



**2017 BOSTON
MARATHON®**

John Hancock

U. S. MEDIA NEWS ACCESS GUIDELINES APPLICABLE TO NON-RIGHTS HOLDING ORGANIZATIONS FOR THE 2017 BOSTON MARATHON®

Following are the guidelines for U.S. media to gain access to the 2017 B.A.A. Boston Marathon.

Please note that any video coverage—whether live or delayed—of the 2017 Boston Marathon between 8:45 a.m. and 1:00 p.m. ET is strictly prohibited (This is known as “the 8:45 rule”). Live coverage of the Boston Marathon between 1:00 p.m. and 6:00 p.m. ET is also strictly prohibited. Delayed coverage beginning at 1:00 p.m. ET is allowed in regularly scheduled news programming subject to the News Access Guidelines contained herein.

News Access shall be defined as Boston Marathon coverage featuring up to two minutes of highlights from the Boston Marathon Race Course in regularly scheduled news or sports news programming in the United States, beginning at 1:00 p.m. ET on April 17, 2017 and extending for a period of 36 hours.

Access for entertainment purposes, extended news purposes and/or distribution outside the United States follow different guidelines and require a licensing agreement.

The “Boston Marathon Race Course” refers to the following:

- The actual race course, the use of streets gained through permit with the local communities.
- The finish line area on Boylston Street - the sidewalks and street roughly from the Exeter Street intersection to the Dartmouth Street intersection, including the finish bridges.
- The start area, generally the triangles along Route 135 in Hopkinton on the Town Green and any other areas falling under the security of B.A.A. (through fencing and volunteer patrols).

Approved U.S. media requesting race coverage for News Access will be provided with transmission information from the B.A.A. Expenses for downlinking and recording this feed are the responsibility of the recipient.

1. Boston Marathon®, B.A.A. Marathon™ and the B.A.A. Unicorn logo are registered trademarks of the Boston Athletic Association. Use of these trademarks without written permission from the Boston Athletic Association is prohibited.
2. WBZ-TV is the official local broadcaster and NBC Sports Network (NBCSN) is the official national television network of the 2017 Boston Marathon. Along with their broadcasting rights, both WBZ-TV and NBCSN have been granted certain internet rights.

3. Media are eligible to receive media credentials if they are gathering news, transmitting their own content, have an existing, established and recognized outlet AND agree to these guidelines. Credentials are granted on a priority and space-available basis.
4. Assignment and distribution of credentials is contingent upon signed agreement with the policies outlined in these guidelines and at the sole discretion of the B.A.A.
5. For the purposes that follow, a “regularly scheduled news program” shall be defined as a program that is developed from news coverage and has been airing daily or weekly on the outlet for at least two months prior to the Marathon between the hours of 6:00 a.m. - 9:00 a.m. ET, 11:30 a.m. - 1:00 p.m. ET, 5:00 p.m. - 8:00 p.m. ET, 10:00 p.m. - 10:30/11:00 p.m. ET, and/or 11:00 p.m. - 11:30 p.m. ET.
6. Fully produced coverage of the race will be available from 8:45 a.m. - 1:00 p.m. ET on race day (April 17, 2017) on a U.S. Domestic Satellite TBD. Outlets who wish to use this coverage should contact the B.A.A. and NBC Sports Network. Access to the feed is free. Outlets may use up to two minutes of footage from this feed for general news highlights in regularly scheduled news programming beginning at 1:00 p.m. ET and continuing for a period of 36 hours. Coverage in excess of two minutes in any one program without the expressed written permission of Lagardère Sports and the B.A.A. is prohibited. Any other usage of this coverage must be arranged through Chris Martin at Lagardère Sports (mobile: 202-255-5377; cmartin@lagardere-se.com). The above guidelines do not include a television outlet’s web site, and those guidelines differ (see below).
7. Media may not use more than two minutes of footage of the Boston Marathon without a license agreement. Any outlet wishing to use more than two minutes of footage, including use of such footage in news programming, must reach an agreement with Lagardère Sports on behalf of the B.A.A.
8. Live aerial coverage of the 2017 B.A.A. Boston Marathon is prohibited 8:45 a.m. - 1:00 p.m. ET with the exception of recognized B.A.A. Media Partners.
9. Media will be able to broadcast live interviews and other news coverage from B.A.A.-designated media areas before 8:45 a.m. ET and after 1:00 p.m. ET on April 17, 2017. Media will be able to tape interviews with top runners and finishers at the post-race press conference area in the Fairmont Copley Plaza following the race. However, no live reports from these B.A.A. designated media areas will be permitted from 8:45 a.m. - 1:00 p.m. ET with the exception of WBZ-TV and NBC Sports Network Sports who are recognized B.A.A. Media Partners.
10. Media wishing to gain access to the race course and other designated media areas for the purpose of coverage described above shall request media credentials from the B.A.A. Media Credentials Office. The B.A.A. cannot guarantee that space will be available to all applicants.
11. Any re-broadcast or delayed race coverage other than as described above is prohibited and will be considered grounds for denying a station press access in future years. The B.A.A. reserves the right to review and revoke credentials from any station or outlet at any time.

