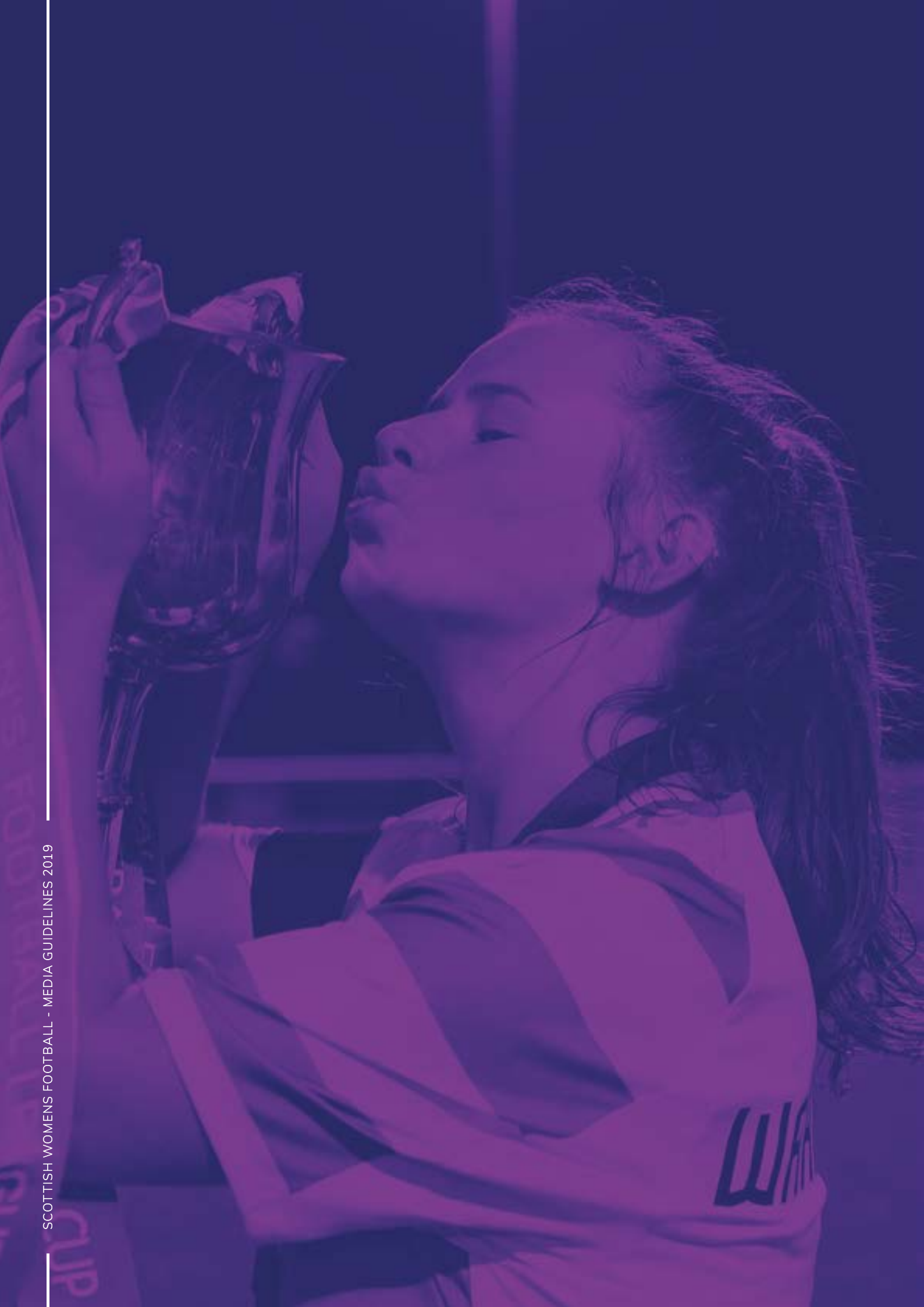


SCOTTISH WOMEN'S
FOOTBALL



MEDIA GUIDELINES 2019

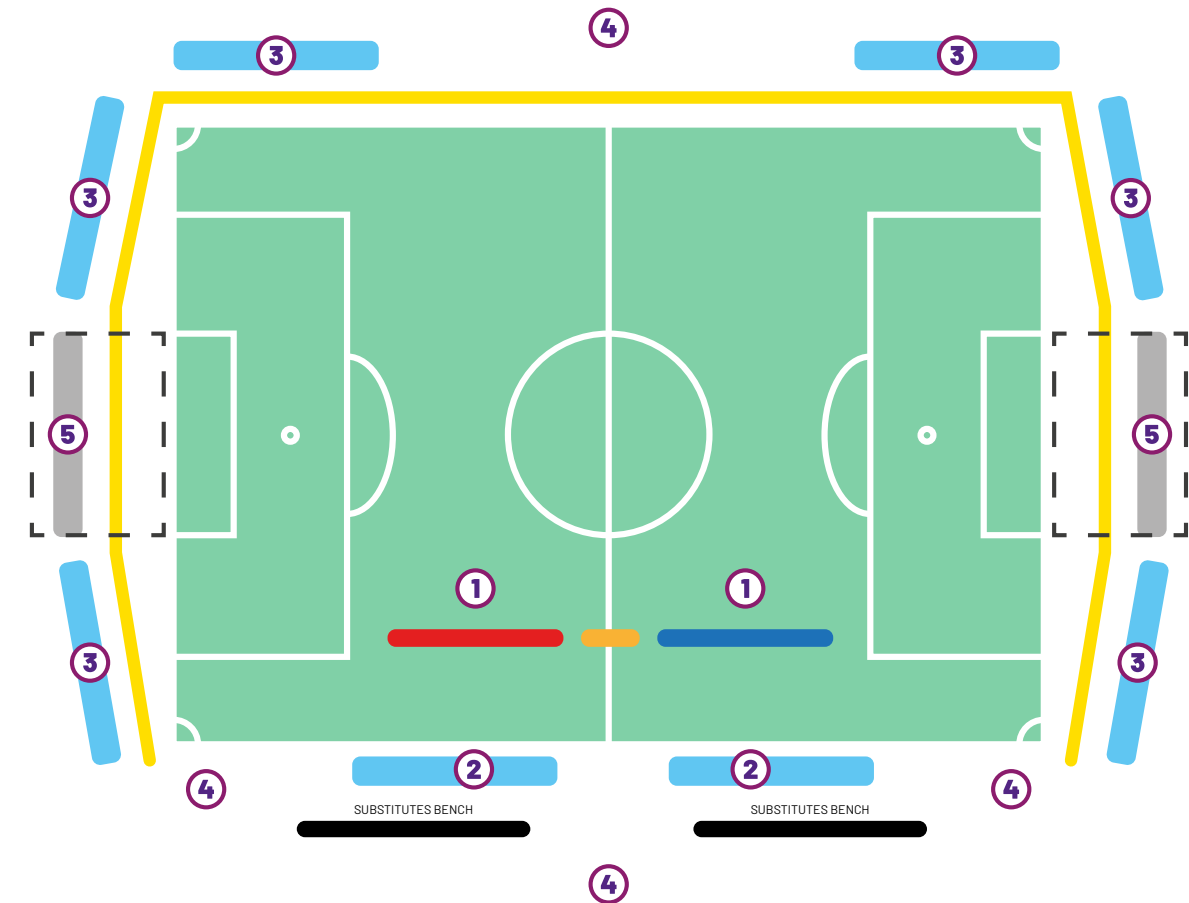
VERSION 1.0.0



CONTENTS

- 01** PITCH ORGANISATION
- 03** INTELLECTUAL RIGHTS
- 05** CLUB RESPONSIBILITIES
- 11** PHOTOGRAPHY
- 17** AUDIO BROADCASTERS
- 21** TV BROADCASTERS
- 25** WRITTEN PRESS
- 27** SOCIAL MEDIA

PITCH ORGANISATION



1. Teams pre-match
 2. Photographers pre-match
 3. Photographers during the match
 4. Recommended camera positions
 5. Remote cameras only
- > Diagram shows standard pitch set-up.
 - > The home side or Scottish Women's Football are responsible for media placement. The above diagram is recommended positions and should be followed unless stated otherwise.
 - > Advertising boards outlined in yellow. Photographers and cameras should be positioned behind these boards where applicable.
 - > Where advertising boards are not present, media must position themselves at a safe distance from the pitch.



