



**128<sup>TH</sup> BOSTON  
MARATHON<sup>®</sup>**



### **MEDIA CREDENTIAL TERMS AND CONDITIONS**

In consideration of accepting any credential, you hereby for yourself, your heirs, executors and administrators waive and release any and all rights and claims for damage you may have against the Boston Athletic Association, its employees and vendors, USA Track and Field, the sponsors (including, but not limited to Bank of America), the volunteers, the Commonwealth of Massachusetts, or the Cities and Towns in which the race is contested, their representatives, successors and assigns for any and all injuries suffered by you with respect to the Boston Marathon.

Additionally, you and the outlet to which you belong agree to adhere to the Boston Marathon News Access Guidelines. WCVB and ESPN are the exclusive local and domestic rights holders. An agreement to these guidelines is necessary prior to distribution of credentials.

### **BOSTON MARATHON NEWS ACCESS GUIDELINES**

Following are the news access guidelines for non-rights holders seeking to distribute live and/or delayed video and/or audio content of the 2024 Boston Marathon in the United States and Canada. These guidelines pertain to all media in all forms of distribution known or not known.

News access for distribution outside the United States and Canada requires a separate licensing agreement. Use of any footage for any purpose outside the news access window both inside the United States and Canada and worldwide also requires a separate licensing agreement.

Media credentials are granted on a priority and space-available basis to members of the media who are reporting on the event for a recognized, existing, and established outlet and sign this form agreeing to abide by the following procedures and conditions.

1. Live video coverage (including all aerial coverage), transmission or posting of any part of the 2024 Boston Marathon race/racecourse including the Start Area in Hopkinton, the Finish Line Area in Boston, Awards Ceremony Area, and Mixed Zone in Boston between 8:30 AM and 6:00 PM ET on race day by non-rights holders is strictly prohibited. Any and all live coverage requires a separate licensing agreement. Delayed video coverage is strictly prohibited between 8:30 AM and 2:00 PM for the Professional Races (Open Men & Women, Wheelchair Men & Women, and Para Athletics Divisions Men & Women), and after 2:00 PM must follow the guidelines in #2 and #3 below. For the general field, delayed video coverage is strictly prohibited between 8:30 AM and 4:00 PM, and after 4:00 PM must follow the guidelines in #2 and #3 below.

Posting of any social media video footage by non-rights holders from along the course or finish area is also strictly prohibited during this time period. Social media live video is strictly prohibited from 8:30 AM through 6:00 PM.

Social Media delayed video coverage is strictly prohibited between 8:30 AM and 2:00 PM for the Professional Races (Open, Wheelchair, and Para Athletics Divisions), and after 2:00 PM must follow the guidelines in #2 and #3 below. For the general field, social media delayed video coverage is strictly prohibited between 8:30 AM and 4:00 PM, and after 4:00 PM must follow the guidelines in #2 and #3 below.

2. Non-rights holders may use up to 60 seconds of delayed race footage per regularly scheduled news/sportscasts in the U.S. only beginning at 2:00 PM ET on race day for footage of the professional races, and beginning at 4:00 PM ET on race day for footage of the general field. Use of footage in newscasts extends for a period of 36 hours to 2:00 AM/4:00 AM ET on April 17, 2024. Posting of Boston Marathon highlights of no more than 60 seconds is limited to websites that demonstrate a record of sustained news reporting. All Boston Marathon footage must be removed from all forms of broadcast and digital distribution no later than 4:00 AM ET on April 17, 2024. Any use of footage after that time requires a separate licensing agreement. Use of footage in excess of 60 seconds is strictly prohibited.
3. Any footage captured — including interview footage from the mixed zone — must be shown on delay and not in live, real-time broadcast or live stream format. Highlight footage of the professional races may be aired on delay after 2:00 p.m. ET, while highlights of the general field may be aired on delay after 4:00 pm ET. The sixty-seconds maximum footage rule (in aggregate for both the professional races and general field; see Rule No. 2) is in effect for any footage captured and aired.
4. The Professional Awards Ceremony and Mixed Zone are considered part of the racecourse; footage of the awards ceremony and Mixed Zone interviews are not permitted to be broadcast live. Any footage used from the Awards Ceremony is counted as part of the 60 seconds of delayed race footage as outlined in No. 2.

Non-rights holders will be permitted to broadcast interviews and other news coverage from B.A.A.-designated media areas in the Fairmont Copley before 8:30 AM ET and after 2:00 PM ET. Media will be permitted to tape interviews with the professional athletes at the press conference area in the Fairmont Copley Hotel and at the designated media areas on Boylston Street and/or Family Meeting Area. Interviews with the professional field may be aired after 2:00 PM ET, while interviews with the general field may be aired after 4PM ET (timing as referenced in No 1).

5. Access to fully produced coverage by non-rights holders for news access purposes is available to broadcasters upon request. Outlets using this footage must courtesy credit B.A.A. and WCVB/ESPN.
6. 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.
7. Any Boston Marathon footage or images captured by non-rights holding media members for personal use shall not include any distribution for such purpose as to charge money, collect fees, endorse a product or receive any form of remuneration. Boston Marathon footage (still images and/or video) shall not be used in advertising or promoted social media posts, 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. Recipients of media credentials must be actively covering the event for news purposes and be working for an established media outlet.
8. 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 the rules and provisions set forth within this document. Drones are only permitted to be used by public safety officials and official rights holding broadcasters when prior written permission has been granted by event organizers, public safety, and local/state/federal authorities.
9. Audio-only reports of less than three minutes per hour are permitted from 8:30 AM ET-1:00 PM ET for non-rights holding media. B.A.A. licensees and partners must follow applicable media access rules and guidelines.
10. All organizations and individuals seeking use of footage for any project after the designated news access window must enter into a separate licensing agreement. This includes projects that involve the creation of an audio-visual project, regardless of the medium, including but not limited to documentaries, feature films, commercials, anthology programs, not-for-profit organizations, student projects, festival films and any project following an individual, the sport of running or other similar projects.
11. Media wishing to gain access to the "Boston Marathon Racecourse" and other designated media areas for the purpose of coverage described above shall request media credentials from the B.A.A. Communications Department. Assignment and distribution of credentials is contingent upon signed agreement with the policies outlined in these guidelines and is at the sole discretion of the B.A.A. The B.A.A. cannot guarantee that space will be available to all applicants, and will assign credentials based on availability, assignment, and outlet.

12. The “Boston Marathon Racecourse” refers to the following:

- The actual racecourse, the use of streets gained through permit with the local communities.
- The Start Area in Hopkinton, generally the triangles along Route 135 in Hopkinton on the Town Green and any other areas falling under the security of the B.A.A. (through fencing and volunteer patrols).
- The Finish Area in Boston, including Boylston Street, the sidewalks and street roughly from Hereford to Dartmouth Streets, including the finish press bridge.
- The Awards Ceremony Area in Boston
- Any re-broadcast, live 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.**

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.

Usage of the Boston Marathon®, B.A.A. Marathon™ and the B.A.A. Unicorn logo is strictly prohibited for non-rights holding television/video outlets, including but not limited to usage in newscasts, video reports, film, or on social media.

NOTE: In conjunction with the Society of Broadcast Engineers (SBE), the Boston Athletic Association will be following a formal Frequency Coordination process for the 2024 Boston Marathon. Non-rights holding media members who plan to broadcast or film in Hopkinton at the start line are required to follow B.A.A. guidance in an effort to minimize RF technology interference.

B.A.A.:

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