



2009 ELITE YOUTH BASKETBALL SUMMER MEDIA/PHOTO POLICIES

Please visit www.nikebasketball.com/eliteyouth for updates throughout the summer!

The following policies are applicable for:

- LeBron James Skills Academy (July 5-7, Akron, OH)
- King City Classic (July 8-9, Cleveland, OH)
- NIKE Peach Jam (July 12-15, N. Augusta, SC)
- NIKE Global Challenge (August 7-9, Hillsboro, OR)

Credentialing:

- Media credentialing will be conducted only during designated hours and credentials will only be issued at the host facility. These hours will vary for each event. Please check back to www.nikebasketball.com/eliteyouth two weeks prior to the event to view designated event hours.
- NIKE/Position Sports Public Relations reserves the right to limit the number of credentials for each event. There will be a **two-credential limit** for all outlets.
- News media affiliated with legitimate news organizations will be issued a **MEDIA** credential. A business card or news ID may be requested at media check-in.
- The non-traditional outlets, including recruiting magazines, scouting services, and dot-coms, may be issued a **SCOUTING SERVICE** credential and may be asked to provide clips of their work in order to obtain credentials and may be asked for a business card or ID at media check-in. Photojournalists will be issued a **PHOTO** credential and may be asked for a business card or news ID at media check-in.

Media Interviews:

All student-athletes will be available for media interviews each day during our events. The following is an overview of the policies at each event:

LeBron James Skills Academy

- A student-athlete interview request sheet will be posted in the media interview area for each session at Rhodes Arena. Note that you do not need to request players ahead of time for afternoon games at the Rec Center -- we will have a representative on each court to facilitate the interview for you. For all interviews at Rhodes Arena, media must request interviews by signing up the student-athlete's name at least 10 minutes prior to the completion of the games. NIKE/Position Sports Public Relations will only bring those requested student-athletes to the interview area at that time.
- College players will be available for interviews for 15 minutes following their workouts; however each player's availability is at the discretion of the player's college institution.
- All interviews must be facilitated by NIKE/Position Sports Public Relations during designated hours.
- Interviews with student-athletes are to be conducted ONLY at Rhodes Arena in the designated media interview area. No exceptions. NIKE/Position Sports Public Relations reserves the right to limit the number of interviews conducted.
- There are no interviews permitted with LeBron James.

King City Classic

- All players will be available following each game near the media work area at the far end of the arena. Position Sports staff will be on-hand to facilitate interviews.
- All interviews must be facilitated by NIKE/Position Sports Public Relations during designated hours.

- Interviews with student-athletes are to be conducted ONLY at the Wolstein Center in the designated media interview area. No exceptions. NIKE/Position Sports Public Relations reserves the right to limit the number of interviews conducted.

NIKE Peach Jam

- All players will be available following each game directly on the court. Position Sports staff will be on-hand to facilitate interviews if needed.
- All interviews must be facilitated by NIKE/Position Sports Public Relations during designated hours.
- Interviews with student-athletes are to be conducted ONLY at the Riverview Park Activities Center. No exceptions. NIKE/Position Sports Public Relations reserves the right to limit the number of interviews conducted.

NIKE Global Challenge

- All players will be available following each game outside of the locker rooms. Position Sports staff will be on-hand to facilitate interviews if needed.
- All interviews must be facilitated by NIKE/Position Sports Public Relations during designated hours.
- Interviews with student-athletes are to be conducted ONLY at Liberty High School. No exceptions. NIKE/Position Sports Public Relations reserves the right to limit the number of interviews conducted.

Media Materials:

- On-site distribution of academy materials (media guides and rosters) will be conducted only during posted credentialing hours.
- Event rosters will be posted on each event web site www.nikebasketball.com/eliteyouth within 24 hours of the start of the first session.

General Policies:

In an effort to relieve congestion at the playing facilities and insure the enjoyment of the student-athletes at the academy, we have established the following policies:

1. All members of the media must remain on the outer perimeter of the playing area and may sit in the general seating areas only (not player benches, etc.).
2. Photographers may take photos from the designated areas on the outside baselines of each court. These areas are the only places where photographers may sit on the floor and shoot photos. Photos may be taken while sitting in the general seating area as long as the other spectators' views are not adversely affected. Photographers (with cameras) are the only ones allowed in the designated photo areas. Photographers may not photograph the medical/athletic trainer sections of the courts.
3. Credentialed members of the media are not allowed at the player host hotel at any time. Please do not interview the student-athletes during non-interview times.
4. All interviews must be scheduled through NIKE/Position Sports Public Relations.
5. Any person who violates the above policies may be asked to leave the facility.

Thank you for your cooperation. Enjoy the NIKE Elite Youth Basketball Summer schedule!

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