.
- All transmissions of live video for TV stand-ups pre/post-match must be in designated media access zones and must be pre-arranged and facilitated by a member of the communications team.

Live Video Policy: Post-Game And Locker Room

- Members of the media may use their video recording devices, including cell phones and digital cameras, for approved interviews only (no b-roll allowed) and are not permitted to take still photos in the locker room.
- Only Club personnel and Club broadcast rights-holders may transmit live video footage of interviews from the Club's locker room during designated League-mandated media access windows. This policy includes live/streaming video for television and/or mobile and web-based programs.

MEDIA CREDENTIAL REVIEW

- A media member may be added to the credential review list and have their credentials revoked if any of the above-mentioned guidelines are not followed.
- In addition to the above guidelines, a media member's credential may be revoked after the following persistent unprofessional behavior including, but not limited to:
 - o Excessive verbal abuse towards Philadelphia Union, MLS and/or Subaru Park staff.
 - o Asking for autographs or personal photos of players or coaches at media events (training, news conferences, games, etc.).
 - o Conducting unauthorized interviews.
 - o Passing a credential to another individual with the intention of deceiving MLS or club staff.
 - o Regular encroachment into restricted areas.
 - o Cheering in the press box.
 - o Consumption of alcoholic beverages.
 - o Asking inappropriate questions unrelated to sports or the event.
 - o Escorting unaccredited third parties to media areas.
 - o Sharing non-public information provided to media for planning purposes only.
 - o Failure to abide by media guidelines and rules.
 - o Repeated offenses, inappropriate or unprofessional behavior, after being verbally reminded of media guidelines.