INTELLECTUAL RIGHTS

- Scottish Women's Football is the exclusive owner of all intellectual property rights of the Scottish Women's Premier League, the Scottish Women's Football League, the Scottish Women's Cup, the Scottish Women's Premier League Cup, the Scottish Women's Football League Cups, the Scottish Women's Football Youth Cup, and all other current or future competitions that it runs or operates.
 - > This includes any current or future rights in all types of audio and visual material of the competitions, names, logos, visual identities, brands, music, mascots, medals, plaques, commemorative items, trophies, and certain key elements of the official match ball design.
 - > Any use of the aforementioned rights, any imitation and/or variation thereof and any other reference to the competitions require the prior written approval of Scottish Women's Football and must comply with any conditions imposed by Scottish Women's Football (unless stated otherwise).
- Scottish Women's Football is aware of the positive role our clubs play in the promotion of competitions. Therefore, clubs are not required to seek prior permission (unless stated otherwise) for any media activities (filming, photography, social media, audio, or written) surrounding Scottish Women's Football competitions.
 - > All activities are allowed unless they are likely to bring the competition into disrepute. Those found breaching this condition may face further action by Scottish Women's Football.
 - > All content created within Scottish Women's Football competitions (unless stated or agreed otherwise) is solely owned by the club/creator. However, clubs must provide Scottish Women's Football a free of charge licence in perpetuity to use any media content requested for non-commercial promotional purposes without any watermark.
- Scottish Women's Football reserves the right to insist that any member club/team does not post or share any match footage, including goals, across any channels or mediums which would be in contravention of any broadcast agreement made by SWF with any broadcaster.
 - > Scottish Women's Football and the broadcaster will be responsible for making member clubs aware of any stipulations coming from broadcast arrangements.



CLUB RESPONSIBILITIES

- The home team is responsible for all media accreditation during any Scottish Women's Football match (unless stated otherwise) and for delivering the relevant accreditations to all media representatives (accreditation cards, bibs, etc.) :
 - > The away team must provide the home team with information regarding any media coverage they plan. The home team must provide suitable arrangements for this coverage where possible.
 - > The home team should place media within suitable locations, in accordance with the pitch organisation. This includes providing covered seating, electrical points, and WiFi where possible.
 - > For any youth matches (outside the senior game), both the home and away team should provide permission for any media coverage to be conducted.
- The home team must ensure that the media facilities provided meet the required competition standards.
- Each team is responsible for the arrangement of pre-match and post-match interviews for their respective club, in accordance with the home team's interview positions.
- Interviews are not permitted during the match. However, pre-match and post-match interviews with each club may take place under the following circumstances:
 - > The head coach or a player must be made available before the match for a short interview with MG ALBA (or the main broadcaster) before the end of the pre-match warm-up.
 - > Interviews are allowed with players before the match but no later than the start of the warm-up, subject to the clubs agreement.
 - > A half-time interview may be conducted with the head coach or assistant coaches, subject to their agreement. No players, including those on the substitutes' bench, may be interviewed at half-time.
 - > Post-match interviews are conducted after the match in a designated area (selected by the home team or by Scottish Women's Football) located next to or on the pitch or between the pitch and the dressing rooms.
 - > The head coach or a key player, i.e. a player who had a decisive influence on the result, must be available for a minimum of one interview with all media.

CONT...



