



# 2009 LPGA BLOG POLICY

## Eligibility Guidelines

The LPGA is committed to working with the emerging media sector of independent reporters, columnists, and journalists who reach diverse audiences via blogs and other forms of new media, and regularly produce original content. The following list includes guidelines that the LPGA will use in order to determine how to or whether to issue media credentials (“Media Credentials”) to independent online media representatives (“Representative[s]”):

- (1) The Representative must apply for Media Credentials on a tournament-by-tournament basis via the LPGA online media credential system (see [www.lpgamedicredentials.com](http://www.lpgamedicredentials.com)). The Media Credential must be applied for, and will be issued in, the applicant’s legal name. Please provide the LPGA at least three (3) weeks to consider your Media Credential request. Once a relationship has been established between the Representative and the LPGA, this timeframe requirement may be waived by the LPGA.
- (2) The LPGA strives to work with Representatives who have a history of professional journalism experience. The LPGA requires that Representatives have an established track record of covering professional golf and/or professional sports, demonstrate professional standards and transparency, and regularly produce original content, as determined by the LPGA.
- (3) The issuance of a Media Credential will depend on several factors, such as:
  - (a) Weekly and monthly number of unique visitor traffic data based on a recognized objective measurement company;
  - (b) Previous relevant journalism experience;
  - (c) Duration of online blog covering professional golf and/or professional sports (suggested period of at least four [4] months);
  - (d) The amount of original content produced by Representative containing a byline (Media Credentials shall not be issued to Representatives whose Web sites act as a repository for unoriginal content);
  - (e) Whether the Representative is affiliated with an LPGA-recognized news media outlet; and
  - (f) Commercial nature of the Web site, including the Representative’s Web site advertisers.
- (4) The LPGA may, in its sole discretion, grant or deny Media Credentials on the basis of any combination of the factors listed in Section 3 above, and/or modify the LPGA Blog Policy upon notice (such notice effective immediately upon posting of such modification on [www.lpgamedicredentials.com](http://www.lpgamedicredentials.com)).

## Applicability of LPGA Media Rules

Representatives granted access into the media center and other media areas inside the tournament venue shall act professionally and adhere to the “2009 LPGA Tour Media Credential Terms and Conditions” posted on [www.lpgamedicredentials.com](http://www.lpgamedicredentials.com). The Credential is not transferable and may be revoked at any time.