



USA SWIMMING MEDIA POLICIES AND GUIDELINES

USA Swimming maintains a professional work environment for media at USA Swimming events. For this reason, we require that all credentialed media help us maintain this atmosphere. By applying for a media credential at a USA Swimming or USA Swimming Foundation event, you indicate that you have read, fully understand, and agree to the following professional journalism policies (“Media Policies”). USA Swimming may revoke a media credential for any individual that does not follow the below rules, and USA Swimming may also revoke all access for the offenders’ organization.

1. **Media credentials are issued to journalists and photographers from recognized outlets. Credentials are granted at the discretion of USA Swimming.** Media eligible for credentials include, but are not limited to, the following: (1) individuals affiliated with newspapers, magazines, wire services, swimming-specific publications, television, and radio, (2) collegiate sports information directors, (3) podcasters, (4) influencers, and (5) individuals working with the websites affiliated with such outlets. The media credential application form link can be found on the Media Information page on the USA Swimming website.
 - a. Only those issued a media credential are allowed to capture content for commercial use within credentialed areas. Any individual attempting to capture content for commercial use within credentialed areas must review and acknowledge these Media Policies. Those credentialed for a specific event as a coach, athlete, or official may not also be granted a media credential. Athletes may capture content to post on their social media channels (e.g., Instagram, YouTube, Facebook, TikTok, etc.) to promote their sponsors, but athletes are not allowed to capture and share content for any other commercial use.
 - b. Minors will not be granted media credentials. Exceptions will only be granted to an event’s broadcast rights-holder to support the broadcast itself, but the minor must be accompanied by legal guardian/parent who is also a working, credentialed media member.
2. **Credentials for website-only outlets reporting for news and editorial purposes shall be granted at the discretion of USA Swimming, provided they meet the following requirements and pending available space at the venue:**
 - a. The dissemination of editorial content must be the primary purpose of the website, and the website must demonstrate a record of sustained, original news on swimming and/or Olympic sports.
 - b. However, if the website is a local news website, the website must demonstrate a record of sustained, original news content on local sports and/or news.
 - c. Credentials will not be issued to representatives whose websites exist solely as a platform for posting unoriginal content (e.g., press releases, etc.).
3. **Web and broadcast media outlets must adhere to USA Swimming’s Broadcast Policies listed below.** Once credentials are confirmed, USA Swimming communications staff will re-distribute these policies for signature.
4. **Credentialed media members must not share competition video clips, live or otherwise, via social media networks.** Still photographs are permitted across social platforms. This includes live video via Facebook Live, Instagram stories and reels, etc., as well as taped video posted to X, Facebook, Instagram, Snapchat, etc.
5. **Any non-editorial or commercial use of any recognizable picture, audio, film/tape/digital image, or drawing of this event, even if blurred, is prohibited without prior, specific, written authorization from USA Swimming.**
6. **Media are granted access to the media areas strictly for the purpose of working as journalists.** Media are not permitted to solicit partnerships, pitch additional media opportunities to athletes, or place publicity materials in any areas without express permission from USA Swimming.
7. **USA Swimming does not credential freelance reporters or photographers without specific assignment.** All photographers and reporters must submit an assignment letter from a news outlet along with their credential application if they would like to cover a USA Swimming event.

8. **Internet usage in the media center is for work-related purposes only.** Media members who do not abide by this rule may have their internet access revoked.
9. **Media must maintain a quiet and professional atmosphere in the media workroom and all other media areas of the venue.**
 - a. Media must dress professionally at all times. No tank tops, swimsuits, or lounge wear will be permitted.
 - b. Media are not permitted to access locker rooms or utilize pool facilities.
10. **Athlete seating areas are off-limits to media.** Interviews must be conducted exclusively in designated media areas unless special arrangements are made through USA Swimming.

