



# 2011 LEHIGH VALLEY IRONPIGS

## MEDIA CREDENTIAL APPLICATION

**Contact Information:** You may contact the Lehigh Valley IronPigs Media Relations office at (610) 841-PIGS or [media@ironpigsbaseball.com](mailto:media@ironpigsbaseball.com). You will need to address Matt Provence (Director, Media Relations), Jon Schaeffer (Manager, Media Relations) or Nick Parson (Media Relations Assistant).

**Media Credentials:** 2011 Lehigh Valley IronPigs media credentials will be issued only to accredited media members. **Season credentials** will only be issued to legitimate news gathering organizations that cover the IronPigs on a daily basis. To apply for season media credentials, please return completed 'Media Credential Application' form and Minor League Baseball's 'Terms and Conditions of Credentials for Minor League Baseball Events' form. *The IronPigs will be very selective in issuing season credentials to online-only publications; however, those denied may apply for daily credentials.* **Daily credentials** will be issued to those individuals or organizations who do not qualify for season credentials, including freelance writers, most bloggers and reporters for weekly/monthly shows and publications. Daily credentials will also be issued to radio and TV stations when the need arises for extra pre/post-game personnel and to newspaper reporters providing extra coverage. Once a daily credentials request is approved and on file, the IronPigs require at least 24-hour notice for all daily credential requests. All weekend requests should be made by 3 p.m. on the Thursday prior. Credential requests can be sent via email to [media@ironpigsbaseball.com](mailto:media@ironpigsbaseball.com), by fax to (610) 841-1509 or by mail to: Media Relations, Coca-Cola Park, 1050 IronPigs Way, Allentown PA, 18109-3509 on company letterhead from the sports editor/director/producer. Under no circumstances are media credentials to be transferred from person to person without the expressed written permission and approval of the Lehigh Valley IronPigs Media Relations office. Violation of this policy may result in the informing of the International League office, dismissal of the media member from Coca-Cola Park and confiscation of the violator's media credential.

**Media Credential Pickup:** Upon approval of credential request, media members may pick up daily credentials at the Coca-Cola Park Ticket Office Will Call window during normal business hours or beginning at 10:00 a.m. on day of game.

**Media Parking:** There will be a limited number of media parking spots made available for every IronPigs game. Media members holding season credentials are permitted to park their vehicles in the upper lot by presenting credentials to the attendant. Please be aware that parking is available on a first-come basis. Those picking up daily credentials will have their names placed on a parking list, provided the IronPigs Media Relations department has received at least 24-hour notice.

**Press Box:** The press box is located on the Club Level of Coca-Cola Park, and opens three hours before game time. It is a working press box for WORKING MEMBERS OF THE MEDIA ONLY. Due to space limitation, there is always a possibility that credentialed media will not be stationed in the press box but at an auxiliary area. The IronPigs have wireless internet access available to those in the press box as well as those assigned to the auxiliary area.

**Clubhouse Access:** Only properly credentialed media members may gain access to the clubhouse. Both the IronPigs and visiting team clubhouses are located on field level. The home dugout is located on the third-base side and the visitors' dugout along the first-base side. Media members are not permitted in the training room, players' lounge or equipment area in the IronPigs clubhouse. In accordance with the regulations designated by Major League Baseball, the clubhouse is open to properly credentialed media members **3-1/2 hours prior to the start of the game and closes an hour prior to the game**. The clubhouse areas are also **closed when the teams are on the field**, unless previously approved by the IronPigs Media Relations department. Following the game, the clubhouse will open approximately 15 minutes after the final out. Access is prohibited between games of a doubleheader and during rain delays.

**Field Access:** Appropriately credentialed media are permitted access to the field and dugout areas, but are not permitted to cross the foul lines, particularly when the team is taking batting practice. Media must leave the field and dugout areas no later than one hour prior to game time.

**Media Guides, Game Notes, and Statistics:** IronPigs media guides can be obtained from the IronPigs Media Relations staff in the press box. IronPigs game notes and statistics will be made available in the press box prior to the start of the game and online at [www.ironpigsbaseball.com/pressbox/notes](http://www.ironpigsbaseball.com/pressbox/notes). To receive games notes in your inbox daily, please email IronPigs Media Relations Director Matt Provence at [mprovence@ironpigsbaseball.com](mailto:mprovence@ironpigsbaseball.com).

**Media Interviews:** IronPigs uniformed players and coaches can be made available for interviews prior to on-field stretching and following batting practice. Interviews cannot be conducted during batting practice without prior approval from the IronPigs Media Relations department. Media members wishing to do an off-site interview or a feature story should contact the IronPigs no later than 72 hours prior to the scheduled interview time. The media is asked to be respectful of the players' pre-game schedule when requesting an interview. No one will be permitted to interview starting pitchers pregame on the day of their start.

**Photo Wells:** Photo wells are located at the end of each dugout. Photographers must request usage 24-hours in advance using the guidelines outlined under Media Credentials above. Photographers are not permitted in the actual dugout area or on the field once the game begins. Please wait until the end of the inning to move to or from these areas.

