



SEC CREDENTIAL POLICY

By accepting or using a media credential (“Credential”) for access to any game or athletic contest sponsored or hosted

by the Southeastern Conference (the “SEC”) or by any one or more of its member institutions (herein an “Event” or the “Events”) each person and entity issued such a Credential (herein referred to, along with the employer of each such person, collectively as a “Bearer”) agrees to the following terms and conditions:

GENERAL

Each Bearer must be and hereby represents that he or she is acting on a specific assignment for an accredited media agency and has a legitimate working function in connection with the Event attended. The Credential is not transferable and may be revoked at any time.

The rights and privileges granted to Bearer may be terminated if any term or condition for use of the Credential is breached. The unauthorized use of the Credential subjects the Bearer to ejection from the Event.

While within the Event venue, Bearer shall, at all times, adhere to the policies in place for the Event, abide by and respect access limitations, and accept and follow directions provided by the SEC or the SEC member institution(s) hosting the Event.

Bearer assumes all risks incidental to the performance by the Bearer of Bearer’s services in connection with the Event and assumes all risks incidental to each Event, whether occurring before, during or after the actual playing of the Event, and agrees that the SEC, its member institutions, and their respective agents, employees, directors, officers, student-athletes, coaches, and contractors shall not be liable for bodily injury, property damage or theft losses suffered or incurred by Bearer at the Event. Bearer understands that sports contests are physical, and that in the normal course of play it is possible for balls, players, or other objects to leave the court, track, course, or field of play and impact spectators. Bearer hereby waives and releases any and all Claims (as defined below) against the SEC and its member institutions arising directly or indirectly from any such injury, including those attributable to their negligence or that of their agents.

In the event that the name or likeness of Bearer is included in any broadcast, telecast, photograph, film, video or other media taken in connection with any Event, Bearer grants the SEC (or, if the media is controlled by a SEC member, grants such SEC member) the nonexclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or thereafter devised.

Bearer agrees to indemnify and save harmless the SEC, its member institutions, and their respective agents, employees, directors, officers, student-athletes, coaches, and contractors, of and from any and all claims, liabilities, demands and causes of action asserted by persons and entities other than the SEC and its member institutions (jointly “Claims”) arising out of any act or omission, or anything done or purported to have been done, by Bearer, including but not limited to Claims arising from Bearer’s breach of any term or condition hereof. With respect to any Claim that might give rise to liability of the Bearer as an indemnitor, the indemnified party shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by the indemnified party at the sole expense of the Bearer, and (b) not be obligated, without its consent, to participate in any settlement of such Claim.

SEC REAL-TIME INTERNET POLICY

By acceptance and use of an SEC media credential, the holder agrees to the following conditions for any and all athletic events hosted by the SEC and its member institutions:

1. The SEC and its member institutions grant a media organization a limited license to use certain gathered information on the media organization’s own Internet or online site beginning at the start of an athletic event and up to the conclusion of such event, all subject to the following limitations and conditions:
 - (a) No more than 10 still photographs may be used for news coverage of the game and other editorial purposes during the event.
 - (b) Video tape may only be shown as part of a single, non-archived, online “simulcast” of a television station’s regularly-scheduled news program.
 - (c) While a game is in progress, the use of textual statistical information is time-delayed and limited in amount (e.g., updates pertaining to score,



injuries and national, conference or institutional record-breaking performances, a condensed halftime story) so that an organization’s Internet or online game coverage does not undercut the authorized and rights-paying fee organization’s rights to play-by-play accounts of the game and/or exclusivity as to such rights.

2. Any proposed media use on an Internet or on-line sight of the game information that is more detailed and/or more than described above will require separate written authorization by the SEC and/or its member institutions. However, such written authorization will not permit the use of game information in entertainment contexts and will not authorize game coverage that, due to immediacy or detail, constitutes or approaches a play-by-play account of a game.
3. Should any of these conditions be breached, the SEC and/or its member institutions will issue a written warning for the first violation. If this violation occurs during the last game of the institutions’ regularly-scheduled season, the media organization may not be credentialed for the SEC Tournament. A second violation of this policy will result in revocation of credentials to cover future basketball games hosted by the SEC and/or its member institutions.



CREDENTIAL REQUESTS

The University of Kentucky Athletics Communications and Public Relations department is operating under guidance from the U.S. Basketball Writers Association, College Sports

Information Directors of America, the Southeastern Conference, the NCAA, and federal, state and local public health officials to host a safe and healthy men’s basketball operation at Rupp Arena for the 2021-22 season during the continuation of the COVID-19 pandemic.

All credentials will be issued on a single-game basis only. Season credentials will not be issued. Media outlets must apply for credentials on a single-game basis.

