

## **2011 MISS UNIVERSE PAGEANT MEDIA GUIDELINES**

### **OBTAINING MEDIA CREDENTIALS**

Please bring the following with you for proper credentialing:

1. Photo identification.
2. Letter of assignment from the media outlet that you represent. If you represent a print outlet, you should bring representative samples of your publication for review along with your letter of assignment. If you represent an electronic outlet, your assignment letter should detail your coverage as much as possible.
3. A copy of your official media credential from the media outlet that you represent (or, if your media outlet does not provide official credentials, an official business card from your outlet confirming your status).

Please email completed credential form to Kristen Spirko ([kspirko@missuniverse.com](mailto:kspirko@missuniverse.com)) or fax to (212) 315.5378.

Individuals who fail to present any or all of the above will not be considered for credentials. There will be no exceptions. PLEASE BE ADVISED THAT MISS UNIVERSE L.P., LLLP ("MUO") RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO GRANT OR REJECT ANY REQUESTS FOR MEDIA CREDENTIALS.

*By accepting a media credential to MISS UNIVERSE® 2011, you are agreeing that you (and all representatives from your organization) have read the Media Guidelines and agree to follow them. These Media Guidelines are subject to change, modification or amendment from time to time by MUO. Anyone found violating the Media Guidelines risks forfeiting their MISS Universe® 2011 credentials.*

NOTE: Credential badges must be displayed at all times while on site and while covering MISS UNIVERSE® 2011 related activities off-site.

### **MEDIA ACCESSIBILITY DURING THE 2011 MISS UNIVERSE® PAGEANT**

A pageant itinerary with specific dates and times that are "open to the media" will be made available on our press site [www.press.missuniverse.com](http://www.press.missuniverse.com).

**No one will be allowed in the rehearsal hall during rehearsals or on location shoots unless that day or particular time has been designated "open to the media."**

Requests for interviews or photo opportunities with MUO management, production team, hosts and co-hosts, talent, titleholders, and judges must be arranged through MUO. Please email Kristen Spirko at [kspirko@missuniverse.com](mailto:kspirko@missuniverse.com) with your requests.

All individuals and organizations granted a media credential must cooperate with security personnel authorized by the venue and MUO.

## **ONE-ON-ONE INTERVIEWS**

We will do our best to accommodate your one-on-one contestant interview requests. If we cannot provide one-on-one scheduled interviews, we will facilitate forums where you will have access to the contestants of your choice and have several minutes to interview them.

## **DAILY PRESS UPDATES**

Check the Miss Universe Organization press site [www.press.missuniverse.com](http://www.press.missuniverse.com) for any updates on events. These edits are made to the "Media Tip Sheet" daily. The calendars of activities are subject to change, and we recommend that you RSVP Kristen Spirko at [kspirko@missuniverse.com](mailto:kspirko@missuniverse.com) for all scheduled events you are planning to cover.

## **MEDIA ACCOMPANIMENT**

A public relations representative of MUO will be available throughout the entire event period to answer or direct any questions you may have, facilitate any requests, etc.

## **USE OF LIGHTING FOR STILL PHOTOGRAPHY/VIDEOTAPING**

Photographers and camera crews may use their own lighting. You should ask before arriving at event location about the media area at that location in order to have the appropriate equipment on hand. Often the production is uncertain until the day-of where the media will be stationed for photo ops.

## **ACCESS TO OTHER PHOTOGRAPHY**

Media outlets can apply for access to high-resolution photos via our Internet press site located at [www.press.missuniverse.com](http://www.press.missuniverse.com). To apply for access to this site, select Apply for Access (if you do not already have a password) from the menu, and fill out the interactive request form.

## **HIGHLIGHT CLIPS FOR ELECTRONIC MEDIA**

Electronic media will not be permitted to broadcast the entire Presentation or Final Show; however, you may, with MUO's permission, be allowed to pre-tape up to five (5) minutes of the Presentation Show.

## **LIVE SHOTS INSIDE THE VENUE**

No video/still cameras are permitted inside the venue during the Finals Show. Permission to shoot any live material in or around the venue must be arranged with 48 hours prior to the time you wish to shoot.

## **NIGHT OF PRESENTATION SHOW AND FINAL SHOW**

The following rules apply to the Presentation Show and the Finals Show:

- Following the Finals Show, media will be permitted to photograph and conduct electronic interviews with the winner in a designated area. Information on the location of the shoot can be obtained through the MUO Production Office.

## **ALL PHOTOGRAPHERS PLEASE NOTE**

By accepting a media credential to MISS UNIVERSE® 2011, all photographers agree that their photographs will ONLY be used for the purposes of news coverage of MISS UNIVERSE® 2011 by the media outlet(s) and/or photo services for whom they are credentialed, unless prior written approval has been granted by MUO, which approval may be granted or withheld in MUO's sole discretion. No other use of MISS UNIVERSE® 2011 photography, including, without limitation, licensing or resale (whether for profit or otherwise) to third parties is permitted without the prior written approval of MUO, which approval may be granted or withheld in MUO's sole discretion. Any violation of this provision may result in forfeiture of credentials for MISS UNIVERSE® 2011 and any other future MUO events, in addition to any legal and equitable remedies available to MUO.

## **ALL VIDEOGRAPHERS PLEASE NOTE**

By accepting a media credential to MISS UNIVERSE® 2011, all videographers agree that their footage will ONLY be used for the purpose of news coverage of MISS UNIVERSE® 2011 by the media outlet(s) for whom they are credentialed, unless prior written

approval has been granted by MUO, which approval may be granted or withheld in MUO's sole discretion. Any other use of footage, including, without limitation, for entertainment programming, is strictly prohibited and may result in forfeiture of credentials for MISS UNIVERSE® 2011 and any other future MUO events, in addition to any legal and equitable remedies available to MUO.