**Use of Photography:** Media outlets needing use of IronPigs photography may contact the Media Relations department at (610) 841-PIGS. Accredited media members may use IronPigs photographs for non-endorsement projects only.

**IronPigs on the Web:** The official website of the IronPigs ([www.ironpigsbaseball.com](http://www.ironpigsbaseball.com)) is updated daily with game news, statistics, notes, and more.

**Autograph Policy:** Under **no circumstances are credentialed media members permitted to seek autographs** on the field of play or in either clubhouse. Violation of this policy will result in the dismissal of the media member from Coca-Cola Park and confiscation of the violator's media credential.

**Cameras in the Clubhouse:** Videographers are permitted in the IronPigs clubhouse following the game only, and must be accompanied by a reporter. Still photographers are not permitted clubhouse access at any time.

**Roving Cameras:** Television stations are prohibited from using a "roving" camera inside Coca-Cola Park without the permission of the IronPigs Media Relations department. At no time are camera crews allowed into the seating areas of Coca-Cola Park. Fan interviews in a roving situation must be conducted in the AT&T Plaza located at the main entrance.



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## MEDIA CREDENTIAL APPLICATION

This 2011 IronPigs Media Credential Application is good only for games played at Coca-Cola Park and for media members who will cover the team on a regular basis throughout the season. Applications for games played at other ballparks must be obtained from the home team. Please note that by submitting a credential request you are **NOT** guaranteed a credential for the 2011 season. If you are denied season credentials, you can submit daily credential requests to the club on company letterhead via email, fax or mail.

Applying for (Check One):  Season Credential  Daily Credentials, date(s) TBD

### WE WILL ACCEPT ONLY ONE SEASON CREDENTIAL APPLICATION SHEET PER MEDIA OUTLET

Application Form should be completed by the Sports Editor/Director. **Please submit headshots (JPG, 1.25" x 1" at least 150 DPI)** of all those who applied for season credentials to [nparson@ironpigsbaseball.com](mailto:nparson@ironpigsbaseball.com). In order to obtain credentials for all games at Coca-Cola Park, please:

Return completed form along with Minor League Baseball's 'Terms and Conditions of Credentials for Minor League Baseball Events' form no later than **Monday, March 28, 2011**. Applications may be emailed to [nparson@ironpigsbaseball.com](mailto:nparson@ironpigsbaseball.com), faxed to (610) 841-1509 or mailed to:

IronPigs Media Relations Department  
Coca-Cola Park  
1050 IronPigs Way  
Allentown, PA 18109-3509

Please note that credential pickup will commence April 4 at the Coca-Cola Park Ticket Office. A valid photo ID will be required for pickup.

Affiliation: \_\_\_\_\_ Contact, Title: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ Est # of Times to Coca-Cola Park per season: \_\_\_\_\_

I would like to receive:  Press Releases  Daily Game Notes /Roster Updates  Nightly Radio Recaps (:60)

I have read the 2011 Coca-Cola Park Media Guidelines and have provided a copy for those whom I am requesting credentials.

|                                |                                     |  |  |  |                                       |
|--------------------------------|-------------------------------------|--|--|--|---------------------------------------|
| <b>Media Type (Check One):</b> | <input type="checkbox"/> Print      | <input type="checkbox"/> Radio         | <input type="checkbox"/> TV            | <input type="checkbox"/> Internet                | <input type="checkbox"/> Other: _____ |
| <b>Check if Applicable:</b>    | <input type="checkbox"/> Daily Pub. | <input type="checkbox"/> Weekly Pub.   | <input type="checkbox"/> Internet/Blog | <input type="checkbox"/> Radio Affiliate         |                                       |
|                                | <input type="checkbox"/> Network    | <input type="checkbox"/> Local Station | <input type="checkbox"/> Magazine      | <input type="checkbox"/> Other (Describe): _____ |                                       |

Please list each individual in your organization **BY ORDER OF PRIORITY** for whom you are requesting credentials and their job description. Please use the following job categories:

**PRINT:** Beat Writer      Columnist      Photographer      Reporter      Sports Editor

**BROADCAST:** Cameraman      Producer/Director      Sports Director      Talent      Technician

| NAME     | JOB CATEGORY | EMAIL ADDRESS |
|----------|--------------|---------------|
| 1. _____ | _____        | _____         |
| 2. _____ | _____        | _____         |
| 3. _____ | _____        | _____         |
| 4. _____ | _____        | _____         |
| 5. _____ | _____        | _____         |
| 6. _____ | _____        | _____         |



### TERMS AND CONDITIONS OF CREDENTIALS FOR MINOR LEAGUE BASEBALL EVENTS

The term "Event" as used herein includes, but is not limited to, any exhibition, regular season or post season game. Each individual or entity signing for or using a credential, and his/her/its employers (each signer, user and employer, a "Bearer"), agrees to the following:

