



## **2022 Special Olympics USA Games Media Guidelines (for News Media, Partners/Sponsors & Special Olympics entities)**

Thank you for your interest in the 2022 Special Olympics USA Games!

Please note we have several media guidelines that must be followed while you are covering the Games, as well as a Code of Conduct that we must all follow.

There are additional rules specific to videography that must be followed to honor the rights of ESPN, the exclusive and official broadcast partner for the 2022 USA Games. Please refer to pages 3-6 of this document for specifics. We will provide approved broll captured by ESPN as well as additional content captured by USA Games for media use at the end of each Games day.

Additionally, there are additional rules specific to content capture on Disney property that must be followed to honor the rights of Disney's Intellectual Property (IP). Please refer to pages 7-8 of this document for specifics.

If you have any questions, please contact the Media Operations Team at [SOUSAGamesPress@uproarpr.com](mailto:SOUSAGamesPress@uproarpr.com).

Thank you,  
2022 Special Olympics USA Games  
Media Operations Team



## MEDIA GUIDELINES

- All photography and videography captured during the 2022 Special Olympics USA Games is for editorial and publicity purposes of the 2022 USA Games only.
- Special Olympics retains the right to use, or grant the rights of use to, any images or likenesses for any other purposes beyond the completion of the event. **SPECIAL OLYMPICS ENTITIES ONLY:** Photographers and videographers capturing content for any Special Olympics entity (including Programs, North America, Local Organizing Committee and/or Special Olympics Inc.) agree Special Olympics owns the right to use any and all images, materials and work product without restriction and without prior approval by the photographer or videographer.
- No photographer or videographer, nor any entity they are working on behalf of, may use or grant the rights of use to, any images or likenesses for any additional purposes including, but not limited to, commercial gain in any way, including third parties and sponsors. **USA GAMES PARTNERS ONLY:** Corporate partners are additionally governed by the document "Guidelines for Image Usage by Official Games Partners".
- Special Olympics prohibits the sale of any likeness (image, likeness, name, voice or words) of a Special Olympics athlete, Unified partner, coach, delegation member, volunteer, family member, official, staff, or spectator in any manner at any time without the express prior written consent and terms of Special Olympics and/or the subject themselves.
- Media must wear their credential and vest at all times to access reserved Media Zones.
- Media with All-Access ESPN or All-Access LOC vests have access to Field of Play (determined by individual sport venue managers) as well as Media Zones. Should space in a Media Zone be requested by someone with an All-Access vest, it should be granted.
- Otherwise, access to Media Zones is on a first-come, first-serve basis. Areas in Media Zones cannot be reserved by leaving equipment or other markers.
- Media may film in any public (spectator) areas so long as they do not disturb or obstruct spectators.
- Media cannot move around the Field of Play while athletes are competing.
- Media are restricted from back-of-house athlete and operational areas (such as locker rooms and housing areas).
- Mobile phones must be turned off or set to vibrate during competition.
- Flash photography, strobe lights, stepladders, or other aids may **not** be used during competition.
- Drones are prohibited at all times, at all venues.



- Monopods are encouraged, but tripods are allowed in Media Zones.
- The ESPN Wide World of Sports Complex and all other host locations are smoke-free environments except for designated smoking areas.
- Please refrain from eating in Media Zones. Complimentary water will be available in the Media Resource Center at ESPN Wide World of Sports and throughout the venues.

## VIDEOGRAPHY GUIDELINES

Non-rightsholder Summary of Coverage Allowed						
	News Media (e.g., newspaper, internet, or TV station)		Corporate Partners/Sponsors		Special Olympics entities	
	Recorded	Live Broadcast	Recorded	Live Social	Recorded	Live Social
<b>Opening Ceremony</b>	Not allowed	Not allowed	Not allowed	Not allowed	Not allowed	Not allowed
<b>Competition Venue</b>	✓ News use only following end of competition	✓ Up to 2:00 only	✓ without restrictions	✓ Up to 2:00 only	✓ without restrictions	✓ Up to 5:00 only
<b>Non-Competition Venue</b>	✓ without restrictions	✓ Up to 2:00 only	✓ without restrictions	✓ without restrictions	✓ without restrictions	✓ without restrictions
<b>Interviews</b>	✓ without restrictions	✓ Up to 2:00 only	✓ without restrictions	✓ without restrictions	✓ without restrictions	✓ without restrictions