Requests should only be submitted by outlets that require media row access and seating to cover the Kentucky men’s basketball team. Due to local/federal requirements, press seating for the 2021-22 season will remain reduced and it will be impossible to fulfill all credential requests. The UKACPR staff is working diligently to make covering the UK men’s basketball team in-person and virtually as safe and as easy as

possible.

The window to apply for credentials for games will open two weeks prior to the designated closure date. Credential requests will close five days prior to the game to allow time for UKACPR to process requests, determine available space, and distribute essential game-day materials as quickly as possible.

Media credential requests will only be accepted through Sports Systems at SportsSystems.com/Kentucky.

Credential requests should come from the sports editors/directors of your media outlet only. Once the sports editor/director has entered their information, you will click the button to add a request for any staff member that desires to cover a specific game.

You will then return to the system as game requests open to request additional games for your staff by clicking the + sign on the main credential page for the game desired.

Once you have entered a request, you will be sent an email with information on how to check the status of your request and modify that request. You must use this link to re-enter the system to modify your request or to enter requests for future games during that application window.

Questions in regards to the application process can be made to Stephanie Guy, UKACPR office coordinator, at 859.257.3838 or stephanie.guy@uky.edu.

CREDENTIAL CRITERIA

The University of Kentucky’s decision to issue credentials to a media outlet for the purposes of covering a UK men’s basketball home or away event is determined by a variety of factors:

- Priority is given to outlets based on circulation size/household reach/unique site visitors (please visit UKathletics.com for more information)
- Additional consideration is based on amount of original content generated, number of full-time employees of the outlet, length of existence of the outlet and the journalist experience of the reporter(s)
- Attendance at Kentucky media sessions, including Olympic sport opportunities and the intention/ability to cover all 22 sports at Kentucky both at home and on the road, also is considered

- Professionalism, which includes is not limited to conduct at games, press conferences, practices, on social media, etc.

Being granted credentials at another institution/event does not equate to meeting the criteria for the University of Kentucky. Being granted credentials for one UK event does not guarantee approval for other UK events. The University of Kentucky has the right to deny or revoke credentials under its own discretion. Credentialing also is dependent on space availability.

UK ATHLETICS MEDIA RIGHTS/USAGE GUIDELINES FOR SEC CONTROLLED CONTESTS/EVENTS

For contests/events in which media rights are controlled by the Southeastern Conference, rights begin at the beginning of the contest/event, or the scheduled beginning of a telecast, until the end of the contest/event.

SEC guidelines and usage rights for credentialed media are outlined in the previous sections.

PREGAME/EVENT

- UK Athletics grants media rights for pregame/event activities to its rights holder, JMI Sports
- Live broadcasting by credentialed media, including digital and social media streaming, is not permitted from within the facility (i.e., within the entry points of Kroger Field, Rupp Arena or other facility) without prior permission from UK Athletics and JMI Sports
- Exception – television stations may do a “live shot,” not to exceed three minutes in length, prior to contest/event. A live shot must be completed no later than 30 minutes prior to the beginning of SEC control of the contest/event. Live shots will not be permitted pregame on the floor this season at Rupp Arena

UK ATHLETICS GUIDELINES FOR EVENTS AND MEDIA ACTIVITIES WHEN RIGHTS NOT CONTROLLED OR SELECTED BY SEC

- Includes but not limited to: Fan Days, Big Blue Madness, CATSPYS, Hall of Fame induction ceremony, Pro Days, open practices etc.
- Media may use up to three minutes of video or audio for coverage
- For use above the three-minute limit, media entity must contact UK Athletics and JMI Sports for approval
- Live broadcasting, including digital and so-

cial media streaming, is not permitted from these events without prior permission from UK Athletics and JMI Sports

- Branded or sponsored media content of these events/activities is not permitted without approval from JMI Sports

ADDITIONAL GENERAL GUIDELINES

- For usage of video/audio from UK Sports Network television and radio programs produced by JMI Sports (example: coaches’ radio shows), contact JMI for approval
- For usage of content from CoachCal.com, contact JMI for approval
- Remote shows from UK Athletics facilities must be approved in advance by UK Athletics and JMI Sports
- Production of documentaries or other long-form programming from UK Athletics facilities must be approved by UK Athletics and JMI Sports
- “Ticket giveaways” or other promotional use of tickets is not permitted
- Giveaways of promotional items at UK Athletics events is not permitted without prior approval from UK Athletics and JMI Sports
- Authorized use of UK Athletics, UK Sports Network and/or CoachCal.com content must be properly credited

Failure to comply with these guidelines may result in the loss of credential access and privileges.