PHOTOGRAPHY POLICIES

In addition to the above Media Policies, all photographers are required to abide by the following photography-specific rules:

- a. Professional photography equipment, cameras with lenses longer than four inches, and camera support pods are not permitted in the stands.
- b. USA Swimming will manage and assign photography positions, enforce rules, and troubleshoot. Photographers must remain in their assigned positions.
- c. Photographers positioned on pool deck must stay in position during all races. Movement is only allowed between races.
- d. Depending on the venue, photographers can only access catwalk positions during times scheduled and approved by the Photography Chief or USA Swimming. If necessary, all photographers will be escorted and must sign and abide by the venue's catwalk agreement.
- e. On-deck photographers will abide by all direction from USA Swimming officials. Any issues with officials should be brought to the attention of the Photography Chief and/or USA Swimming.
- f. Photographs may be used for editorial purposes only, unless provided with express written consent by USA Swimming.
- g. Photographers are prohibited from capturing any competition video footage. The capture and public rebroadcast or resale, on the internet or otherwise, of any such footage may result in legal action by the broadcast rights-holder for the event.
- h. Photographers may utilize space in the media room as workspace or to store equipment. USA Swimming and the venue are not responsible for lost or stolen equipment.
- i. Photography will be allowed during press conferences, and photographers are asked to sit in front of the stage or in the first row of chairs.
- j. Photography in the mixed zone will be allowed on a meet-by-meet basis and will be communicated by USA Swimming or a Photography Chief.
- k. Photographers are not allowed to enter the competition pool or warm-down pool during a competition or training session. Photographers and videographers are not permitted to shoot from behind the blocks.
- l. USA Swimming will determine for each event whether photographers may use strobe lights, as strobe lights can pose a risk to swimmers on their starts and interfere with the television broadcast. Strobe lights will be permitted **only after approval from USA Swimming**. Please contact USA Swimming at media@usaswimming.org prior to the start of the meet to determine whether strobes will be permitted.
- m. USA Swimming will determine for each event whether underwater or under-block cameras are permitted. Such camera will be placed beneath lane lines and at least 10 meters out from the starting blocks. Any photographer wishing to install an underwater camera must apply at least 48 hours prior to installation by submitting a request to USA Swimming at media@usaswimming.org. Installation of these cameras must be completed under the direct supervision of the head meet official. Photographers may not place or remove underwater cameras once a session has begun.

BROADCAST POLICIES

In addition to the above Media Policies and in accordance with the rights of the broadcast rights-holder(s), all domestic television/web videographers must agree to the policies below.

1. Credentialed media members may tape footage of each session's warm-ups and do live stand-ups until 20 minutes prior to the start of the session. This may be done from approved areas and will be coordinated by USA Swimming.
2. Television crews may shoot footage of both morning preliminary sessions and evening finals sessions but must adhere strictly to highlighted restrictions outlined below (see #4 and #5). This may be done from approved areas designated by the USA Swimming communications staff.
3. Television crews may shoot footage of all awards ceremonies, sponsor presentations, and interviews. Post-event interviews must be conducted in the mixed zone or designated interview area.
4. Affiliates, web outlets, or other non-rights-holders may not, under any circumstances, live stream or broadcast race footage.
5. Television outlets may use no more than two minutes of aggregate race footage per daily, regularly scheduled newscast, and must not show any race in its entirety. There is no limitation placed on non-action footage such as interviews, awards ceremonies, or press conferences.
6. Television outlets may distribute highlight footage via their wholly owned, controlled website. Outlets may archive footage on their site for up to one year, but may not sub-distribute to any other website, including any partially-controlled or network-branded pages within another website.
7. Web-only videographers may only gather footage in non-competition areas approved by USA Swimming, including the mixed zone, press conference room, or designated interview area.
8. Web-only videographers may not show race footage unless said footage is provided by USA Swimming.
9. Commercial entities, including USA Swimming sponsors, cannot film or photograph USA Swimming events for marketing or promotional purposes without prior approval from USA Swimming. Any commercial entity seeking footage for commercial purposes should contact USA Swimming's marketing division to discuss a licensing agreement.
10. If the broadcast rights holder for any USA Swimming event has stricter media policies than the above, the broadcaster's policies prevail.

Signature: _____ **Outlet:** _____

Print Name: _____ **Date:** _____