



# 130<sup>TH</sup> BOSTON MARATHON<sup>®</sup>

## BANK OF AMERICA

### CONTENT CREATOR GUIDELINES & PROFESSIONAL ATHLETE MANAGEMENT CONTENT CREATOR GUIDELINES

#### SUMMARY

The Boston Marathon presented by Bank of America is an Abbott World Marathon Major and World Athletics Platinum label event that draws hundreds of media members from local, national, and international levels each year. 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 agree to abide by the Boston Marathon Media & News Access Guidelines (<https://bstnmar.org/BMAccessGuidelines>).

Due to space limitations, not all who apply for credentials are granted media access. Access is reserved for those who must work within dedicated media areas at the start, finish, mixed zone, photo bridge, and press conference areas, and those who are working on deadline. Consideration and approval is at the discretion of the B.A.A., and is based upon assignment, outlet, and other factors. Access may be extended to sport-specific platforms that fall outside the traditional media landscape based on coverage plan and assignment.

#### SOCIAL MEDIA

As a reminder, the following is outlined within the [B.A.A.'s News & Media Access Guidelines](#) and must be followed by content creators, elite athlete management, and anyone taking video or photography at the Boston Marathon.

- Posting of live video to social media by non-rights holders from along the course or finish area is strictly prohibited from 8:30AM through 6:00PM.
- 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). Highlight packages cannot exceed 60 seconds. For the general field, social media delayed video coverage is strictly prohibited between 8:30 AM and 4:00 PM. Highlight packages cannot exceed 60 seconds.
- Footage cannot be monetized, nor can it be used to promote a product, in any way.
- Any Boston Marathon footage usage cannot violate rights held by existing B.A.A. sponsors and/or partners.

#### VIDEO LICENSING FOR SPECIAL PROJECTS AND GENERAL (NON-NEWS) FOOTAGE USE

All organizations and individuals seeking use of footage for general non-news purposes or special projects beyond 48 hours surrounding race day must enter into a separate licensing agreement with the B.A.A. This includes projects that involve the creation of an audio-visual



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project, regardless of the medium, including but not limited to documentaries, feature films, commercials, anthology programs, not-for-profit organizations, student projects, festival films, social media, and/or any project following an individual, the sport of running or other similar projects.

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### PROFESSIONAL ATHLETES

The Boston Athletic Association welcomes a professional field of more than 200 athletes across the Open, Wheelchair and Para Athletics Divisions. Due to media space constraints, and out of fairness to all athletes, media accreditation will not be given to athlete management agencies or content creators working for athlete or team-specific projects.

In support of athlete storytelling, the B.A.A. does allow the following, provided advance notice and approval is granted by the B.A.A.:

- Individuals working on behalf of a professional athlete/team may shoot photography of the event from publicly accessible areas (behind barricades) at the start, along the course, or along the finish so long as footage abides by guidelines outlined in the Boston Marathon Media & News Access Guidelines (<https://bstnmar.org/BMAccessGuidelines>).
- Individuals may also receive access to the media center for Friday professional athlete availability, and to the post-race press conference if their respective athlete/team is participating in the media availability. Filming is also allowed at the Boston Marathon Expo or Fan Fest areas (for example, if the athlete is participating in a panel).
- Prior to event race day, access will be allowed to publicly accessible areas within the host hotel at the discretion of the B.A.A. Filming will not be allowed within credentialed or secure areas such as hospitality, athlete dining areas, medical/massage, athlete-only areas, transportation, or B.A.A. managed rooms.

*Priority of requests will be given to those seeking B.A.A. approval and/or guidance prior to March 1.*

If you have any questions, please contact the following B.A.A. Representatives:

- Chris Lotsbom (B.A.A. Director of Race Communications & Media; [clotsbom@baa.org](mailto:clotsbom@baa.org))
- Celia Oswitch (B.A.A. Communications Manager; [coswitch@baa.org](mailto:coswitch@baa.org))

#### Professional Athletes

- Mary Kate Shea (Chief Operations Officer; [mkshea@baa.org](mailto:mkshea@baa.org))
- Taylor Wilson (Senior Manager of B.A.A. Para and Adaptive Programming; [twilson@baa.org](mailto:twilson@baa.org))