



**2008 U.S. Olympic Team Trials – Rowing
Media Credential Application**
Mercer Lake – West Windsor, N.J.
Non-Qualified Small Boats: May 12-17, 2008
Qualified Small Boats: June 9-13, 2008

Dear Media Member,

Attached please find the media credential application for the 2008 U.S. Olympic Team Trials – Rowing. USRowing will host two sets of U.S. Olympic Team Trials in 2008. The first set for non-qualified small boats will take place May 12-17, 2008, on Mercer Lake in West Windsor, N.J. The second set for qualified small boats will take place June 9-13, 2008, on Mercer Lake in West Windsor, N.J. For a detailed explanation of USRowing's selection process, please visit http://www.usrowing.org/News_Media/2008OlympicGames/08olselexp.aspx.

To request press credentials, please complete and return the application no later than Friday, April 25, 2008. Once your application is received, USRowing will send an e-mail notifying you that we have your credential request. Confirmations will be sent out the week of April 28, 2008.

In addition, please submit a letter of assignment with this application. The letter should include information on your organization (i.e., circulation, audience demographic, viewership, etc.). All assignments will be verified.

IMPORTANT DATES

Credential Application Deadline: Friday, April 25, 2008
Credential Confirmations Sent: Week of April 28, 2008
Event Dates: May 12-17, 2008 and June 9-13, 2008

Please let us know if you have any questions. We look forward to seeing you in New Jersey.

Sincerely,

Brett Johnson
USRowing Communications Director
brett@usrowing.org
(609) 751-0707

Allison Frederick
USRowing Communications Coordinator
Allison@usrowing.org
(609) 751-0710



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First/Last Name: _____

Affiliation: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____ **E-mail:** _____

Position (circle one):

Print Media

Writer

Columnist

Photographer

Editor

Broadcast Media

On-Air TV Reporter

On-Air Radio Reporter

Producer/Director

Videographer

Internet Media

Writer

Photographer

Videographer

Webmaster

Frequency of Publication (circle one): Daily Weekly Monthly Bi-Monthly

Publication Circulation/Broadcast Audience (circle one):

Below 100,000 100,000-250,000 250,000-500,000 Above 500,000

Are you credentialed to cover the 2008 Olympic Games (circle one)? Yes No

I plan to attend the following Trials (circle one): May 12-17 June 9-13 Both

Confirmations:

Credential applications, accompanied by a letter of assignment, signed by your editor or news director must be received by Friday, April 25, 2008, to receive full consideration. Confirmations will be sent by e-mail the week of April 28, 2008. Please send completed application and letter of assignment via facsimile to:

Brett Johnson, USRowing Communications Director
 Telephone: (609) 751-0707 Fax: (609) 924-1578 E-mail: brett@usrowing.org



News Access Guidelines for Video Footage

1. Excerpts from the Trials may be used only in regularly scheduled news programs of which the actual news elements constitute the main feature. This *excludes* programming such as news and sports magazines, news promos and updates, entertainment news programs, magazines and features, sports features and other sports programs or “special programs.”
2. When NBC *is not* present, accredited media may shoot from a designated area with their own equipment, provided that they may use no more than one (1) minute of highlights for each day of competition.
3. When NBC *is* present, accredited media may *not* shoot competition footage and instead will be provided one (1) minute of highlights for each day of competition.
4. Accredited media may conduct interviews with athletes, coaches, officials, etc., in a designated press area away from the competition area.
5. Any footage either shot by or provided to accredited media in accordance with these Guidelines may only be used in the accredited media’s local market and may not be distributed out-of-market in any form, including but not limited to the accredited media’s website. For the avoidance of doubt, in order to comply with the Guidelines, accredited media which incorporate such footage into their regularly-scheduled news programs must remove such footage from the Internet-based distribution of such programs.
6. The following video credit must be displayed over any footage either shot by or provided to accredited media for the duration of the clip: “Courtesy NBC Olympics/USOC”. NBCU Universal, Inc. shall be deemed the owner of any such footage.
7. Each accredited media must sign below in acknowledgement of these Guidelines. Any violation of these Guidelines will result in the revocation of the violating party’s accreditation.

* * * * *

I have read, understand, and will abide by these Guidelines.

Name: _____

Media Organization: _____

Signature: _____