CLUB RESPONSIBILITIES

- > Teams must ensure that the head coach and players are available for interviews within 15 minutes of the end of the match, except in exceptional circumstances.
- > If the head coach is suspended for the match, or is sent off during the match, the club has the option of replacing him/her with the assistant coach for all obligatory match day media activities.
- Clubs in the Scottish Women's Premier League and Scottish Women's Championship must provide a point of contact to liaise with media representatives and ensure they are looked after at matches. This should not be the match-day coach as the individual must be available to assist media pre-match when coach would be undertaking other duties such as warm up, team talk etc. pre-match
 - > Scottish Women's Football recommends a media contact is appointed at all levels of the game.
- Clubs in the Scottish Women's Premier League and Scottish Women's Championship should provide Wi-Fi access for visiting media, including the opposition, club where possible.
- Clubs in the Scottish Women's Premier League and Scottish Women's Championship must provide team lines for media (minimum of six copies) – should be made available to media at least 30 minutes before kick-off.
- Before the start of the season each club must, at Scottish Women's Football request, provide Scottish Women's Football, free of charge, with individual player and head coach statistics and photographs, historical information and a photograph of its stadium, and any further data requested by Scottish Women's Football for non-commercial promotional purposes.
- If requested by Scottish Women's Football, each club must make its head coach and one player available at some point the week before each of its matches for a short interview with Scottish Women's Football and any pre-arranged media.
 - > For any matches being broadcast by MG ALBA (or any other broadcaster), the club must work with Scottish Women's Football to ensure access to create content is provided.



CLUB RESPONSIBILITIES

- For any matches being broadcast live, the home team must provide sufficient access for the broadcaster to set-up relevant equipment in advance at the home pitch/stadium location.
 - > Scottish Women's Football and the broadcaster will aim to provide as much notice as possible to ensure this can be accommodated.



PHOTOGRAPHY

- Media equipment and personnel may not obstruct the view or movement of, or cause confusion for referees, players or coaches.
- Media equipment and personnel should not obstruct the spectators' view of the field of play. Media cameras should not record or photograph the crowd in a manner which could cause any dangerous activity.
 - > Photographers should be seated at all times.
- Any media equipment and personnel must be positioned in such a way that they do not present any danger for players or the referee team. The field of play itself must always be kept free of cameras, cables and media personnel.
- Photographers should be provided a hi-vis bib to wear by Scottish Women's Football or the home team where possible.
- Before the match, photographers may base themselves on the touchline in order to get team photos. Once these photos are taken, photographers must move to an appropriate place ASAP.
- During the match, photographers may work in designated areas (behind advertising boards if applicable) at a suitable distance from the pitch.
- After the match, if a trophy presentation is taking place, only the designated Scottish Women's Football and the winning club photographer may enter the field of play.
 - > All other photographers must be off the pitch on the touchline. Once the presentation has taken place and any TV broadcaster is off air, photographers may enter the field of play.
- Photographers are not allowed to enter the field of play (unless stated otherwise) nor may they access the tunnel or dressing rooms before, during, or after the match.
 - > This is limited to two hours before scheduled kick-off and 30 minutes after the final whistle.

CONT...

PHOTOGRAPHY

- Photographers may only change ends at half-time or, if applicable, during the interval before the start of extra time and before kicks from the penalty mark.
- Photographers have the right to attend the pre- and post-match press conferences, subject to space restrictions.
- Official photographers (including club photographers) own 100% rights to the photos that they take at Scottish Women's Football competitions (unless certain agreements between clubs, media outlets, photographers are agreed):
 - > Scottish Women's Football are willing to share photographers work (with or without watermark) on their channels. Photographers wishing to establish this relationship should email directly (swf@scottish-football.com).
 - > Any photographers found using photos in a way that brings a Scottish Women's Football competition into disrepute, can potentially be banned from attending future Scottish Women's Football competitions.
- Photographers and clubs working together should agree their own rights and arrangements. Scottish Women's Football is not responsible for these arrangements.
 - > The team dressing rooms are off limits to media representatives before, during and after the match.
 - > However, subject to each club's prior agreement, one camera of the main broadcaster (as well as a Scottish Women's Football photographer, if present) may enter the dressing rooms of each club before the match to film/photo the players' shirts and equipment.
 - > The main broadcaster may also conduct a brief presentation with its main reporter or presenter in the home club's dressing room, subject to the home club's prior agreement. This filming must be completed before the arrival of the players, at least one hour before kick-off.
 - > The main broadcaster may conduct one brief presentation in the away club's dressing room, subject to the prior agreement of the away club. This filming must be completed before the arrival of the players, at least one hour before kick-off.



