

**2010 CONOCO MOUNTAIN WEST CONFERENCE  
BASKETBALL CHAMPIONSHIPS  
MARCH 9-13  
MEDIA GUIDELINES**



# MEDIA GUIDELINES

## 2010 CONOCO MOUNTAIN WEST CONFERENCE BASKETBALL CHAMPIONSHIPS

**Media Coordinator:** Javan Hedlund, Associate Commissioner, Communications - O (719) 488-4051/C (719) 648-4027

**Tournament Manager:** Dan Butterly, Associate Commissioner (719) 488-4053

The following information is provided to assist you in preparing for the 2010 Conoco Mountain West Conference Basketball Championships. **The MWC encourages you to review this information in its entirety as you are responsible for following and understanding the policies set forth.**

### IF YOU ARE APPROVED FOR MEDIA CREDENTIALS PLEASE READ BELOW:

1. Keep a hard copy of your APPROVAL email and bring it with you when picking up credentials at the Cox Pavilion Media Center.
2. You have to pick up your credential in person. Valid government-issued photo identification will be required and checked EVERY time you enter the arena. **No group pick-ups for media outlets.**
3. Credential changes can only be made with the approval of Javan Hedlund at the MWC Office.

### **GAME SCHEDULE**

Below is the game schedule for the 2010 Conoco Mountain West Conference Basketball Championships:

#### TUESDAY, MARCH 9, 2010 – WOMEN'S FIRST ROUND GAMES - SESSION #1

Game #1	2:05 p.m.	#9 Women's Seed vs. #4 Women's Seed
Game #2	4:35 p.m.	#8 Women's Seed vs. #5 Women's Seed
Game #3	7:05 p.m.	#7 Women's Seed vs. #6 Women's Seed

#### WEDNESDAY, MARCH 10, 2010 – MEN'S FIRST ROUND/WOMEN'S QUARTERFINALS - SESSION #2

Game #4	2:05 p.m.	#9 Men's Seed vs. #8 Men's Seed	<b>The Mtn.</b>
Game #5	4:35 p.m.	Women's Game 1 Winner vs. Women's Game 2 Winner	<b>The Mtn.</b>
Game #6	7:05 p.m.	Women's Game 3 Winner vs. #3 Women's Seed	<b>The Mtn.</b>

#### THURSDAY, MARCH 11, 2010 – MEN'S QUARTERFINALS - SESSION #3

Game #7	12:05 p.m.	Men's Game 4 Winner vs. #1 Men's Seed	<b>The Mtn.</b>
Game #8	2:35 p.m.	#5 Men's Seed vs. #4 Men's Seed	<b>The Mtn./CBS C</b>

#### SESSION #4

Game #9	6:05 p.m.	#7 Men's Seed vs. #2 Men's Seed	<b>The Mtn.</b>
Game #10	8:35 p.m.	#6 Men's Seed vs. #3 Men's Seed	<b>The Mtn./CBS C</b>

#### FRIDAY, MARCH 12, 2010 – WOMEN'S AND MEN'S SEMIFINALS - SESSION #5

Game #11	12:05 p.m.	Women's Game 5 Winner vs. #1 Women's Seed	<b>The Mtn.</b>
Game #12	2:35 p.m.	Women's Game 6 Winner vs. #2 Women's Seed	<b>The Mtn.</b>

#### SESSION #6

Game #13	6:05 p.m.	Men's Game 7 Winner vs. Men's Game 8 Winner	<b>CBS C</b>
Game #14	8:35 p.m.	Men's Game 9 Winner vs. Men's Game 10 Winner	<b>CBS C</b>

#### SATURDAY, MARCH 13, 2010 – WOMEN'S AND MEN'S CHAMPIONSHIP GAMES - SESSION #7

Game #15	1:05 p.m.	Women's Championship Game	<b>VERSUS</b>
Game #16	4:05 p.m.	Men's Championship Game	<b>VERSUS</b>

**All Times Pacific Time Zone**

**PRACTICES** – All team practices during the 2010 Conoco Mountain West Conference Championships **are closed**. Teams may choose not to utilize their practice times or may choose to use a portion of the time allotted. Check with the team's respective media relations director for specific information.

Media members wishing to speak with coaches and student-athletes after their respective practices must contact that institution's media relations director. No interviews will take place on the practice court. Interviews must be conducted outside the gym area so that the next practice can start on time.

Court access will not be available during team practices on the Thomas & Mack Center court. **Institutional radio stations setting up for the first game of the day will be allowed courtside if arranged through the MWC Media Coordinator**. If arrangements are not made prior to arrival at the arena, courtside access will not be granted. These individuals are not to be actively watching practice, nor disrupting the team involved.

**MEDIA HEADQUARTERS HOTEL** – The Hard Rock Hotel will serve as the media headquarters (Media rate: \$69 plus tax). Media reservations **must be made online via the Mountain West credentialing system**. Media will receive confirmation via email for both the approval of the credential and hotel.

**THE DEADLINE FOR HOTEL REGISTRATION IS WEDNESDAY, FEBRUARY 17.**

*Headquarters Hotel:*

Hard Rock Hotel  
4455 Paradise Road  
Las Vegas, NV 89109  
Phone: 800-693-7625 – Web site: <http://www.hardrockhotel.com/>

If you must cancel your reservations, contact MWC Director of Communications Kim Melcher at 719-488-4050 or [kmelcher@TheMWC.com](mailto:kmelcher@TheMWC.com). If cancellations are made within 72 hours of your scheduled arrival, you will be charged a cancellation fee equal to one night stay (\$69 plus tax).

**The media rate at the Hard Rock Hotel is only available through the online registration via the MWC Web site or by contacting MWC Media Hotel Coordinator Kim Melcher (kmelcher@themwc.com/719-488-4050).**  
All individuals contacting the hotel directly will not have access to the media rate.

**GROUND TRANSPORTATION** – Media is responsible for its own ground transportation during the championships. Shuttle service will not be provided from the Hard Rock Hotel to the Thomas & Mack Center.

