



2010 Chick-fil-A Kickoff Game LSU vs. North Carolina

Media Information

Please read the following information carefully, it contains all relevant information on the following topics related to your coverage of the 2010 Chick-fil-A Kickoff Game.

1. *Credential Policies*
2. *Credential Requests*
3. *Parking (media & satellite trucks)*
4. *Phone Lines*
5. *Wireless Internet Access*
6. *Credential Distribution*
7. *Radio Broadcasts*
8. *Press Meals*
9. *Television Rights and Highlights Policy*
10. *Post-game Interview Procedures*
11. *Staff Contact Info.*

1. **Credential Policies**

Seating and working media space is limited and will be assigned by the Chick-fil-A Bowl using the following general guidelines:

- 1) Media organizations staffing a majority of the participating institution's home games as confirmed by each school's sports information director.
- 2) Primary Atlanta-based media organizations.
- 3) National and regional media organizations with full-time sports staff.
- 4) Television stations with a daily sports broadcast.
- 5) Web-based media organizations and other media outlets.
- 6) Radio stations with a full-time sports director.

Photographers

Field Photo credentials are limited to accredited TV, newspaper, wire service and sports magazine photographers. No freelance photographers will be allowed on the field.

Photographers will receive a Field Photo credential to enter the Georgia Dome and an armband to access the field. The arm band must be visibly worn at all times. All photographers not wearing a Field Photo arm band will be removed from the sidelines. **NO EXCEPTIONS.** In addition, photographers must work from behind the press corrals on the sideline.

Field Photo credentials will not permit access to the press box. A pre-game meal and halftime snack will be served in the Georgia Dome's field media suite near Gate E to those with proper credentials.

2. Credential Requests

Members of the media can request credentials to the Chick-fil-A Kickoff Game by accessing the online form via **Chick-fil-AKickoffGame.com**. The online system is operated by SportsSystems, Inc.

Deadline for credential requests is Aug. 2, 2010.

3. Parking

A limited number of media parking passes are available. Members of the media should request individual parking passes at the time of their media credential request. Parking will be assigned at the discretion of the Chick-fil-A Bowl communications staff.

Satellite truck parking is available in the **Silver Lot** on the south side of the Georgia Dome. Satellite trucks do not require permits.

4. Phone Lines

A sufficient number of media pool lines will be made available at no charge in the press box and in the photographers' field level media suite. If you require a dedicated line at your seat or inside the field suite and did not indicate that on your original credential request, please e-mail the request to mgarvey@cfabowl.com.

5. Wireless Internet Access

Both the Georgia Dome press box and the field level media area have wireless Internet access available compliments of the Chick-fil-A Bowl.

6. Credential Distribution

Credentials will be issued by the Chick-fil-A Bowl Communications Dept. with the assistance of the university sports information directors.

Once approved, most credentials will be delivered to the SIDs by Aug. 9 for distribution to the media on campus.

GAME DAY credential pick-up will be located at the Gate E Media Will Call on the north side of the Georgia Dome beginning at 3:30 p.m.

Media UNABLE to pick up credentials prior to game day will be e-mailed with alternate instructions.

The Chick-fil-A Bowl reserves the right to revoke any credential at any time.

7. Radio Broadcasts

Radio broadcast booth space will be reserved for each participating university's network and for ABC/ESPN. No other stations will be allowed access to broadcast the game.

Networks should contact BellSouth CCLD (404-222-5500) at the Georgia Dome to arrange for lines to be installed.

8. Press Meals

A pre-game meal will be served to credentialed media in the press box at 6:30 p.m. A pre-game meal will also be served to credentialed media on the field in the field-level media suite near Gate E at the same time. Halftime snacks will also be provided to all media representatives.

9. Television Rights and Highlight Policy

Exclusive television rights for the Chick-fil-A Kickoff Game are owned by ABC/ESPN. Local television affiliates are permitted to tape game action from the sidelines and air up to two (2) minutes of highlights during the following 24-hour period.

Live shots will NOT be permitted from the field or stands during the game. Live shots prior to the game must be concluded before ABC/ESPN begins their telecast and post-game live shots may not begin until ABC/ESPN has concluded their telecast.

10. Post-game Interview Procedures

Following a 10-minute cooling off period after the game, the losing team's head coach will be available for interviews in the Gate E area. The winning team's head coach will be available immediately following the first session. Players from both teams will be available in designated areas outside the locker rooms at the discretion of the teams.

Coaches and players are obligated first to the credentialed media covering the game before making themselves available to single radio or TV outlets and must report to the interview area immediately following the cooling off period.

11. Media Relations Contact Information

For any questions concerning your coverage of the 2009 Chick-fil-A Kickoff Game, please contact:

Matt Garvey
VP, Communications
Chick-fil-A Bowl
(404) 586-8496 (office)
(404) 964-6342 (cell)
mgarvey@macoc.com

or Colleen O'Connell
Communications Assistant
Chick-fil-A Bowl
(404) 586-8546 (office)
coconnell@cfabowl.com