1. Each Bearer represents that such he or she is acting on specific assignment for a newspaper, press, news or photographic service and that Bearer is authorized to bind himself or herself and any entity or entities with which he or she is affiliated to these terms and conditions.
2. The use of any account, description, picture, photograph, video, audio, reproduction, or other information concerning an Event (the "Event Information") other than for news coverage of, or magazines, books or stories about the Events, or for First Amendment-protected purposes, is prohibited, except (a) by prior written consent of the President of the NAPBL or (b) as specifically licensed by Paragraph 6 below. Nothing in these terms and conditions authorizes Bearer to violate the Baseball Entities trademark, copyright and other proprietary rights. The Baseball Entities are the exclusive owners of, and expressly reserve all rights in, their trademarks, copyrights and other proprietary rights in their names, logos, mascots and uniform designs.
3. While an Event is in progress, Bearer shall not transmit or aid in transmitting any Event Information on a play-by-play or pitch-by-pitch basis more frequently than once every half-inning of play except to report on a significantly historic and newsworthy event. This limitation shall not apply to internal transmissions between the Bearer and Bearer's employer.
4. While an Event is in progress Bearer shall not transmit, display, or aid in displaying any video, audio, pictures, photographs or other non-text based accounts or descriptions of the Event that Bearer obtains at that Event in any media, except this limitation shall not apply to internal transmissions between the Bearer attending the Events and such Bearer's employer. The foregoing limitation shall not preclude the on-line transmission or display of up to seven still pictures or photographs of any Event during its progress; provided, however, that under no circumstances may Bearer display any more than seven still pictures or photographs of any Event during its progress.
5. Bearer assumes all risks incidental to the performance by the Bearer of Bearer's services in connection with an Event and assumes all risks incidental to an Event, whether occurring prior to, during or subsequent to the actual playing of the Event, including, but not limited to, the risk of being injured by bats or fragments thereof, and thrown or batted balls, and agrees that the National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corp., all member Leagues and Clubs of the NAPBL, Major League Baseball, the Baseball Office of the Commissioner, and all of their constituent clubs, and all of their respective owners, shareholders, affiliated entities, stadium owners and managers, partners, agents, officers, directors, players and other employees (collectively, the "Baseball Entities") shall not be liable for damages including, without limitation, damages for injuries or loss of or damage to personal property or equipment.
6. **PICTURES AND PHOTOGRAPHS:** The credential confers on Bearer a limited, non-exclusive and non-transferable license to take pictures and photographs of an Event, and to allow the entity that engaged the Bearer to use them only for news coverage of, or magazines, books or stories about the Event, other editorial purposes, and reprints of news pages from such entity's publications, provided that such use is not likely to create, or does not actually create, confusion in the minds of the trade or public that reprints or elements therein, or the items on which they are reprinted, are sponsored or endorsed by, or affiliated with, any of the Baseball Entities, or that any of the Baseball Entities licensed Bearer to use their trademark or copyrights. In exchange for the access granted by the credential, the Baseball Entities shall have the right to purchase prints of any published pictures or photographs taken by the Bearer in connection with the credential at the best financial terms offered to third parties, and such Baseball Entities shall be licensed at no additional charge to use the pictures or photographs for news coverage and promotional purposes. Except as specifically licensed herein, the Baseball Entities maintain that separate consent is required to transmit, offer to sell, or sell, any pictures or photographs featuring their respective trademarks, names, logos, uniform designs, copyrights or other proprietary rights for commercial purposes, including in third party advertisements or promotions, or on posters, T-shirts or other consumer products.
7. **AUTOGRAPHS:** The use of the credential for the purpose of obtaining autographs is strictly prohibited. Seeking or obtaining autographs from any player, personnel, public figure, or other individual within or adjacent to the ballpark shall subject Bearer to the immediate and permanent revocation of Bearer's credential.
8. **THE CREDENTIAL IS NOT TRANSFERABLE AND MAY BE REVOKED AT ANY TIME WITHOUT CAUSE.**
9. While within the ballpark, Bearer shall at all times be subject to the direction and/or supervision of the Club and its designated agents or employees.
10. Bearer shall obtain all necessary licenses, consents or releases permitting the use of any party's proprietary material, including, but not limited to any party's copyrights, trademarks, rights of publicity, rights of privacy or other proprietary or personal rights, however denominated, included in any photograph taken or other material obtained in connection with the credential. The Bearer is solely responsible for determining which licenses, consents and releases shall be obtained. Bearer shall indemnify, defend (if requested) and hold harmless the Baseball Entities against and from any and all claims, liability, loss, damage or expense (including reasonable attorneys' fees and expenses) against third party claims arising out of or relating to: (a) Bearer's use of any Event Information taken or obtained in connection with the credential, including, without limitation, any claim that use of such Information infringes any third party's copyrights, trademarks, rights of publicity, rights of privacy, or other proprietary rights, however denominated; (b) Bearer's acts or omissions; (c) the presence on the premises of any cameras, wires, cable or other equipment brought thereon by Bearer; and (d) Bearer's breach of any term of the credential.
11. In the event that the name or the likeness of any individual using this credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with an Event, such individual grants the Baseball Entities the non-exclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or hereafter devised.

NOTE: Please have each individual from your organization who will use the credential sign and print their name on the back.

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Affiliation

\_\_\_\_\_  
Date