**PARKING** – Media parking passes are limited and will be distributed at the discretion of the MWC Media Coordinator. The Media Lot will be located at the Cox Pavilion. Enter the Media Lot from Swenson Road and proceed to the southwest corner of the Cox Pavilion.

#### **RENTAL CARS**

Several car rental agencies are offering discount rates during the 2010 Conoco MWC Basketball Championships. Use one of the following:

#### **BUDGET RENTAL CAR DISCOUNT CODE**

[www.budget.com](http://www.budget.com)  
Fastbreak Reservations/Information: 1-800-BUDGET4 (283-4384)  
Other Reservations: 1-800-527-0700  
Discount Code: **BCD# U117079**

#### **DOLLAR CAR RENTAL DISCOUNT CODE**

[www.dollar.com](http://www.dollar.com)  
Fastbreak Reservations/Information: 1-800-BUDGET4 (283-4384)  
Other Reservations: 1-800-800-4000  
Discount Code: **CD# TB1674**

ENTERPRISE RENTAL CAR DISCOUNT

[www.enterprise.com](http://www.enterprise.com) or 1-800-736-8222 OR 1-800-RENT-A-CAR

Enter the location, dates and times the vehicle is needed. Where it asks for coupon or customer number, type in the account number (**XZ12039**) at the bottom of the first page. Type in the first three letters of the account name (**MOU**) on the next page.

NATIONAL CAR RENTAL CONTRACT ID

[www.nationalcar.com](http://www.nationalcar.com) or 1-877-222-9058.

Click on Rates and Reservations. Enter the location, dates and times the vehicle is needed.

Type in the Contract ID (**XZ12039**) under Optional Rate Information.

**SECURITY** – The following security policies will be implemented for the 2010 Conoco Mountain West Conference Basketball Championships:

All individuals with credentials will be required to present government-issued photo identification, along with their credential, each time they enter the facility. All media bags will be inspected prior to entry EVERY time into the facility.

**DEDICATED PHONE LINES** - If media desire a dedicated phone line for use (other than Radio Broadcasting) on either press row or in the media workroom during the championships, you must apply via the online credential application process or make arrangements through Javan Hedlund (719-488-4051) **no later than Wednesday, February 24**. The cost for a dedicated phone line is \$150.

**INTERNET ACCESS** - The Mountain West Conference will offer complimentary Internet access (wireless and hard line) during the 2010 Conoco MWC Basketball Championships. Please mark the appropriate box on the credential registration link if you plan to use the Internet services provided in the Media Work Room so that the MWC office will have enough bandwidth to accommodate all requests.

**CREDENTIAL PICKUP** – Credentials can be picked up at Cox Pavilion Media Entrance (4505 S. Maryland Parkway) beginning Tuesday, March 9 at Noon PST. Media will enter the arena at the southwest corner of the Cox Pavilion. **Media and Photo credentials WILL NOT be allowed to enter through the Thomas & Mack loading dock entrance on the northwest side of the building. Only TV, CBSC or MTN credentials may enter the Thomas & Mack loading dock entrance.**

Credentials will not be mailed. Recipients must present a government-issued photo ID and verify that they are full-time, salaried employees of the media agency. The host media coordinator will provide a sign-in sheet for individuals to sign and confirm receipt of credentials. See the Credential Distribution Schedule below:

Tuesday, March 9	Noon - 8 p.m.	Cox Pavilion Media Center
Wednesday, March 10	Noon - 8 p.m.	Cox Pavilion Media Center
Thursday, March 11	10 a.m. – 9 p.m.	Cox Pavilion Media Center
Friday, March 12	10 a.m. – 9 p.m.	Cox Pavilion Media Center
Saturday, March 13	11 a.m. – 4:30 p.m.	Cox Pavilion Media Center

**CREDENTIAL GUIDELINES**

The Mountain West Conference opposes all forms of sports wagering, and encourages the media to assist in the education of the public with regard to the hazards of sports wagering.

A “media agency” for purposes of these criteria shall mean a daily or weekly publication, Internet site, cable system, radio or television station requiring immediate news coverage. “Immediate news coverage” for these purposes shall mean the editorial, audio/visual deadline occurs no later than 48 hours after the competition at the site has been completed.

**Media must apply for credentials online prior to Wednesday, March 3. Hotel reservations must be submitted by Wednesday, February 17.**

Unless otherwise approved by the Mountain West Conference in advance, no one under 16 years of age shall receive a credential or be allowed to sit on press row. Media attempting to bring in unauthorized individuals will have their credentials revoked. Credentials shall be issued only to individuals who have working responsibilities at the facility.

Subject to limitations of space, credentials shall be assigned in accordance with the following guidelines:

**Working Media Criteria:**

1. VERSUS, CBS College Sports Network and The Mtn.
2. Media agencies in geographic areas of the Mountain West Conference member institutions; agencies must have staffed games on a regular basis during the season (min. of 80 percent).
3. Radio stations and networks which are official flagship station of Mountain West Conference member institutions during the season; a rights fee to broadcast must be paid in advance (see radio section).
4. National television networks, national radio networks, wire services and national magazines.
5. Las Vegas metropolitan daily newspapers.
6. Campus-related media of Mountain West Conference member institutions, including student radio stations (see radio section).
7. Television and radio stations that employ full-time sports directors, conduct a daily sports program, and regularly cover college basketball.
8. Each participating team will be issued a maximum of two media credentials for team/scouting videographers for its respective games at the championships. The team videographer will be assigned a "photo box" position in the back row, while the scout videographer is permitted to shoot game footage from an upper photo position only. Videographers from an institution will only have access to the floor during its team's pre-game warm-ups and game and must leave the floor at the conclusion of the contest. These individuals will receive a photo armband that must be worn at all times.

Agencies that do not meet the criteria mentioned above, but represent the geographic area of a participating institution, may receive one credential if designated by a participating institution as a "minor media enterprise".