PHOTOGRAPHY

- All media representatives must respect the needs of other media colleagues. For example, adequate positions for photographers must be available alongside main rights-holder cameras behind the advertising boards, in principle behind each goal, and media working areas must not be disturbed during the match by main rights-holder technical personnel or photographers.

AUDIO BROADCASTERS

- Media equipment and personnel may not obstruct the view or movement of, or cause confusion for referees, players or coaches.
- Media equipment and personnel should not obstruct the spectators' view of the field of play.
- Any media equipment and personnel must be positioned in such a way that they do not present any danger for players or the referee team. The field of play itself must always be kept free of cameras, cables and media personnel.
- Reporters should be provided an accreditation pass by Scottish Women's Football or the home team to wear where possible.
- Reporters should ideally be situated within a suitable area for work to be conducted (to be arranged by the home team). This includes sheltered seating, electricity points, and Wi-Fi where possible.
- Reporters are not allowed to enter the field of play (unless stated otherwise), the tunnel, or dressing rooms before, during, or after the match.
 - > This is limited to two hours before scheduled kick-off and 30 minutes after the final whistle.
 - > Media representatives may be allowed on the pitch post-match for interviews. Postmatch interview positions are selected by the home team or Scottish Women's Football.
- All media representatives must respect the needs of other media colleagues. For example, adequate positions for photographers must be available alongside main rights-holder cameras behind the advertising boards, in principle behind each goal, and media working areas must not be disturbed during the match by main rights-holder technical personnel or photographers.
- Media must respect the needs of the players and coaches. Interviews may be conducted only in areas defined and approved by the home team or Scottish Women's Football.
 - > Reporters must approach the appropriate media representative to organise all preand post-match interviews.
 - > Reporters must not approach players or coaches for interviews or comments during play.

TV BROADCASTERS

- Media equipment and personnel may not obstruct the view or movement of, or cause confusion for referees, players or coaches.
- Media equipment and personnel should not obstruct the spectators' view of the field of play. Media cameras should not record or photograph the crowd in a manner which could cause any dangerous activity.
 - > Camera operators are permitted to be standing but must ensure they are not obstructing the spectators' view.
- Any media equipment and personnel must be positioned in such a way that they do not present any danger for players or the referee team. The field of play itself must always be kept free of cameras, cables and media personnel.
- Camera operators should be provided a hi-vis bib to wear by Scottish Women's Football or the home team where possible.
- During the match, camera operators may work along the goal lines (behind advertising boards if applicable) at a suitable distance from the pitch. If space allows, they may situate themselves along the touchline opposite the team benches, from the corner flag up until the edge of the penalty box.
 - > Rules above, particularly for the assistant referees, must be followed.
- After the match, if a trophy presentation is taking place, only the main broadcaster is allowed onto the field of play.
 - > All other camera operators must be off the pitch on the touchline. Once the presentation has taken place and any TV broadcaster is off air, other camera operators may enter the field of play.
- Camera operators are not allowed to enter the field of play nor may they access the tunnel or dressing rooms at any point, unless stated otherwise.
 - > This is limited to two hours before scheduled kick-off and 30 minutes after the final whistle.

