

# 2023 DGPT Player Media Policy

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## **Overview**

The Disc Golf Pro Tour values player created media, encourages the production of this type of media, and works hard to assure that the guidelines for this media are clear and approved by the event teams and venues. The DGPT see value in the player brands promoting events

The process of working with over 30 events and venues to align and get approval for the same player-media policy is difficult and costly. Event venues and operations, and the ability to approve media creation, is expensive. These costs are paid for primarily by event teams and their Title and Presenting sponsors. Therefore, if players are

Additionally, the DGPT itself costs millions of dollars to operate. One of the central revenue sources is through media and our ownership of the media rights to our events. Therefore, the DGPT retains ownership of any media created by any entity when created on-site at an active tour event.

Lastly, we work hard to create and distribute compelling content to fans of the sport. As part of the content we create, players in DGPT events are asked to be available at certain times for interviews or media creation. We've laid out a reasonable policy that players must comply with in this document.

Thank you for participating in DGPT events and adhering to these media policies throughout the 2023 season.

Jeff Spring  
DGPT Tour Director & CEO

## **Player Media Availability**

1. Tour Card Holders are required to show up for their press conference availability at their assigned times. This includes day-of pre-round interviews and post-round interviews.
  - a. Players who fail to show up for assigned press conference availability without notice or warning will be subject to a fine, not to exceed \$100.
  - b. Players must be available for media obligations for up to 20 minutes after they turn in their scorecard before they are allowed to leave the tournament central area.
2. Tour Card Players are required to agree to scheduled high-end media requests when reasonable scheduling efforts have been made by the DGPT. Content includes ESPN shoots, Tease Shoots, or other high end content created by the Tour for Disc Golf Network or other entities.
3. Tour Card holders wishing to bring in outside media are subject to the same credentialing processes as other groups / entities. See the credentialing sections in the 2023 media policy, and the credential request page on DGPT.com. There are no special permissions granted.
4. Tour Card Holders are required to agree to the Player [Name, Image & Likeness Agreement](#) which is agreed to in Disc Golf Scene Tour Card Registration.
5. Pre-Round Warm Up: One Hour before tee time is designated as player warm up time. You may decline interviews or media interaction within one hour of tee time.
6. During the round, you have the right to ask a cameraperson to move if they are interfering with your ability to play. You have the right to ask photographers to turn off their flash or silence their cameras in accordance with DGPT policy.
7. All PDGA media policies also apply to DGPT events.

## **Player Created Media Allowances & Requirements**

The Disc Golf Pro Tour retains rights to all media content shot by any media creator, including players, at Tour Venues during tournament operations. This includes pre-event media during official practice days. Player credentials, caddy credentials, and any other credential issues to players are not media credentials and do not have full media access. Please review the media creation that is permitted by the DGPT to be made by players below. Also, please note that players or their associates can request standard media credentials through the normal media credential process.

### **Player Created Media**

This is defined as media created solely by the player at a DGPT event site, for distribution on the player's personally-owned social media channels only. Player Created Media cannot be made for a Commercial Display. Media produced by a player's sponsor or endorsee, or created by the player for their sponsor or endorsee's commercial or social media channels does not qualify and is subject to the DGPT's Commercial Media License requirements (which can be found in the media policy on our website under the "media" drop down) and not allowed under this policy.

- **Non-Commercial Display** is a display primarily made for an editorial purpose, for the purpose of promotion of the sport as a whole, or of a player, multiple players, partnership, charity, event, or tour, pictured or described, and not primarily for the purpose of advertising for the sale of a good or service.
- **Commercial Display** is a display made primarily for the purpose of enticing a viewer to purchase a product or service in the promotion of a brand, or a display made which contains advertising. Displays with mixed purposes shall be considered Commercial Displays. In determining whether a display as a whole is a commercial display, the Tour will determine whether the media contains a call to action for the viewer to engage in a commercial transaction, or whether the displays contains embedded or platform advertising.