**Working Photographers Criteria:**

1. National Wire Services.
2. Newspapers with circulation in the immediate geographic area of Mountain West Conference participating institutions. If your local institution is not participating in a particular game you wish to cover, you may not shoot that particular game if space is limited. *Note:* If you are considered a primary media outlet for a MWC institution by the institution's media relations director, you will be granted the opportunity to shoot that institution's games.
3. Each participating institution can credential up to three (3) photographers (one of which must be a videographer for team highlights packages or coaches shows) to represent all campus-related publications and departments, including the athletics department.
4. Las Vegas metropolitan daily newspapers.
5. National publications planning to publish dated stories on the 2010 Conoco Mountain West Conference Basketball Championships.

The provisions under "print," "television," "radio" and "online" herein do not apply to media agencies (e.g., student newspapers, television stations, radio stations and yearbooks) that are affiliated with a participating or host institution. Credentials may be issued to three individuals, plus three photographers one of which must be a videographer for team highlights packages or coaches shows), certified by the director of athletics or designated representative of each participating and host institution, who will be the sole representatives of all such campus media organizations. **NOTE:** Team scouting videographers will be given separate credentials and must adhere to the terms and conditions outlined for the championships by the Mountain West Conference.

The Mountain West Conference reserves the right to authorize and issue all credentials. It also has the right to reject credential requests. Space limitations may preclude credential approval. Media agencies must receive permission from the Conference office if they wish to hand out or display their publications in the media workroom or on press row.

Membership in a writers' or broadcasters' association (e.g., United States Basketball Writers Association) does not automatically qualify an agency for credentials.

### **Agencies Not Eligible**

1. Credentials will not be issued to persons solely for the purpose of writing or gathering material for books.
2. Credentials shall not be issued to representatives of syndicated television or cable programmers who are not producing programs for immediate news coverage (i.e., to air within 24 hours).
3. Credentials shall not be issued to representatives of professional basketball organizations, telephone reporting services, fan boards, bloggers not affiliated with a media agency, obligations normally identified as "tout sheets," other publications or Internet Web sites devoted to gambling.
4. Any online service that is recognized as an outlet intended for the purpose of delivering news related to the recruitment of student-athletes will not qualify for credentials.
5. Credentials shall not be issued to representatives of agencies that normally provide specific services for a media agency (e.g., scores) if many of its clients have been accredited to staff the event.
6. Credentials shall not be issued to photo wire services, other than those identified within these criteria.

**CREDENTIALS/MEDIA ACCESS** – Media who are credentialed for the 2010 Conoco Mountain West Conference Basketball Championships receive a credential designating their affiliation. No one is admitted through the media gate without a Mountain West-issued credential. Agencies that request several credentials may receive a limited number of press row seats depending on demand. Those reporters who do not have an assigned seat for a particular game will be directed to the Overflow Media Seating Area. The following details access by credential type:

- **All Access (A):** Allows access to Thomas & Mack Center and admittance to all championship areas.
- **Event Staff (ES):** Allows access to Thomas & Mack Center, courtside, locker rooms, backstage media areas, all photo positions and general public access.
- **Media (M):** Allows access to the arena only through the media entrance located on the southwest side of the Cox Pavilion. Access allowed to assigned or overflow media seating, all backstage media areas, team locker rooms postgame and general public areas.
- **Participant (P):** Allows access to Thomas & Mack Center via Team Pass List. Person wearing this credential must enter via the team entrance at the loading dock of Thomas & Mack Center.
- **Photo (P):** Allows access to the arena only through the media entrance located on the southwest side of the Cox Pavilion. Access allowed to backstage media areas, all photos positions, team locker rooms postgame and general public areas. Armbands required for photography box at end of each court.
- **Television (TV):** Allows access to Thomas & Mack and Cox Pavilion through the loading dock area of both venues. Access allowed to assigned or overflow media seating areas, all backstage media areas, specified interview areas located outside team locker rooms postgame and general public areas. Courtside access with cameras only allowed until 60 minutes before first game in each session. Cameras not allowed courtside during game action when televised by MWC TV partner.
- **The Mtn. (MTN):** Allows access to Thomas & Mack and Cox Pavilion through the loading dock area of both venues. Access to courtside, assigned or overflow media seating areas, backstage media areas, team locker rooms postgame, specified photo box positions and general public areas.
- **CBS College Sports Network (CBSC):** Allows access to Thomas & Mack and Cox Pavilion through the loading dock area of both venues. Access to courtside, assigned or overflow media seating areas, backstage media areas, team locker rooms postgame, specified photo box positions and general public areas.
- **Temporary Floor Access-Women's (TF-W):** Does not allow entry to Thomas & Mack Center. Must have ticket to enter building. Allows access to floor and backstage areas of Thomas & Mack Center during the women's basketball championship.
- **Temporary Floor Access-Men's (TF-M):** Does not allow entry to Thomas & Mack Center. Must have ticket to enter building. Allows access to floor and backstage areas of Thomas & Mack Center during the men's basketball championship.

**PHOTOGRAPHERS** – Credentialed photographers are assured of floor shooting positions for their teams' games only; positions may be provided for other games if space is available.

A maximum of two credentials may be assigned to a newspaper or magazine agency in the market area of an MWC institution if it has staffed at least 80 percent of the team's home games.

Newspaper or magazine agencies from the tournament host city each may receive a maximum of three photo credentials if it has staffed at least 80 percent of the home games.

Except with the prior written approval of the Mountain West Conference, no photographer, news entity, media agency or other individual or entity receiving a credential herein may sell photos of the 2010 Mountain West Conference Basketball Championships.

All photographers will receive a "Photography Policy" sheet and armband from the MWC Media Coordinator or representative if credentialed for the championship. Individuals assigned by the MWC Media Coordinator to assist photographers on the floor and upper photography areas will provide armbands, copies of the photo policies and speed cards. Photographers can pick up box scores and other media information in the media workroom.

Photographers working the floor level are restricted to the "photographers box" at each end of the playing court. Photo positions on the floor level will be assigned by the MWC Media Coordinator. A photographer assigned to the second photo row may sit on an elevation not more than eight inches high. Newspapers covering a particular team are not guaranteed a floor location when that team is not playing. No photography equipment (i.e., cameras, strobes) shall be attached to the backboard or goal standards.

