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MEDIA GUIDELINES

2014 *FIRST*[®] Robotics Competition
Greater Pittsburgh Regional
March 27 to 29, 2014

Convocation Center, California Univ. of PA, California, PA

All PDFs in this packet are available to you
at www.pittsburghfirst.org/press_packet

These guidelines are for print, broadcast, and electronic media, photographers, videographers, production crews, and corporate communications staff attending a *FIRST* event.

We welcome media and communications individuals to capture images/footage at our events for the purpose of promoting *FIRST*. Images/footage obtained at *FIRST* events may not be used for commercial gain or the advertisement of any commercial product. *FIRST* cannot guarantee that every attendee has consented to your use of their likeness. User assumes any risk/responsibility of using images/footage obtained at the event.

Required Registration

All media and communications individuals are required to register and receive a Media Pass at the Media Table in the Main Lobby before beginning any coverage of the event. Proper credentials and a photo ID are required for a Media Pass to be issued.

Media Pass

Media Passes must be worn at all times within the Convocation Center. Media and communications individuals without a Media Pass will not be permitted onto the playing field or the pit area. Passes are not transferable.

No Access Permitted

Media are not permitted on the actual playing field surface; in areas marked off for human players; on any stage area during opening and closing ceremonies or other special presentations/events; in private venues; VIP areas; volunteer areas; or judges' areas.

Access

Playing Fields: Media are permitted in designated access areas around the playing field. Media are not permitted in areas marked off for human players. **Interviews are permitted in the playing field area but must not block robot entry and exit paths.**

Pit Area: Media are permitted in the Pit Area at all times during the event. Interviews and photography/videography are permitted.

Gracious Professionalism[®] is an important value at *FIRST*. Media are asked to conduct themselves consistently with Gracious Professionalism. Please respect the competitors, Volunteers, and your colleagues as you cover the event. Allow teams the physical and mental space needed to compete fully and freely. At times, the Pit Area may also require team members to be free from distraction. Please be sensitive during filming and always ask permission to shoot and/or conduct interviews.