## Opening Ceremony

- ESPN has the exclusive rights to broadcast and film the Opening Ceremony.
- The Media Operations Team will provide approved broll from ESPN via a Video News Release (VNR) for use after the Ceremony concludes, with on-screen courtesy ESPN. Additional broll will also be captured by USA Games and provided for use.
- All video used from Opening Ceremony, regardless of source, needs to abide by the ESPN Exclusivity Guidelines (details on page 5). Video used outside of the 48-hour news cycle window needs to be cleared through ESPN's rights and clearances department. Please contact Louise Argianas ([Louise.S.Argianas@abc.com](mailto:Louise.S.Argianas@abc.com)) with details including scope of work, term of use, and how many seconds/minutes of Opening Ceremony video will be used.

## Competition Venues

- **News media** can record competition to air later in the day, after competition has concluded, abiding by the ESPN Exclusivity Guidelines (details on page 5).
- **News media** live broadcast/standup from sport competition venues, for broadcast and social media channels, up to 2 minutes (2:00) is allowed. Live broadcast/standup on Disney property must be pre-approved by the Special Olympics Media Operations team.
- **Corporate Partners/Sponsors** can record competition for post-produced use without restrictions, and up to 2 minutes (2:00) per sport per day for live social.
- **Special Olympics entities** can record competition for post-produced use without restrictions, and up to 5 minutes (5:00) per sport per day for live social.
- ESPN will provide a daily VNR, and additional broll will also be captured by USA Games and provided for use. ESPN-provided video used outside of the 48-hour news cycle window needs to be cleared through ESPN's rights and clearances department. Please contact Louise Argianas ([Louise.S.Argianas@abc.com](mailto:Louise.S.Argianas@abc.com)) with details including scope of work, term of use, and how many seconds/minutes of Opening Ceremony video will be used.

## Non-competition Venues

- **News media** can record non-competition venue action for post-produced content without restriction.



- **News media** live broadcast/standup coverage from non-competition venues up to 2 minutes (2:00) is allowed. Longer broadcasts require request and approval in advance from the Special Olympics Media Operations Team. Live broadcast/standup on Disney property must be pre-approved by the Special Olympics Media Operations team.
- **Corporate Partners/Sponsors** and **Special Olympics entities** can record for post-produced use or post live on social non-competition venues without restrictions.

### Interviews

- **News media** can record interviews for post-produced content without restriction. Live broadcast of interviews up to 2 minutes (2:00) is allowed, and if on Disney property, must be pre-approved by the Special Olympics Media Operations team. Longer interviews require approval in advance from the Special Olympics Media Operations Team.
- **Corporate Partners/Sponsors** and **Special Olympics entities** can record or conduct interviews without restriction for live social or post-produced use.

## ESPN EXCLUSIVITY GUIDELINES

ESPN is the global broadcast partner for Special Olympics Inc. and has exclusive television and exhibition rights to the **2022 Special Olympics USA Games** to be held in Orlando, Florida and telecast by ESPN commencing with the Opening Ceremony on Sunday, June 5th and continuing through Sunday, June 12th. ESPN's exclusivity extends to all television media throughout the United States, its territories, possessions, and commonwealths, including Puerto Rico.

All approved media must respect ESPN's exclusive rights and may not televise or reuse any portion of the event telecast airing on ESPN platforms, as well as wait until the end of competition each day to use any footage provided in the daily VNR/broll package provided by Media Operations.