12. Local, national, and international media outlets are prohibited from posting or streaming live video of the 2017 Boston Marathon over the internet or any other digital media with the exception of the B.A.A.'s Media Partners. Video highlight packages must conform to the US. Media News Access Guidelines Applicable to Non-Rights Holding Organizations.

13. For web-based news distribution, text-only updates are permitted, and still image transmission (not exceeding one frame per minute) is permitted between 8:45 a.m. and 1:00 p.m. ET on April 17, 2017.

14. Audio transmission of fewer than five minutes from the web-based organization's original source is permitted between 8:45 a.m. and 1:00 p.m. ET on April 17, 2017.

15. Transmission of or posting video from the Boston Marathon race course to any website - either live or delayed - is not permitted. Transmission of or posting video of the Boston Marathon is reserved for official Media Partners.

16. As an exception to #15 above, the Boston Athletic Association will allow news organizations to digitally transmit a maximum of thirty seconds (:30 seconds) of highlights from the Elite Athlete's race individually or in the aggregate after 1:00 p.m. ET on Monday, April 17 on the news organization's website or digital media platform. The highlights may remain accessible for 72 hours from the date of the race (three days; or through Thursday, April 20, 2017), which will be constituted as "fair use" by news organizations. If the highlights have been obtained from NBCSN, then a courtesy must appear in association with the clip with the following language: "Courtesy of the B.A.A. and NBCSN" and such clip shall not be modified in any manner including but not limited to any modification, removal or alteration to watermarks or branding on such clip. Throughout the use of a clip, each such news organization will provide a direct link to both NBCSN and the B.A.A. (www.nbcsports.com and www.baa.org). At no time may any outlet, other than official B.A.A. media partners, stream live coverage from the Boston Marathon Start Line Area, Race Course or Finish Line.

17. After 1:00 p.m. ET, use of any footage of the actual running of the marathon on the Internet outside of under the conditions described above must be approved by the B.A.A. This approval will be considered if consistent with standard television news access guidelines. Approval will not be granted for extended length clips or postings.

18. Media are prohibited from wearing action cameras such as GoPros while running in the Boston Marathon. Any footage of the Boston Marathon captured by runners or spectators is for personal use only. Personal use shall mean non-commercial use of such footage only. Any Boston Marathon footage for personal use shall not include any distribution for such purpose as to charge money, collect fees, or receive any form of remuneration. The Boston Marathon footage for personal use shall not be used in advertising and shall not be resold, relicensed, or sub-licensed. Any Boston Marathon footage usage cannot violate rights held by existing B.A.A. sponsors and/or partners.

19. Public Safety officials have designated the Boston Marathon Course and Event, including all spectator areas along the course, a NO DRONE ZONE. Operation of any type of unmanned aerial vehicle (UAV) on or along the course, or over any B.A.A. event, is prohibited. This prohibition on using drones (UAV's) for any purpose, including capturing, or attempting to capture video or images of the Boston Marathon, applies to the media. The capture of any Boston Marathon footage by any means must comply with all rules and provisions set forth within this document.

20. These Media Guidelines are applicable to all platforms of digital media distribution, including broadband, mobile, apps and social media.

CONTACT INFORMATION

International Broadcast Information

Chris Martin
Director, Lagardère Sports Media and Events
202-255-5377
cmartin@lagardere-se.com

Media Credentials, News Access and Internet Guidelines

Chris Conley
Boston Marathon Media Credentials Coordinator
617-778-1629
conley@baa.org

T.K. Skenderian
B.A.A. Communications Director
617-778-1632
tk@baa.org

Jack Fleming
B.A.A. Director of Marketing and Communications
617-778-1627
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TELEVISION/CABLE CREDENTIAL INFORMATION

Station/Network/Cable Network Name: _____

Name of program (if applicable): _____

Nielson/Arbitron Market: _____

Network Affiliation/MSO: _____

Coverage Planned (please mark all that apply)

News Highlights (evening news): _____

Race Telecast Highlights (evening news): _____

Live stand-up prior to 8:45 a.m. ET: _____

Other (please describe): _____

I have read the Television News Access Guidelines and I agree, on behalf of my news organization, to abide by the listed procedures and conditions.

Name

Date

Please return this form no later than Friday, April 7, 2017 to:

Chris Conley
Boston Athletic Association
185 Dartmouth Street, 6th Floor
Boston, MA 02116
Phone: 617-778-1629
Fax: 617-236-4505