RADIO/TV RIGHTS

Broadcasting rights to UK games are assigned exclusively to the UK Sports Network. One reciprocal rights fee waiver is guaranteed opponent schools visiting Lexington. Contact Brad Tucker

at tucker@jmisports.com.

GENERAL INTERVIEW POLICIES

All interviews with University of Kentucky men’s basketball players or staff members that do not qualify as a Name, Image, Likeness opportunity must be arranged through the UK Athletics Communications and Public Relations office. Media should never contact a player, coach or staff member directly for non-NIL requests.

The Wildcat Coal Lodge, dormitories, team locker room and other team quarters are private team areas. Media members are not permitted in these areas unless accompanied by appropriate university personnel.

If you wish to contact a player for a NIL opportunity,



please review UK Athletics' NIL policies at UKathletics.com/NIL.

PRACTICE

Other than announced exceptions, Kentucky basketball practices are closed to the media. UK will accept requests to attend practice.

All requests must be made 48 hours prior to practice. In cases in which practices are open to the media, cell phones must be turned on silent or vibrate while in the practice.

PREGAME MEDIA OPPORTUNITIES

Pregame media opportunities are usually conducted prior to practices the day before a game with head coach John Calipari or an assistant coach and two players.

The pregame media opportunities will generally be in-person at the Joe Craft Center, but, as COVID-19 health and safety precautions and other factors warrant, could be conducted virtually via Zoom.

The UK Athletics Communications and Public Relations office will provide at least 24 hours notice for each media opportunity, although scheduling adjustments can be made as necessary.

Media will be permitted to record the press conferences that are conducted virtually. UKACPR will also record all virtual press conferences and make available to the media. Additional information on how to access the recordings is below.

UKACPR will accept requests for player interviews for pregame media opportunities but they must be submitted 24 hours prior to the scheduled availability via email to UKACPR contacts Eric Lindsey (eric.lindsey@uky.edu) or Deb Moore (deb.moore@uky.edu).

POSTGAME MEDIA OPPORTUNITIES

Postgame interviews for Kentucky at home will be conducted in-person in the media room. As COVID-19 health and safety precautions and other factors warrant, the home team media opportunity is subject to change and could be transitioned to virtual opportunities via Zoom.

Per Southeastern Conference recommendations, the visiting team will conduct all postgame press conference virtually only.

For virtual press conference information, please email UK Athletics Communications and Public Re-

lations contacts Eric Lindsey (eric.lindsey@uky.edu) or Deb Moore (deb.moore@uky.edu).

Both team's press conferences can begin as early as 10 minutes following the conclusion of the game. Press conferences could happen simultaneously.

At home games, Kentucky head coach John Calipari will conduct his postgame press conference in the media room while a player is taken to the UK Sports Network.

Following Coach Calipari's press conference, selected UK players are brought to the media interview room. No one-on-one interviews will be conducted postgame. Requests for such interviews should be made to the UKACPR office.

Media will be permitted to record postgame press conferences. UKACPR will also record all press conferences and make available to the media. Additional information on how to access the recordings is below.

UKACPR will also accept requests for postgame media interviews. Requests must be submitted via email by the final media timeout (the under-four timeout) of the game to Lindsey or Moore.



TELEPHONE/VIRTUAL INTERVIEWS

Exclusive telephone and virtual interviews are available to the media on a call-back basis. Individual player and coach telephone numbers will not be given to members of the media.

Players and coaches are instructed not to conduct interviews when contacted directly by telephone. The UK Athletics Communications and Public Relations office will arrange for telephone and virtual interviews at a time most convenient for the student-athlete.

Other special requests are handled on a case-by-case basis.

UKATHLETICS.COM

The official website for University of Kentucky Athletics is updated 24 hours before each game with the latest game notes and quotes from Coach John Calipari and selected players.

Following each game, the site will post a game box score with summary, postgame quotes and notes from all games and updated season statistics.

GAMEDAY MEDIA SERVICES

HEALTH AND SAFETY PROTOCOLS

Following University of Kentucky health and safety policies, masks will be required inside of Rupp Arena regardless of an individual's vaccination status. Failure to follow masking requirements will result in the revocation of credentials.

MEDIA PARKING

Parking at Rupp Arena will be available in the Maxwell lot, which is accessible through gate 3 located on Maxwell Street. Requests should be made when submitting credential requests.

Credentialed media will be put on a list and granted access to park. Parking spot will be guaranteed up to one hour prior to tipoff. Parking will be \$20 per game and cash is accepted. The lot can be accessed from gate two of High Street and it opens three hours before tipoff.

Season parking passes will not be issued this season.

