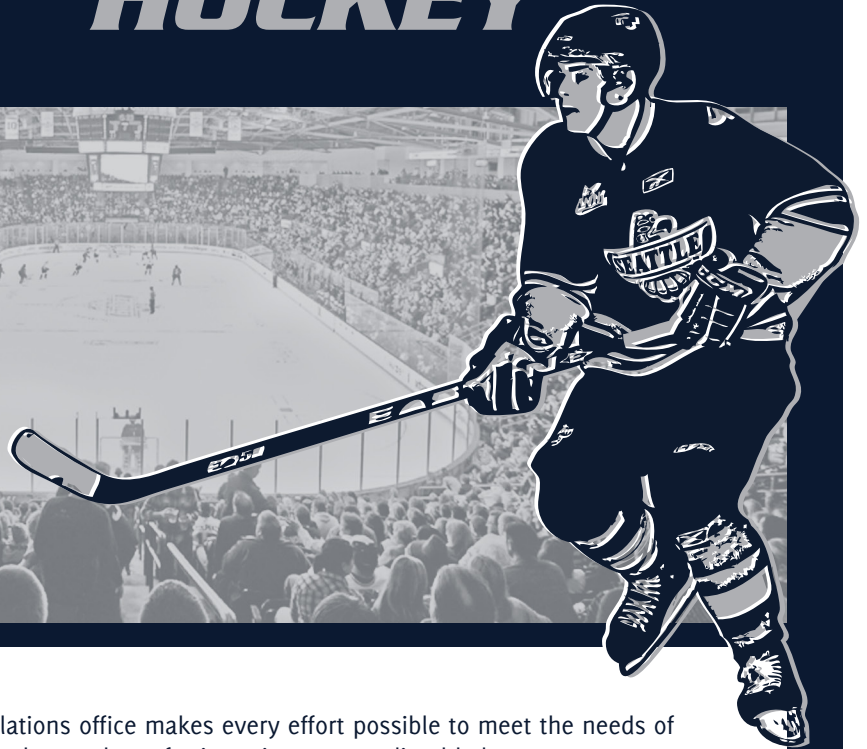




THUNDERBIRDS HOCKEY

MEDIA POLICY

ShoWare
CENTER | KENT



The Seattle Thunderbirds public and media relations office makes every effort possible to meet the needs of media covering the team. The team policies and procedures for interviews are outlined below.

PRACTICE

All media shall have free access to cover all club practice sessions and game day skates.

Coaches and players will be available for interviews during the following timeframes:

- 11am to Noon before practices upon request
- Noon to 12:30 before afternoon practices
- 4:30 PM to 5:30 PM following practices

Any interviews granted before/after the designated times listed must be approved by the team's Public & Media Relations Director.

During practices, the Media is permitted to do live shoots from the players' bench from 2:30 PM to 4:30 PM. This will be for footage only and not be inter-active. Any interviews from bench during practice must be pre approved by team Public & Media Relations Director.

In the case of morning practices, the media shall be allowed to access players no later than 15 minutes after the first player who has participated in the entire practice leaves the ice.

Any player who leaves the ice prior to the conclusion of practice must remain available to the media during the designated times.

Any player who stays on the ice after the designated media time has begun must make himself available as soon as possible after leaving the ice.

Players who must remain in the medical treatment room for hands-on treatment by a trainer or doctor for any portion of time must make themselves available for media as soon as possible after treatment; the application of ice bags or heat packs is not considered hands-on treatment.

If the players' medical treatment will take more than 30 minutes in duration, the media will be advised that they player will be unavailable.

GAME DAY

Players, coaches and team personnel will be available, upon request, for media interviews during the following times...

- 3:00 PM to 3:30 PM for a 5:05 PM game.
- 5:00 PM to 5:30 PM for a 7:05 PM game.
- 5:30 PM to 6:00 PM for a 7:35 PM game.

All players and coaches requested for post-game interviews must be available within 15 minutes following the conclusion of the game, either outside the dressing room or other designated area.

The post-game interview sessions will not exceed 30 minutes in duration.

The dressing room is considered RESTRICTED ACCESS. No access is granted without permission of the team.

Live Shots

- All live shots must be arranged 24 hours in advance.
- Live shots can take place between 6:15 PM and 6:25 PM, unless otherwise pre-arranged.

Televised Games

- The coach will be available between 5:00 PM and 5:30 PM for interviews.
- One player per intermission will be made available, upon request, for an interview.
- Request for player must be made 24 hours in advance.
- In the case of an injury, another player will be substituted.

CLUB MEETINGS

In the event of a Club meeting after a morning skate or practice, Media access shall be allowed prior to the meeting, immediately following the conclusion of the skate or practice.

Any post-game meeting must be held so as not to conflict with media obligations as outlined above.

SPECIAL REQUESTS

All special requests for interviews with coaches or players must be received 24 hours in advance. Media will be advised of the time that the coaches or players would be available for such.

Unless pre-approved and arranged through the Thunderbirds, do not contact the coaches or players directly.

All media requests for players and coaches should go through Ian Henry, Director of Public & Media Relations at 253-856-6836 (work), 206-595-1804 (cell), by e-mail at ianh@seattlethunderbirds.com or on Twitter at @ianhenry72

MEDIA CREDENTIALS

All Media must have appropriate identification from the organization they represent. Media wishing to attend a game should contact Ian Henry, Director of Public & Media Relations at 253-856-6836 (work), 206-595-1804 (cell), by e-mail at ianh@seattlethunderbirds.com for a press or photo pass. Press and photo pass requests will be given to employees of accredited and legitimate media outlets at the discretion of the Seattle Thunderbirds.