At no time may photographers work from directly behind the official table, team benches, press row media seating areas or in the stands. Failure to comply with these guidelines is subject to credential revocation.

Photographers may work from the following areas on game day:

1. ***From beginning of pre-game warm-ups until end of game*** – End zones only.
2. ***Between games of a session*** – End zones or along the sideline opposite the team benches, to shoot the postgame celebration. When the celebration concludes, the photographers must return to their end zone positions.
3. ***After last game of session*** – End zones or along the sideline opposite the team benches, to shoot the postgame celebration. Behind Row No. 2 opposite the team bench side.
4. ***After championship games*** – Anywhere on the courtside apron or behind Row 2 of either side of the media seating areas to shoot the postgame celebration or the awards ceremony. If the crowd becomes a problem on the court, an area will be roped off so that photographers can shoot the postgame celebration and awards ceremony.

No tripods may be placed on or beside the playing floor.

No cameras or strobes shall be attached to the backboard or goal standards without permission from the MWC Media Coordinator. Technical equipment, such as camera remote controls, may be placed or mounted behind the goal standard.

The MWC Media Coordinator may approve requests to place photography equipment in upper arena areas or under the first row of press tables opposite the official scorer's table. Cameras may not protrude more than four inches from under the draping. Rubber lens hoods must be used.

**STROBES** – Strobes may not be used during Mountain West Conference Championship games at the Thomas & Mack Center without permission of MWC Media Coordinator Javan Hedlund. Entities desiring the use of strobes at the Thomas & Mack Center must submit a request no later than Wednesday, February 24. Entities receiving permission to use strobes must arrange for set-up time with the MWC Media Coordinator on Monday, March 8 to test the strobes. There will be limited availability to utilize strobes (a maximum of three sets). Hand-held strobes and flashes are not permitted in Thomas & Mack Center arena/court area, nor are tripods or attachments to the basketball standards.

A photo transmission area will be available during the Championships. If you wish to use a dedicated phone line in the Media Workroom to send digital images, please contact Javan Hedlund ([719-488-4051/jhedlund@themwc.com](mailto:719-488-4051/jhedlund@themwc.com)) for installation of line (\$150 per line). The Mountain West Conference will offer Internet access during the 2010 Conoco Basketball Championships. Please indicate what type of Internet access you will need during the credential process to ensure enough bandwidth is provided in the Media Work Room.

**TELEVISION** – For all purposes in this section, a crew is defined as no more than four individuals, including one photographer.

1. A television station or regional cable network from the locale of the participating institution, which has staffed a minimum of 80 percent of its regular-season home games, may be represented by a maximum of one crew.
2. Television stations from the tournament host city each may be represented by a maximum of two crews if the station regularly covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season and if the crews are representing multiple, regularly-scheduled news programs.
3. A regional television network that airs a nightly sports show and covers all of a team's games during the regular season may be represented by one crew.
4. At the discretion of the host media director, no more than two credentials may be authorized to other news services that have news and sports programming.

**USE OF FOOTAGE BY TELEVISION ENTITIES** – VERSUS/CBS College Sports Network/The Mtn. hold broadcasting rights to all men's and women's games during the championships. Television stations may use video highlights from Mountain West television partners under the following guidelines:

1. Television agencies taping game action shall use the network feed via the video and audio distributing facilities provided by the Mountain West Conference. These agencies recognize that any videos may be used only in connection with a regularly scheduled television newscast within a seven-day period after the game.
2. An approved telecaster may use a maximum of three minutes of footage in a regularly-scheduled television newscast within a 72-hour period or a maximum of two minutes in a seven-day window in a regularly-scheduled sports content show. Television entities may not air highlights of an MWC Event that is broadcast live until the VERSUS/CBS College Sports Network/The Mtn. telecast has been completed. **The graphic "Courtesy VERSUS, CBS College Sports Network or The Mtn." must accompany all highlights. Stations may not cover up the MWC TV partner bug spotter with their own graphic.**

**EXCEPTION:** Local affiliates are permitted to show up to 0:45 of highlights from an active game on The Mtn. during their regularly-scheduled news broadcast, with the proviso that they mention the game is currently airing on The Mtn. and display The Mtn. bug during the highlight. **Taking clean feeds from the satellite transmission without the proper courtesy to VERSUS, CBS College Sports or The Mtn. is strictly prohibited.**

3. In consideration for access to video and/or record audio excerpts of any MWC Event, the television entity agrees, upon the request of the Mountain West Conference, to supply the MWC with a videotape or audio recording (as may be the case) of any program incorporating highlights and hereby consents to the use of excerpts from such a program by the MWC.
4. No television entity — broadcast or cable — may incorporate, superimpose, or "burn in" into any MWC Event highlights a logo, trademark, advertisement, scoreboard or other graphic without prior written permission from the Mountain West Conference.
5. Mountain West Conference and VERSUS/CBS College Sports Network/The Mtn. shall have the authority to withdraw permission for the use of highlights by appropriate notice at any time and for any reason.
6. Any person or entity wishing to use video or audio highlights on the Internet, must be approved by VERSUS, CBS College Sports Network, The Mtn. or the Mountain West Conference.