MEDIA WILL CALL

Media will call at Rupp Arena is located at the west concourse entrance of Rupp Arena off High Street. Credentials are not available at the public will call window and will not be mailed. Will call will open 2.5 hours prior to the start of the game.

MEDIA SERVICES

The University of Kentucky uses a computerized statistics system. Working media will receive the following digitally (no printed materials):

- Game notes
- Halftime statistics
- Final box score
- Complete play-by-play
- Shot charts
- Coach and player quotes
- Postgame notes
- Select photos and video melt

The UK Athletics Communications and Public Relations staff will set up a media-only website page that will contain the above materials and additional media information. Please contact Eric Lindsey or Deb Moore for access to the website.

MEDIA WORK AREA

With media members' safety and health concerns in mind during the COVID-19 pandemic, media members will be asked to work from their seats before, during and after the game at Rupp Arena.

Media members will be permitted to come down to event level for postgame interviews via the elevators or through stair access through the stands. For those using the stairs, media members must access the postgame press conference area through the tunnels below sections 11 and 19 (opposite of team benches).

PHOTO WORK ROOM

A photo work room is available on the second floor beneath section 28 and can be accessed through the floor exit through the tunnels underneath sections 11 and 19. It is available for use by photographers only.

TELEVISION LIVE SHOTS

Television stations will be permitted to do stand-up live shots with specific restrictions with the health and safety of the team, fans and media in mind.

Television stations may do stand-up shots with masks on in the concourse area only in the one-hour window of media will call opening (2.5 hours prior to the game) and gates opening for all patrons (1.5 hours prior to the game). When doors open for the fans, media will no longer be permitted to do stand-ups.

For postgame stand-ups, media will not be permitted anywhere on the floor until no earlier than 30 minutes after the final buzzer. For media utilizing the floor, you will only be permitted to shoot on the floor for 15 minutes from the time you enter the event level. Masks are required for those stand-up hits, as they are for the entire arena.

Failure to adhere to the guidelines will result in the immediate revocation of credentials.

MEDIA SEATING

Media seating for print and TV will be available in the press box area on the concourse in front of sections 212-15 and 230-233.

The UK Athletics Communications and Public Relations office will assign seats for each game. The seating chart will be emailed to credentialed media prior to the game and available in media access areas.

PHOTO SEATING

The photo zones are appropriately marked on the Rupp Arena floor on both baselines. Photo/video spots are assigned.

Photographers and videographers are to remain in their assigned spots and must remain six feet outside of the team bench areas. Because of safety



concerns, no shooting is allowed on either sideline. Due to the amount of space, photo credentials will be limited. Additional one-person areas will

also be available in front of the stairwells to the press box in sections 214, 231 and 232.

Photographers and videographers who are granted floor access may only enter on to the floor via the tunnels underneath sections 11 and 19 (opposite of team benches).

Prior to moving or installing any cables around the basketball floor and/or in the seating area, including cable trays or otherwise, please coordinate your efforts with the Lexington Center/Rupp Arena technical staff.

Professional DSLR still cameras and video cameras are required to shoot from the floor. No point-and-shoot still cameras or flip video cameras will be allowed on the floor. Please have rubber/non-scratch pads under stools to avoid scratching the Rupp Arena floor. Per NCAA regulations, stools shall not exceed nine inches in height.

See UK Athletics photographer Chet White at the site for technical assistance.

ACCESSING PHOTOS/VIDEO

With limited space for photographers and videographers at Rupp Arena, select game images and video melts from UK Athletics photographers and videographers will be made available for home games for the media to use.

Photos will be available following the game at UK's Photoshelter website, bit.ly/UKMBB_Photo_2021-22, and at the Southeastern Conference media portal. Media members must contact the UK Athletics Communications and Public Relations office for the password to the Photoshelter website. Anyone needing a log-in to the SEC media portal should email licensing@xosdigital.com.

Video melts for all conference games will be provided postgame at vimeo.com/showcase/kentuckyymbb2022 and at the Southeastern Conference media portal. Melts are available for nonconference games by request.

Media will also be able to use the SEC media portal, Photoshelter and Vimeo for away game images and video.

All pre- and postgame media opportunities with the general media will also be available on the Vimeo website and the SEC media portal.

Stock images and logos are available on UK's Photoshelter website.

For additional photo and video needs, please contact the UKACPR office.



WIRELESS INTERNET

UK provides media members with complimentary wireless password-protected Internet access at Rupp Arena. Contact a UK Athletics Communications and Public Relations staff member for details.

The public wifi available to patrons may also be used.

GAMEDAY LIVE STATS

Live in-game stats will be provided at the web address <http://Kentucky.StatBroadcast.com>. A password is required. This is for media use only and the Stat Broadcast link and password should not be publicized.