

# University Basketball League Game Day Media Guidelines

## Document Status

Draft

Ready for Review

Final

| Version Number | Primary Author(s) | Description of Version                           | Date Completed/Updated                             |
|----------------|-------------------|--|--|
| 1.0            | Gabrielle Morri   | Outline guidelines for media access to UBL games | April 2024<br>Approved by Emma Pass and Rhys Hyatt |

## Aim

This guideline aims to manage media access to University Basketball League home games. The purpose of this guideline is to establish an approach for UWA Sport to grant access to media, including students seeking industry experience, at home games for the protection of players, staff, and brands associated with participation in the League, and to ensure compliance with UniSport guidelines.

## Additional Context

The University Basketball League is an exciting opportunity for our students, with many students excited to get involved in supporting roles including journalism, photography and videography. In order to protect players, staff and brands associated with UWA Sport's participation in the University Basketball League, the need has arisen for UWA Sport to monitor media access to UBL Game Days while supporting students to gain practical industry experience.

## General Overview

UWA Sport's participation in the University Basketball League is an exciting opportunity for students and staff to be involved in Game Days, whether as a player or as support staff. However, these events present risk around player safety, brand safety, sponsorship and governance that require management. Specifically, this policy seeks to:

- Ensure the safety of players and staff while courtside;
- Protect the UWA Maali, UWA Sport, UBL and UniSport Australia brands and their associated sponsorships;
- Prevent unauthorized use of player likenesses and protect associated sponsorships;
- Ensure courtside staff, including authorised media, have adequate space to move and work;
- Ensure the compliance of all media personnel with League policy.

## Media Guidelines

UWA Sport will make all reasonable efforts to accommodate photographers and journalists, including those from visiting teams, provided at least 24 hours prior notification is provided.

Non-accredited individuals may not use professional photo and video equipment, including any camera with a detachable lens, anywhere within the venue. Consumer grade point-and-shoot cameras with a fixed lens, including mobile phones, may be used in spectator areas.

Away teams are permitted to bring their own media personnel to a venue with prior permission from the home team.

UWA Sport aims to contribute to student development and will provide the opportunity for students to gain experience in working in sports media. Students are strongly encouraged to connect with UWA Sport to obtain media credentials through the process outlined in this document.

All media personnel must avoid disrupting or blocking the view of the court and/or the work of other staff. More specifically, they must

1. Not change sides during play or time-outs, or walk freely around the court during play;
2. Not take photos from beside the team benches;
3. Not take photos standing in front of spectators;
4. Not take photos that block the view or the function of the court signage.

Any interference caused by media personnel of the game, players, benches, officials, or spectators will be dealt with by the game day commissioner and may result in the removal of the media personnel from the court.

All media captured by personnel not under the employment of UWA Sport must be used for editorial purposes only. Non-editorial and commercial use is not permitted without prior, specific, written authorisation from UWA Sport and UniSport Australia.

All interviews of UWA Sport student-athletes, coaches, administration and staff must be coordinated through the Senior Manager – Performance.

### **Media Credential Application Process**

Requests for credentials should be emailed to [marketing@sport.uwa.edu.au](mailto:marketing@sport.uwa.edu.au) at least 48 hours prior to the game day. Please provide the following information in your request:

- Date of the game day requested;
- Any publication affiliation, or UWA Student status (including current course of study);
- Intended use of collected media;
- Link to portfolio or social media where the media is intended to be shared;

Credentials will be awarded on a game-by-game basis.

Credentials are not transferrable and may be revoked at any time by UWA Sport.

UWA Sport reserves the right to refuse a media credential application for any reason.

By applying for media credentials, the bearer acknowledges and agrees to abide by the above guidelines.