## **USE OF FOOTAGE BY TELEVISION ENTITIES CONTINUED**

7. No online entity (TV, newspaper, magazine, blog, Facebook or Twitter) is allowed "real-time" transmission (audio, video or written text Online) of any MWC Event, other than the Mountain West Conference and its partners CBS College Sports Network Online, VERSUS and The Mtn. Real-time is defined by the MWC as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event.
8. An approved telecaster is allowed to post 60 seconds of video highlights from each MWC Event, but such highlights shall not include VERSUS/CBS College Sports Network/The Mtn. audio or in-game features. The highlight package must not incorporate more than two (2) consecutive plays at any point from the contest. A graphic must appear which credits the applicable distribution arm of a particular telecast ("Courtesy of VERSUS/CBS College Sports Network/The Mtn."). Such highlights may appear on a credentialed Web site no earlier than 30 minutes following the conclusion of the contest. The shelf life of the highlights shall not exceed seven (7) days.
9. No person or entity may otherwise place or distribute video or audio highlights of any MWC Event on or through the Internet or any other new media distribution platform (i.e., any platform other than print media or over-the-air television) including, without limitation, wireless handsets, podcasts, or cell phones or PDAs.
10. No news outlets (print or Internet media or over-the-air television stations) can shoot their own low angle footage for use on the Internet from a game that any of the TV partners have exclusive rights to as granted by the Mountain West Conference.
11. Television stations, networks, cable systems or their designees are prohibited from making available game film or video of any MWC Event to any organization, person or entity without advance written permission from the Mountain West Conference, even though the planned use may be editorial in nature. Such film or video may be aired only as permitted herein by the media entity.
12. No rights afforded an approved media entity may be assigned, transferred or otherwise conveyed to any organization, person, or entity. Any organization, person or entity wishing to use film or video of an MWC Event in any manner not expressly permitted herein must obtain written permission for such usage from the Mountain West Conference.
13. If an outlet desires to use highlights on the Web, it must contact **Michelle Postelle** in rights and clearances at CBS College Sports Network with any requests (Phone: 212-342-8700 or E-mail: [mpostelle@cbs.com](mailto:mpostelle@cbs.com)). For game on The Mtn., please contact **Chris McKone** to receive written permission (Phone: 303-267-6918 or E-mail: [cmckone@themtn.tv](mailto:cmckone@themtn.tv)).

**TV MINI-CAMS** – VERSUS/CBS College Sports Network/The Mtn. are the only television entities that may transmit live from inside the arena during live game action. If a non-originating television station, network or local cable origination channel desires to receive videotape and audio of tournament games, international sound, crowd/team "color" activities and all formal news conferences, it must take a feed from the video and audio distribution facilities provided by the Mountain West Conference at the arena. Any videotape or audio highlight excerpts received from the distribution facilities that are aired by a telecaster shall include an on-air "Courtesy VERSUS/CBS College Sports Network/The Mtn."

Camerapersons representing these non-originating agencies are not permitted to photograph game action and will not have courtside access except as noted below.

- Live television coverage will be limited to designated stand-up locations inside the Thomas & Mack Center and must be cleared through Marlon Edge at the MWC Office ([medge@themwc.com](mailto:medge@themwc.com)). The Mountain West Conference reserves the right to designate the live stand-up locations during the Championships.
- Mini-cam operators must be accompanied by a Mountain West official when conducting a live shot within the arena or concourse. If a television entity conducts a live shot in the arena/concourse during game action, or without permission from the MWC Media Coordinator, the television agency's credentials will be revoked.
- No television crews will be allowed to use additional lighting setups unless conducting a live shot and it is approved by the MWC Media Coordinator or representative. Lighting will be provided in the media interview room for postgame news conferences. All mini-cam crews will receive a "Mini-Cam Policy" sheet from the MWC Media Coordinator or representative if credentialed for the championship. It is the responsibility of each mini-cam crew to read, understand and obey all policies set forth by the Mountain West Conference.
- Television stations wishing to broadcast live shots must coordinate the use of the lines with the local Las Vegas affiliates (ABC, CBS, NBC, FOX).

### **TV MINI-CAMS CONTINUED**

- Mini-cam operators will have access to the arena floor until 60 minutes before the first game in each session. There will be no access for mini-cam operators to the arena playing floor area (including seating areas) during games for any purpose or between games of the same session. In between sessions, mini-cam operators will have access to the floor when the originating broadcast entity has discontinued its live coverage. When mini-cam operators have access to the arena, they will be permitted to shoot from the end zone aprons only.
- The postgame locker room policy for the Mountain West Basketball Championships allows mini-cam operators access to teams when the "cooling-off period" has expired and the locker room has been officially "opened" by a Mountain West media coordination staff member. Battery equipment must be used for taping.
- Mini-cam operators may have access to open spots on the back row of the floor photo position located on each baseline during non-televised games. Mini-cam operators cannot stand and obstruct the view of spectators and must sit on an elevation not more than eight inches high.

**The MWC will provide several mult-boxes with video/audio feeds for credentialed TV stations desiring game action footage from the television broadcasts. Please travel with XLR cables.**

**PARKING FOR SATELLITE TRUCKS** – Limited reserved satellite truck parking will be available at the Thomas & Mack Center. Media should submit requests via the online credential application process to guarantee a spot or contact Javan Hedlund via email ([jhedlund@themwc.com](mailto:jhedlund@themwc.com)). The audio/visual distribution area will be located in the Media Work Room in Cox Lower Gym. Satellite truck parking will be available in the fenced area on the Southwest side of Cox Pavilion and on the North side of the Thomas & Mack Center.

**RADIO CREDENTIALS** – A maximum of two credentials may be assigned to a radio station in a market area of an MWC institution if it: (1) airs six or more daily sports reports, and/or (2) airs 15 or more college basketball games during the regular season.

Radio stations that do not meet the criteria above but covered (i.e., full-time reporters attended and filed reports) at least 80 percent of a participating institution's home games shall receive a maximum of one media credential.

Radio stations from the tournament host city each may receive a maximum of two media credentials if they: (1) regularly covered (i.e., full-time reporters attended and filed reports) college basketball during the regular season, and (2) aired six or more daily sports reports in the six months before the tournament.

**RADIO BROADCASTS** – The Mountain West Conference retains radio broadcast rights for all games at the Championships. Each institution's commercial station/network may purchase broadcast rights to games in which its team is competing. Rights fees for commercial stations are \$550 for either the men's- or women's-only broadcasts or a one-time fee of \$750 for the entire Championships (both men and women broadcasts). **Payment must be received by Wednesday, March 3 or flagship radio stations will not be permitted to set up at the arena.**

The rights fee includes the installation of phone lines, which includes an ISDN line and an analog line. The MWC will also provide feeds of crowd noise and postgame news conferences to courtside radio broadcast locations. If you desire lines to the Media Interview Room to use outside of your game broadcast you must contact Javan Hedlund (719/488-4051). Each radio station that has purchased live broadcasting rights is allowed a maximum of four credentials.