After the end of competition on any given day, media may use the provided footage or footage they captured themselves for news coverage. Media may use a **maximum of two (2) minutes of highlights per segment, one segment per news program and no more than three such news segments in the aggregate for the immediate 48 hours following the conclusion of competition.**



All use is limited to regularly scheduled news programs as part of (i) a linear television network or station distributed via over-the-air terrestrial broadcast, cable television, and/or direct broadcast satellite and (ii) within the simulcast of the applicable programming as part of that television network or station distributed, on an authenticated basis, via any audio/video means or medium now known or hereafter devised. Excerpts can only include highlight footage of competition; ESPN-produced interviews, features or audio material (including voices of on-air talent) may not be used for broadcast purposes, or taken from the VNR. On-air ESPN graphics included in the highlights cannot be blocked or covered. Media must provide appropriate audio and video courtesy credit to ESPN on any program that airs/uses event highlights.

Other than as part of a live simulcast as indicated in note (ii) above, please note that under no circumstances may excerpts be used online, any streaming service, wireless device/service or interactive multimedia distribution transmission.

Please advise affiliates and subscribers of ESPN's exclusive rights and the restrictions. ESPN hereby reserves all rights and remedies it has with respect to the telecasts and any authorized uses.

## DISNEY PROPERTY MEDIA GUIDELINES

Disney Property Content Capture Summary of Coverage Allowed						
	News Media (e.g. newspaper, internet or TV stations)		Corporate Partners/Sponsors		Special Olympics Entities	
CONTENT CAPTURE ON DISNEY PROPERTY						
	Recorded & Stills	Live Broadcast	Recorded & Stills	Live Social	Recorded & Stills	Live Social
ESPN Wide World of Sports	✓	✓ Must be escorted by Disney & LOC	✓	✓	✓	✓
Coronado Springs Resort (Bocce)	✓	✓ Must be escorted by Disney & LOC	✓	✓	✓	✓
Typhoon Lagoon (Surfing)	✓	✓ Must be escorted by Disney & LOC	✓	✓	✓	✓
All-Star Resort (Athlete Village)	Not Allowed	Not Allowed	Not Allowed	Not Allowed	✓	✓
All other Disney property	Not Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
DISNEY CONTENT RESTRICTIONS						
Disney IP	✓	✓	Not Allowed	Not Allowed	Not Allowed	Not Allowed
ESPN IP	✓	✓	Not Allowed	Not Allowed	✓	✓
Disney Corporate Partner Branding	✓	✓	Not Allowed	Not Allowed	Not Allowed	Not Allowed
Usage Term	✓	✓	1 year	1 year	4 years	4 years



## CONTENT CAPTURE ON DISNEY PROPERTY GUIDELINES

### ESPN Wide World of Sports, Disney's Coronado Springs Resort (Bocce) and Disney's Typhoon Lagoon (Surfing)

- **News Media** must be escorted by Disney and LOC for Live Broadcast.

### Disney's All-Star Resort (Athlete Village)

- **News Media and Corporate Sponsors/Partners** are not allowed for content capture.

### All other Disney Property (Disney Parks, etc.)

- **News Media, Corporate Sponsors/Partners and Special Olympics entities** are NOT allowed for content capture related to 2022 Special Olympics USA Games.

## DISNEY CONTENT RESTRICTIONS

### Disney Intellectual Property (IP) and Disney Corporate Partner Branding

- **News Media** are allowed to capture Disney IP.
- **Corporate Sponsors/Partners and Special Olympics entities** are NOT allowed to capture Disney IP. **Corporate Sponsors/Partners** are NOT allowed to capture Disney Corporate Partner Branding. Focus should be on Special Olympics athletes, your team and your signage.
- **Disney IP examples include:** Disney characters, Disney signage.
- **Disney Corporate Partner Branding examples include:** Sponsor signage on buildings, sponsor signage around venues.

### ESPN Intellectual Property (IP)

- **News Media and Special Olympics entities** are allowed to capture ESPN IP.
- **Corporate Sponsors/Partners** are NOT allowed to capture ESPN IP. Focus should be on Special Olympics athletes, your team and your signage. No use of images/video connected to sales messaging/calls-to-action.
- **ESPN IP examples include:** Wide World of Sports globe, ESPN signage.

### Terms of Use

- **Corporate Sponsors/Partners** are cleared for use for 1 year.
- **Special Olympics entities** are cleared for use for 4 years.