

Edmonton Oilers Media Guidelines

With the growing number of media and the expanding need to include video, audio and still photos on the Internet, the Edmonton Oilers have revised their media guidelines to align themselves with the NHL's internet guidelines, as well as those from other clubs – specifically Canadian franchises.

General guidelines:

- Cell phones, or personal digital assistants (PDAs) with cell phone capabilities, cannot be used for any purpose* in the Oilers dressing and workout rooms at any time. *Exception is for e-mails specific to BlackBerry-like units.
- Photographers will only be granted access to the dressing room post-game or post-practice for specific still image opportunities upon advance specific request from the sports editor (e.g. milestones, new goaltender mask (with player's permission), or player's first goal etc.).
- Stock and general still and video images are not permitted to be shot in the dressing and workout rooms, e.g., photographers/cameramen will not be allowed to stand at the entrance and pan the room, take stock and general images of players/room, or of players undressing out of their equipment.
- Reporters and photographers using a still camera or mini-cam for video purposes must inform the player or coach and inform the Oilers communications staff beforehand.
- All video must adhere to the NHL's broadcast policies. Material may only be used for editorial purposes.
- The Oilers do not allow photographers in their dressing room while on the road.

Guidelines for use of Oilers video- and audio-related content* on Internet platforms:

- No game action (video or audio) may be captured by any means or method.
- Video and audio content recorded at pre- or post-game news conferences, or media availabilities involving the team's coach, players and club executives may not be streamed live without prior written permission from the Oilers.
- Reasonable amounts of audio or video content gathered pursuant to the credential may be posted on the Internet. Content, up to 120 seconds per day, can be posted and archived for up to 72 hours.
- The website page that features audio/video must provide links to NHL.com and the Oilers website using the following wording: "Find out more on www.NHL.com and www.edmontonoilers.com". As well, edmontonoilers.com is permitted to link to such posted material.
- All video and audio content is restricted to use on media websites and may not be "pushed" to other platforms (including but not limited to cell phones).
- Video and audio content cannot be marketed or sold on a subscription basis.
- Video and audio content may be used only in editorial.
- Video and audio content must adhere to the NHL's broadcast policies.
- There is to be no sponsorship or advertising around the content. Footage may appear with banners and contextual ads, but the ads may not be specifically related to Oilers content.
- There are no limitations on "talking head" video or audio of reporters at Oilers facilities that do not include team/interview/press conference content.

* Oilers video- and audio-related content is defined as, but not limited to interviews, news conferences, practices and community-related events. Games fall under the NHL's broadcast policies.

* Content does not extend to the use of editorial text on the Internet or text alerts sent to PDAs or cell phones.

The Edmonton Oilers reserve the right to enforce and amend these guidelines at any time and to restrict and/or deny access, as necessary to ensure fair application and that all interests are preserved.

I understand and agree that my Media/Photo Credential must be visible at all times and that I am responsible for presenting my Credential to personnel at the arena requesting verification of the access granted by my Media/Photo Credential.

I have reviewed and agree to comply with the terms and conditions set forth therein.

I have executed this Acknowledgement on the ____ day of _____, 20__.

SIGNATURE: _____ AFFILIATION: _____

PRINT NAME: _____