MEDIA GUIDELINES

VANCOUVER CANUCKS MEDIA POLICY

Canucks Sports & Entertainment (CSE) endeavours to provide members of the media with appropriate access and proper resources for the effective performance of their services and to cultivate an environment of mutual cooperation and respect. CSE expects all members of the media to act with honesty and integrity, to engage in factual and accurate reporting and to comply at all times with the policies and procedures set out in these guidelines or otherwise communicated by Canucks media relations staff. Members of the media should be aware that they will be held to the same standards of conduct whether providing services for an accredited organization or acting individually or on behalf of unaccredited organizations and whether performing services for traditional media outlets or emerging media outlets and social networks. CSE RESERVES THE RIGHT TO ENFORCE THESE MEDIA GUIDELINES BY REVOKE CREDENTIALS OR OTHERWISE RESTRICTING AND/OR DENYING ACCESS BY ANY PERSON TO ROGERS ARENA (OR BY LIMITING ACCESS TO CERTAIN AREAS OF THE ARENA) EITHER TEMPORARILY OR PERMANENTLY.

GENERAL POLICIES

- Cell phones, or PDA’s with cell phone capabilities, cannot be used for any purpose* in the Canucks dressing and workout rooms at any time (NHL media regulation).
  *exception is for emails.
- Stock and general still and video images are not permitted in the dressing and workout rooms, e.g., you cannot stand at the entrance and pan the room, or take stock and general images of players or the room.
- Reporters using an audio recorder must inform the person being interviewed that recording will be posted on the web (time limitations listed below).
- All video must adhere to the NHL’s broadcast policies. Material may only be used for editorial purposes.
- The Canucks do not allow photographers in their dressing room on the road, or at home, without permission.

VIDEO AND AUDIO RELATED CONTENT ON INTERNET PLATFORMS

- Canucks 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 PDA’s or cell phones.
- Up to 60 seconds maximum per day of video and audio may be used on the Internet by news organizations credentialed by the Canucks.
- An additional 60 seconds of game highlights may also be used for up to 24 hours following the conclusion of a game.
- No video or audio may be streamed live.
- Material may be archived for 24 hours maximum—no permanent archive of content is permitted.
- All material must link back to the team web site (example: “For more information, go to www.canucks.com”). Canucks.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 context (such as in links that illustrate stories or in multimedia news sections) and may not be featured in stand-alone multimedia entertainment sections of third-party websites.
- Video and audio content must adhere to the NHL’s broadcast policies.
- There is to be no sponsorship or advertising associated with or connected to the content. Footage may appear with banners and contextual ads, but the ads may not be specifically related to Canucks content.
- There is no limitation on “talking head” video or audio of reporters at Canucks facilities that does not include team/interview/press conference content.
- Reporters and photographers using a still-camera or mini-cam for video purposes must inform the player or coach and inform the Canucks media relations staff beforehand.

CS&E TECHNOLOGY SERVICES ACCEPTABLE USE POLICY (FULL POLICY AVAILABLE UPON REQUEST)

Canucks Sports & Entertainment (CSE) will not tolerate the use of Technology Services infrastructure for unofficial or inappropriate purposes, including, but limited to the following:
Users are prohibited from:
- Visiting Internet sites that contain obscene, hateful or other objectionable materials including pornography.
- Engaging in file sharing, uploading, downloading, or otherwise transmitting any copyrighted materials.
• Downloading any software or electronic files without implementing virus protection measures.
• Posting confidential information about other users, Canucks Sports & Entertainment or its customers or suppliers.
• Soliciting e-mails that are unrelated to business activities.
• Intentionally interfering normal operation of the network, CSE Workstations or Servers.
CSAE maintains the right to access all user files on the network including email accounts in the pursuit of an appropriately authorized investigation.

CANUKS MEDIA HOTLINE: (604) 899-4995

The Vancouver Canucks Media Hotline is a recorded message featuring practice times, travel information, player transactions and other important media information. The hotline is updated by 11:30pm (post-game) on game days and by 5:00pm on non-game days.

ACCREDITATION

Season passes: Issued to print, radio and television media members who cover the Vancouver Canucks on a regular basis as part of their work requirements.