TV BROADCASTERS

- Camera operators may only change ends at half-time or, if applicable, during the interval before the start of extra time and before kicks from the penalty mark.
- Official Camera operators (including club camera operators) own 100% rights to the footage that they take at Scottish Women's Football competitions (unless certain agreements between clubs, media outlets, photographers are agreed):
 - > Any footage used in a way that brings a Scottish Women's Football competition into disrepute, can potentially be banned from attending future Scottish Women's Football competitions.
- Camera operators and clubs working together should agree their own rights and arrangements. Scottish Women's Football is not responsible for these arrangements.
- No media representatives are allowed to go on to the field of play before, during or after the match.
 - > The only exception is of a camera crew covering the team line-ups at the start of the match (agreed by Scottish Women's Football and both clubs in advance).
 - > Two cameras (one from each team) filming after the end of the match, including extra time and kicks from the penalty mark (agreed by Scottish Women's Football and both clubs in advance).
 - > The same applies to the tunnel and dressing-room area, with the exception of the pre-defined interview positions, pre- and post-match indoor studio presentations and a camera of the main broadcaster filming the following activities:
 - > Team arrivals as far as the dressing-room area.
 - > Players in the tunnel just before entering the field for the pre-match warmup and for the start of the first and second halves;
 - > Players returning from the field after the pre-match warm-up.
 - > At all times, priority lies with the main broadcaster which is stated in advance. If there is no broadcaster, Scottish Women's Football has main priority.

CONT...



TV BROADCASTERS

- The team dressing rooms are off limits to media representatives before, during and after the match.
 - > However, subject to each club's prior agreement, one camera of the main broadcaster (as well as a Scottish Women's Football photographer, if present) may enter the dressing rooms of each club before the match to film the players' shirts and equipment.
 - > The main broadcaster may also conduct a brief presentation with its main reporter or presenter in the home club's dressing room, subject to the home club's prior agreement. This filming must be completed before the arrival of the players, at least one hour before kick-off.
 - > The main broadcaster may conduct one brief presentation in the away club's dressing room, subject to the prior agreement of the away club. This filming must be completed before the arrival of the players, at least one hour before kick-off.
- All media representatives must respect the needs of other media colleagues. For example, adequate positions for photographers must be available alongside main rights-holder cameras behind the advertising boards, in principle behind each goal, and media working areas must not be disturbed during the match by main rights-holder technical personnel or photographers.
- Media must respect the needs of the players and coaches. Interviews may be conducted only in areas defined and approved by the home team or Scottish Women's Football.
 - > Reporters must approach the appropriate media representative to organise all preand post-match interviews.
 - > Reporters must not approach players or coaches for interviews or comments during play.

WRITTEN PRESS

- Media equipment and personnel may not obstruct the view or movement of, or cause confusion for referees, players or coaches.
- Media equipment and personnel should not obstruct the spectators' view of the field of play.
- Any media equipment and personnel must be positioned in such a way that they do not present any danger for players or the referee team. The field of play itself must always be kept free of cameras, cables and media personnel.
- Reporters should be provided an accreditation pass to wear by Scottish Women's Football or the home team where possible.
- Reporters should ideally be situated within a suitable area for work to be conducted (to be arranged by the home team). This includes sheltered seating, electricity points, and Wi-Fi where possible.
- Reporters are not allowed to enter the field of play (unless stated otherwise), the tunnel, or dressing rooms before, during, or after the match.
 - > This is limited to two hours before scheduled kick-off and 30 minutes after the final whistle.
- All media representatives must respect the needs of other media colleagues. For example, adequate positions for photographers must be available alongside main rights-holder cameras behind the advertising boards, in principle behind each goal, and media working areas must not be disturbed during the match by main rights-holder technical personnel or photographers.
- Media must respect the needs of the players and coaches. Interviews may be conducted only in areas defined and approved by the home team or Scottish Women's Football.
 - > Reporters must approach the appropriate media representative to organise all preand post-match interviews.
 - > Reporters must not approach players or coaches for interviews or comments during play.



SOCIAL MEDIA

- Scottish Women's Football operates a number of social media accounts which are listed below:
 - > Facebook: @ScotWFootball & @LikeSWPL
 - > Twitter: @ScotWFootball & @SWPL
 - > YouTube: Scottish Women's Football - Official Channel

- The official hashtag of competitions can be found on our social media channels and teams and clubs are encouraged to use these to join the conversation.