A rights fee will be waived for any non-commercial, university-funded, student-run radio station if there are no commercials, sponsored elements or underwriting spots within the broadcast itself and if no subscription fee is charged. In addition, there cannot be any advertising on the audio player itself. A \$150 charge for the installation of analog phone line will be applied. Non-commercial, university-funded, student-run radio stations must notify Javan Hedlund at the MWC office **no later than Friday, February 19** to guarantee a phone line on press row.

Any station that does not broadcast a game of the Championships, after contracting for such a space, shall be required to pay a forfeiture fee of 50 percent of the initial rights fee.

With permission from the head coach, an institution's originating station may have access to their team's locker room prior to the game to conduct interviews for the pregame show.

## **RADIO BROADCASTS CONTINUED**

During competition, radio personnel are restricted to an area outside a 10-foot perimeter surrounding the team benches.

Live radio originations from the facility on game days by agencies other than the MWC Radio Network and the institutions' official networks are permitted in the Media Work Room. Live or taped play-by-play description of any game is prohibited.

"Voicers" or interviews may be fed only after the game has concluded. Radio entities must apply via the online credential application process and fill out the dedicated phone line form **no later than Friday, February 19**. The cost for a dedicated phone line is \$150.

The Mountain West Conference Radio Network will broadcast all 16 games of the 2010 Championships. Radio affiliates interested in picking up the MWC Radio feed should contact Javan Hedlund in the Conference Office (719/488-4051). The MWC will grant broadcasting rights to a national radio network for all rounds of the Championships. This network will be allowed to broadcast to its affiliates with the exception of the DMA of the originating station of a participating team and its network outlets. The national radio broadcast will also be aired on [www.TheMWC.com](http://www.TheMWC.com).

**NON-BROADCAST LIVE RADIO** – Media representing non-broadcasting radio stations and individuals representing phone reporting services are prohibited from filing live reports via telephones from the arena area. These individuals may file reports from the Media Workroom. The Mountain West will also have an official staff phone to provide scores and radio updates. Live or taped play-by-play description of any game is prohibited.

**ONLINE ENTITIES** – The Mountain West Conference and its Internet partner CBS College Sports Online are the only Web sites that can provide "live" coverage of the Basketball Championships ([www.TheMWC.com](http://www.TheMWC.com)).

No online service will be allowed "real time" transmission of any games from the 2010 Conoco Mountain West Conference Basketball Championships. Other than the official Web sites of the Conference, VERSUS, CBS College Sports Network and The Mtn. representatives staffing Web sites shall be accredited based on the following guidelines:

- One credential may be issued to an online agency that covers (i.e., full-time staff members filed reports) at least 90 percent of the participating or host institution's home games.
- The official Web site of a competing institution, as approved by that school's sports information department, may receive one credential in addition to the three credentials affiliated with a participating institution (e.g. student newspapers, television stations, radio stations and yearbooks).
- A local print, local radio or local television agency will not receive more credentials than the number provided for elsewhere in this document. An agency may allot one (or more) of its credentials to its online entity.
- Online entities will not receive photography credentials.
- Any online service that is recognized as an outlet intended primarily for the purpose of delivering news related to the recruitment of student-athletes will not qualify for credentials.
- All Internet companies receiving credentials shall not post any live game footage, live statistics or live game information on any Web site (other than that of CBS College Sports Online, MWC or member institution).

### ***Additional Video and audio policies for online entities:***

- Web sites are not permitted to use audio/video highlights from MWC TV partner broadcasts without prior consent of CBS College Sports Network, The Mtn. and the MWC.
- Internet Web sites may use audio highlights from the MWC Radio Network under the following guidelines:
  - a. Audio clips may not be used until the game is completed.
  - b. Such clips for the Internet should not exceed a total of four minutes for all games in a single day, and should not exceed one minute for any single game.
  - c. Internet sites and radio stations may not broadcast live feeds of news conference taken from the video and audio distribution facilities provided by the MWC. Upon the conclusion of press conferences, Internet sites may use a total of four minutes of press conference footage for all games in a single day, and should not exceed one minute for any single game's press conference.
  - d. Credit for use of audio must be given to "MWC Radio Network".
  - e. Internet Web sites can link to [www.TheMWC.com](http://www.TheMWC.com) for archived streaming of the press conferences.

## **BLOGGING/TWITTER/SOCIAL MEDIA POLICY**

Each Credential Bearer (including television, Internet, new media, and print publications) has the privilege to blog/Tweet during competition through the Credential Entity. However, the blog/Twitter account may not produce in any form a "real-time" description of the event. Real-time is defined by the Mountain West Conference as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event. Each of the aforementioned descriptions is exclusive to the Mountain West Conference (or MWC member institution) Web site and/or any other Web site designated by the MWC and its rights holders. Periodic updates of scores, statistics or other brief descriptions of the competition throughout the event are acceptable.

Credential Bearer agrees that the determination of whether a blog/Twitter account is posting a real-time description shall be at the sole discretion of the Mountain West Conference (or MWC member institution). If the Mountain West Conference (or MWC member institution) deems that a Credential Bearer is producing a real-time description of the contest, the Mountain West Conference (or MWC member institution) reserves all actions against Credential Bearer, including but not limited to, the revocation of the credential.

Under no circumstances may any live video, live audio or game highlights be broadcast or otherwise distributed on the Internet or via any other online service or computer service without the prior written consent CBS College Sports Network, The Mtn., or Mountain West Conference.

Digital photographs of the Event (including Bearer-Generated Photographs) may be posted on the internet only in connection with and as part of regular print news coverage, including internet print news coverage. No more than 15 photographs may be used for news and editorial coverage of an MWC event per day. Any use of such photographs must be time delayed, i.e., no sooner than at least five (5) minutes after the happening of the event depicted in the photograph. Digital photographs of the Event shall not otherwise be posted, placed, or distributed on the Internet. Without limitation, Bearer may not sell any photograph or image that features a MWC student-athlete and/or coach, and may not use the name or likeness of the individual in any commercial or promotion for the media entity.