Single Game Passes: Media members from accredited newspapers, magazines, wire services and electronic media outlets requesting a single-game media pass must have an assignment editor or producer submit a request on behalf of the applying outlet at least 48 hours prior to the game. Requests should be submitted online at canucks.com/mediarelations.

Important Note: The media is reminded that press box seating is reserved for working members of media covering a particular game or series of games. Media passes must be displayed at all times. In all cases, passes are non-transferable and any unauthorized use will subject the bearer to ejection from Rogers Arena and forfeiture of the credential. Please see back of game pass for team and League policies.

MEDIA PARKING

Rogers Arena is unable to provide complimentary parking to members of the media. Media personnel are encouraged to use parking lots around Rogers Arena during games.

MEDIA ENTRANCE – GATE 9

All media must access Rogers Arena through Gate 9 on the South side of the building (Griffiths Way). Please check in at the media credential station located inside Gate 9 by the elevators. Media can access the Press Box and Gondola on Level 500 from the Gate 9 elevators.

INTERVIEWS

In accordance with NHL policy, game-day interviews are permitted within five minutes following the morning skate and within five minutes following the conclusion of a game. Canucks Head Coach Alain Vigneault will conduct game-day interviews in the media workroom located across the hall from the dressing rooms.

TELEVISION/RADIO

Television and radio broadcast booths are located in the media gondola on level 500 accessible by the Gate 9 elevators. The media relations department is pleased to arrange pre-tapes and quick hit interviews according to NHL guidelines. Pre-tape and quick hit requests should be made with the Canucks Media Relations Department no later than the morning skate.

PHOTOGRAPHERS

Photographers on assignment from accredited newspapers, magazines and wire services may apply for single game photo passes by faxing a request to Jen Rollins at 604.899.4640 at least 48 hours prior to the game they are assigned to shoot. Beat photographers will receive season passes and will shoot from their assigned seats. Assignment photographers will be designated a seat through Canucks Director of Photography, Jeff Vinnick.

Strobe Rentals: Those photographers wishing to set up strobe lighting must first contact the Canucks Image Resource Coordinator for the necessary authorization at 604.899.7448. Strobes are often booked quickly and photographers are encouraged to make requests as early as possible.

Photographers must request access to the Canucks dressing and workout rooms for a specific assignment. Access will only be granted for direct and specifically requested player interviews or ‘events’ such as a photo of a new goaltender mask, milestone goal, etc.

Photographers requesting to install remotes must contact Jen Rollins and Al Hutchings (al.hutchings@canucks.com) by noon on game-day of the desired game to use remotes.
PRESS BOX
The following services are provided to all accredited media members:
1. Game notes and lineup sheets are available by 10:00 a.m. on game days.
2. Between-period game summaries and post-game final statistics will be distributed to the media.
3. Out-of-town scores and officiating decisions will be provided upon availability.
4. Closed circuit television monitors with instant replay are situated throughout the press box.
5. A media workroom is situated at dressing room level.

DRESSING ROOMS
The dressing rooms for both the home and visiting team are located on Level 000 of Rogers Arena. Unless otherwise indicated, dressing rooms are open to the media within five minutes following the conclusion of the game. All media members must have their passes displayed in order to gain access to the dressing room. The dressing rooms are accessible post game from the Press Box via the South Elevators at Gate 9.

FOOD & DRINK SERVICE
A media meal is available for purchase on game nights. Complimentary soft drinks, coffee, water and popcorn are available to everyone in the press box. Media are also invited to purchase food from the various concessions located on the public concourses at Rogers Arena. Alcoholic beverages are prohibited in the press box.

FAX/PHOTOCOPY SERVICE
Complimentary fax and photocopy service is available upon request. For assistance, please contact a media relations representative.

VANCOUVER CANUCKS GAME NIGHT MEDIA SERVICES STAFF
Godfrey Rockwood
Bill Hinksman
Ryan Macey
Narinder Badesha
Mike McAleer
Sunny Sung
Joel Rockwood

PLEASE BE ADVISED THAT MEDIA PASSES MUST BE DISPLAYED AT ALL TIMES