## **Player Media Privileges**

- Players have special rights and privileges regarding **Player Created Media** content not granted to other media/production teams, so long as the guidelines outlined in this document and in the credentialing process are adhered to.
- Commercial content, in any form, must use the [DGPT Content Creation Request Form](#) and is subject to the DGPT Media Policy, regardless of who is producing it. The most up to date version of the media policy can be found on the DGPT website under the “media” drop down.
- Failure to adhere to these policies may result in revocation of Player Media Privileges. Repeated infractions may result in further repercussions at the discretion of the Tour Director, including removal from the event and/or loss of Tour Card.
- The DGPT Player Media Policy applies only on tournament property during official days of tournament operations. There are two distinct parts of the policy for the two phases of each event:
  - Pre-Event
  - In-Event

## **Pre-Event Player Media**

- The “Pre-Event” phase begins once the DGPT Team arrives on-site and begins modifying/dressing the course. This typically takes place the weekend prior to the event’s start, but may vary. Once this phase begins, the DGPT is the only entity with authority to grant or deny media credentials.
- Players are allowed to create **Player Created Media** for a **Non-Commercial Display** pre-event without application for a media credential.
- Your player credential will give you and only you access to create this kind of media pre-event.
- Any media production that falls outside of this scope must be approved via the [DGPT media credential request system](#).
- Abuse of this privilege may result in the revocation of such access for an individual player or group of players.

- By signing up for a DGPT event, you agree to follow these listed guidelines as well as any additional guidelines specifically addressed to you by the DGPT staff based on our determination of the category of the media you are creating.

### Pre-Event Player Media Requirements

- Any media created outside the scope of **Player Created Media** for a **Non-Commercial Display** must be approved via the DGPT credential application system.
- All content published/posted, regardless of platform, must prominently mention the full event name and presenting partners at the start of the content and in the description. These requirements are detailed as follows:
  - There must be a direct read of the official event name, including any Title or Presenting sponsors, though it can be mentioned organically, so long as a reasonable good-faith effort is made to inform the audience of the event taking place. This must take place in the first 3 minutes of the video.
  - For edited/"post-produced" content, including the provided event and sponsor logos in the edit is mandatory. The media team will provide you with appropriate event logos, which must be used at the start and end of your video.
  - For "real-time" content (i.e. posts on social media), mentions in the description along with using the provided hashtags are a satisfactory alternative to the event logo requirement.
- All content published/posted, regardless of platform, must prominently mention the Disc Golf Pro Tour.
  - All of the clauses mentioned above for the Event also apply to the Disc Golf Pro Tour.
- Pre-Event Content Production must be completed within the time window specified on your credential, with reasonable allowances made for situations beyond your control.
- Pre-Event Player Media production must *always* cede right-of-play to fellow players practicing for the event, and must not unduly disrupt the flow of the practice days.
- Pre-Event Player Media credentials do NOT grant permission to modify the course or property in any way unless specifically noted.
- The Player is responsible for any and all injuries and damages that may occur during the course of filming. The Player agrees to hold harmless and indemnify the Disc Golf Pro Tour of any and all liability resulting from Pre-Event Player Media Production.

### In-Event Player Media

The "In-Event" phase begins at 12:00:00AM, the day of the first round and ends at 12:00:00AM on the day following the last putt of the event.

### In-Event Commercial Player Media

- During this phase, no **Commercial** Player Media of any kind is allowed to be produced at the event site.

- This is in order to provide a safe, focused space for you to perform at your best while competing at a Tour event. In our eyes you are a Player-Athlete first, and a brand representative second.
- This policy extends to all sponsors and media partners of the DGPT as well. If anyone approaches you and asks you to violate this policy, please inform DGPT Staff immediately.
- If you have sponsors that wish to create commercial content during competition at a DGPT event, please refer them to the [Content Creation Request Form](#).
- The Disc Golf Pro Tour has procedures in place for our Tour Partners to license footage from events for these purposes, and to collaborate with Tour Partners constructively if that footage does not already exist.

### **In-Event Non-Commercial Player Media**

This form of media is limited to no more than 5 “real-time” posts per round. Distribution is limited to player owned social media accounts and content must be unedited and happen in real time. Please adhere to the following guidelines:

- Mention or tag (if applicable) the Event’s account.
- Mention or tag the Disc Golf Pro Tour (@DiscGolfProTour)
- Appropriate calls to action to support the Disc Golf Pro Tour, Disc Golf Network, and/or the Event itself.
- Do not interfere or obstruct the ability of our Media Partners or our DGN Live Team to film the shots they need. Player Media must always cede the right-of-way to DGPT, DGN, and its Media Partners - with no exceptions.