If media intend to blog/Tweet at a 2010 Conoco Mountain West Conference Basketball Championships, the media entity must indicate so through the credentialing process. Any media entity posting a blog/Tweet during the Championships must submit a direct link to MWC Multimedia Coordinator Katie Cavender ([kcavender@themwc.com](mailto:kcavender@themwc.com)). In return, all media entities entering a blog must post the MWC logo and Web site link on their site. All blogs must be free of charge to readers, and must adhere to the conditions and limitations of this Mountain West Conference Blogging Policy.

The Mountain West Conference, its nine member institutions, and its designated championship personnel shall be the final authority on whether a Credential Holder or Credential Entity is following the MWC Blogging/Twitter Policy.

Credential Bearer acknowledges that all broadcast rights, copyrights, trademarks, and other proprietary rights to the Event, and to the respective names, mascots, logos, uniform designs, and trademarks of the Mountain West Conference and its member institutions are exclusively owned and/or licensed by the Mountain West, its member institutions, and/or third parties with which the Conference or its members have agreements. Except for use for news and editorial purposes as expressly permitted herein, Credential Bearer will not use any of the aforementioned without written consent by the Mountain West Conference.

**MEDIA SEATING** – Seating arrangements for working media at the 2010 Conoco Mountain West Conference Basketball Championships are the responsibility of the MWC office. Mountain West officials will monitor press row seating and photographer locations throughout the Championships. Only working media, team scouts and tournament staff may sit in the press row area. The policies set forth by the Conference will be strictly enforced.

**PRESS ROW** – Cheering and/or taking photos in the press row area is prohibited, including Overflow Media Seating areas. Members of the media or institutional personnel cheering or taking photos in these areas will be asked to move into the stands with possible credential revocation. Please check the seating charts posted in the media workroom and on press row to locate your seat location for each session. Press row seating is for working media, team scouts and tournament staff only. All other individuals will be asked to relocate. Unless otherwise approved by the Mountain West Conference in advance, no one under 16 years of age shall be allowed to sit on press row.

**PRESS ROW CONTINUED**

Seating for media affiliated with television and radio outlets will be assigned on press row under the generic label "TV/Radio." Seats will not be assigned by outlet. If all "TV/Radio" seats are taken, please sit in the Overflow Media sections located against the security wall or in the North end zone.

For games in which it participates, each institution will be designated two seats along press row for an athletic department administrator. Athletic department personnel must follow all media polices while seated in the area or they will be asked to move into the general seating area.

Three (3) seats will be reserved for scouting purposes for each participating team. Only official members of the coaching staffs of the participating teams shall occupy scouting seats at any time during the championship. Scouting seats shall be reserved along press row. Due to limited seating at press row, seats shall only be provided to teams to scout their next opponent. All others will be asked to move to another location not in the press row area to watch the game. Scouts cannot film or take photos from this area.

**MEDIA HOSPITALITY** – Light snacks will be provided throughout every game day in the media workroom. Only credentialed members of the media and individuals with All Access and Event Staff credentials shall be allowed in the media hospitality room. The media hospitality room schedule is as follows:

<b>Tuesday, March 9</b> Dinner	<b>12 p.m. – 10 p.m.</b> 5:30 p.m. - 7:30 p.m.
<b>Wednesday, March 10</b> Dinner	<b>12 p.m.-10 p.m.</b> 5:30 p.m. - 7:30 p.m.
<b>Thursday, March 11</b> Dinner	<b>10 a.m.-11:30 p.m.</b> 5 p.m.-7 p.m.
<b>Friday, March 12</b> Dinner	<b>10 a.m.-11:30 p.m.</b> 5 p.m.-7 p.m.
<b>Saturday, March 13</b> Lunch	<b>11 a.m. - 7 p.m.</b> 2 p.m. - 4 p.m.

**MEDIA WORK ROOM** – A Media Work Room will be provided in the Cox Pavilion Lower Gym, including electrical power and a limited number of communal telephones. All media phone lines are restricted to collect or credit card use for long distance calls. The phones are also restricted to outgoing calls only. Media wishing to ensure access are strongly advised to order a dedicated phone for exclusive use through the online credential process or by contacting Javan Hedlund (719-488-4051). The cost for installation is \$150 per line. All media will have equal access to the non-exclusive phone lines in the media workroom.

**GAME TICKETS** – No tickets are provided on a complimentary basis by the Mountain West Conference to media or friends of media. By Mountain West Conference policy, ticket allotments are distributed equally to member institutions. Media should contact a local institution or the Mountain West Conference (Gary Walenga, 719-487-2479) if interested in purchasing a ticket.

**POSTGAME EMAIL** – Box scores and quotes will be emailed to those entities that sign up for the service through the credential application process. (Box scores will be posted immediately following each game to the Mountain West Conference Web site: [www.TheMWC.com](http://www.TheMWC.com).)

**POSTGAME INTERVIEWS** – Each team's media relations staff will assist media in coordinating interview requests involving players and coaches not attending the postgame news conference. These interviews will take place in the locker room or hallway outside the locker room. Contact a member of the media relations staff of the respective institution to arrange postgame interviews.

**POSTGAME NEWS CONFERENCES** – Postgame news conferences will take place in the Cox Pavilion Media Center following a 10-minute “cooling-off” period. The cooling-off period has been established for a coach to be with the student-athletes in the locker room after the game. The period begins when the coach enters the locker room immediately after the game or interview with MWC television partners, MWC radio network or the institution’s radio network. The cooling-off period will be a minimum of 15 minutes for the losing team. A coach may shorten the cooling-off period, but may not extend it.

Order of Appearance – **With one exception, the winning coach and at least two players shall be scheduled in the interview room before the losing coach and at least two players. After the championship game, the losing coach and at least two players shall be scheduled first.**

The men’s and women’s championship trophy will be presented on the floor following each championship game. The postgame news conference will begin after the conclusion of the trophy presentation. The announcement of the all-tournament team will be made at the beginning of the postgame press conferences following both the men’s and women’s championship finals.

**MWC TELEVISION AND RADIO PARTNERS, POSTGAME INTERVIEW PROCEDURES** – Coaches must proceed directly to the dressing room after the game unless asked to remain for a short interview (not to exceed three minutes) by VERSUS/CBS College Sports Network/The Mtn., MWC radio or institutional radio.

If requested, the winning coach and student-athletes shall grant postgame interviews, not to exceed three minutes, to VERSUS/CBS College Sports Network/The Mtn. and MWC Radio Network if they are still providing live coverage from the facility. The MWC Media Coordinator (or designee) will be responsible for terminating the three-minute interview period, not the television or radio network. The networks cannot inordinately delay the coaches’ and student-athletes’ return to the locker room. If the networks are not prepared to conduct live interviews immediately, they must be taped immediately.

Coaches and student-athletes who are not being interviewed by VERSUS/CBS College Sports Network/The Mtn. or MWC Radio Network may conduct interviews with the institution’s radio network during the three-minute period. Coaches and student-athletes will not be permitted to wait for the institutional radio station to return from a break.

Additionally, the head coach has the option of conducting an interview with the institution’s radio network—at the network’s courtside seating location—during a one-minute period after the conclusion of the initial three-minute period.

No other media interviews may take place during the cooling-off period. Once a coach permits one media representative to enter the locker room before the cooling-off period has ended, the locker room will be open to all other media representatives desiring access.

**Obligation of Coach** – Regardless of any personal regular-season radio or television contracts, the coach is first obligated to the entire media staffing the tournament and must report to the interview room immediately after the cooling-off period ends. After fulfilling this commitment to the media staffing the tournament, the coach and student-athletes may participate in other interviews. The coach cannot delay a postgame interview with the covering media to conduct a program for a single newspaper, radio or television reporter unless requested to grant a short interview by the MWC television partners, MWC radio or institutional radio as noted herein. If the television partners and MWC radio network choose not to conduct immediate postgame interviews, the institutional flagship station will also be bypassed.

**LOCKER ROOMS** – On game days, the locker rooms will be open to the media for a minimum of 30 minutes after the cooling-off period ends, provided media representatives are present the entire time. Student-athletes who do not play in the game may depart earlier. At the institution’s discretion, the locker room can remain open for individual interviews with players who were held in the holding area prior to going on the dais and thus were unavailable while other players were interviewed in the locker room. It is recommended the institutional Sports Information Director (SID) remain in the locker room while coaches and student-athletes are being interviewed.

**TELEPHONE INTERVIEWS** - Coaches nor student-athletes are permitted to conduct interviews via telephone until 30 minutes after the cooling-off period ends, or until after their postgame obligations to all media have been met, whichever comes later.

**FLAGSHIP RADIO** – For member institution's flagship radio stations that require comments from the head coach to be used as part of their pre-game show, they may meet the coach during pre-game in the team's locker room to record remarks provided they are escorted by a member of the team's media relations staff.

**POOL REPORTER** – A pool reporter will be designated for the Mountain West Conference by the MWC Communications staff to obtain a rules interpretation if needed regarding a game situation from the game officials. The pool reporter will be accompanied to the Officials' dressing room by a representative of the Mountain West Conference. At that time, an interpretation pertaining exclusively to the specific situation will be given.

**INFORMATION SERVICES** – Media guides, participant releases, updated statistics, game box scores, tournament records and other information will be available in the media workroom located in the Cox Pavilion Lower Gym.

Audio/video feeds from each postgame news conference, digital photos, *AP* wire stories and NCAA Photos/*AP* photos will be posted to [www.TheMWC.com](http://www.TheMWC.com) throughout the tournament.

**PROFESSIONAL SCOUTS** – Any professional team representative requesting admission to the Mountain West Conference Championships for the purpose of scouting players must purchase tickets to the Championships. No complimentary tickets or passes shall be given to scouts. Scouts shall purchase all-session tickets from the Mountain West Conference and will be issued a game ticket. Rosters and statistics will be delivered to the Scout Area. Scouts shall pick up tickets at Will Call the week of the tournament.

**CHAMPIONSHIPS PHOTOS** – Digital photos from each game of the Basketball Championships will be available for media use (not for promotional or commercial purposes of the media entity). Newspapers may contact Katie Cavender ([kcavender@themwc.com](mailto:kcavender@themwc.com) or 775-750-2800) in the MWC office or Chris Steppig at NCAA Photos ([csteppig@richclarkson.com](mailto:csteppig@richclarkson.com) or 785-550-8136) for use of championship photos.

**SEEDING ANNOUNCEMENTS** – The Championships brackets will be released to the media by 10:30 p.m. Mountain Time on Saturday, March 6 via email and the MWC Web site.

**TELECONFERENCE** – A men's basketball coaches' teleconferences will be held on Monday, March 8 to assist media in previewing the Championships. The call-in number is 888-601-3860. The call will begin at 10 a.m. MT and will include the nine men's head coaches. A replay of the call can be accessed through the conference Web site: [www.TheMWC.com](http://www.TheMWC.com) or by calling Kim Melcher (719-488-4050) for the replay number.

**ALL-CONFERENCE TEAM** – The men's and women's All-Conference teams will be announced LIVE on The Mtn. on Monday, March 8 at 1 p.m. PT as voted on by the league's coaches and media panel. The men's and women's awards will consist of the following: First-, Second and Third-Team All-Conference, All-Defensive Team, Coach of the Year, Player of the Year, Freshman of the Year, Newcomer of the Year, Defensive Player of the Year and Sixth-Man/Player of the Year.

**ALL-TOURNAMENT TEAM** – An All-Tournament Team and Most Outstanding Player will be awarded at the start of each postgame press conference following the men's and women's championship games on Saturday, March 13. The Mountain West Conference will appoint a panel of media to select the honorees.