

MEDIA GUIDELINES FOR “THE 51st ANNUAL CMA AWARDS”

Greetings! We are glad you are covering “The 51st Annual CMA Awards.” The CMA Awards will be held Wednesday, Nov. 8 (7:00-10:00 PM/CT) at Bridgestone Arena in Nashville, Tenn., and broadcast live on the ABC Television Network.

By accepting a media credential to the CMA Awards, you are agreeing that you (and all representatives from your organization) have read the Media Guidelines and agree to follow them. Anyone found violating the Media Guidelines risks forfeiting their CMA Awards credentials.

In light of recent events, and out of respect for the artists directly or indirectly involved, please refrain from focusing your coverage of the CMA Awards Red Carpet and Backstage Media Center on the Las Vegas tragedy, gun rights, political affiliations or topics of the like. It’s vital, more so this year than in year’s past due to the sensitivities at hand, that the CMA Awards be a celebration of Country Music and the artists that make this genre so great. It’s an evening to honor the outstanding achievements in Country Music of the previous year and we want everyone to feel comfortable talking to press about this exciting time. If you are reported as straying from these guidelines, your credential will be reviewed and potentially revoked via security escort. We appreciate your cooperation in advance. If you have any concerns on your coverage plans, please reach out to the CMA Communications team in advance so we can be a great partner as we celebrate “The 51st Annual CMA Awards.”

It is important that you plan extra time in your schedule during Awards day. Traffic will be heavy; security will be tight and thorough (all your bags and equipment are subject to search at any time). We greatly appreciate your patience. This will be a great event and we will try to make it as manageable as we can; but there will be unforeseen situations that arise.

Television Crews – Bring plenty of cable and cable ramps. You will need them and we do not have any to provide for you. Cable runs will be significantly longer than in the past. Please plan accordingly.

Syndicated Radio Outlets Approved for the Backstage Media Center – Bring plenty of cord to plug into the mult-box, as you may be sitting away from the mult-box area.

ALL CREWS PLANNING ON USING WIRELESS COMMUNICATION ON THE RED CARPET MUST SUBMIT YOUR FREQUENCIES TO AMBER OWENS NO LATER THAN NOON/CT ON NOV.1, 2017. Frequencies will be submitted to production and you will be notified as soon as possible, in writing, as to whether or not your frequencies have been approved. Anyone who does not get their wireless frequencies approved will not be allowed to use their wireless gear. You can submit your frequencies by emailing AOWens@CMAproduction.com. Absolutely **NO** wireless equipment is allowed in the Backstage Media Center.

Media Credential Pick-Up

Due to heightened security, each individual is responsible for picking up their own credentials. **You must present a physical copy of your approval letter in order to pick up your credential.** Credentials can be picked up at the following times and locations:

-MORE-

Thursday, Nov. 2 – Friday, Nov. 3 (10:00 AM–1:00 PM)

CMA

35 Music Square East, first floor event space (Free 30 minute parking is available in garage)

Nashville, TN 37203

(615) 244-2840

Sunday, Nov. 5 – Tuesday, Nov. 7 (10:00 AM-5:00 PM) Wednesday, Nov. 8 (10:00 AM–3:00 PM)

Bridgestone Arena

Enter door at the corner of Demonbreun and Fifth Avenue and come to the media credentials check-in booth.

Please note: It is to your advantage to pick up your credentials as *early* as possible. Due to the Red Carpet construction and load-in, credential pickup on Wednesday, Nov. 8 will take more time. Please pick up your credentials early if at all possible.

For security reasons, please DO NOT post pictures of your credentials on any personal or company social media accounts. Anyone found posting pictures of their credentials risks forfeiting their CMA Awards credentials and future CMA event credential opportunities.

Tech Forms

Any approved media on the Red Carpet or in the Backstage Media Center that are requesting phone lines, Internet access, access to extra power; have been approved for satellite truck parking; or have other special needs MUST fill out the CMA Awards tech forms and submit them to Amber Owens at CMA at AOWens@CMAproduction.com. **Phone and Internet lines MUST be ordered by Wednesday, Nov. 1**. If you are a television crew approved for a one-on-one booth in the Backstage Media Center, you will also need to fill out the one-on-one tech form. If you are unsure if the tech forms apply to you, contact Amber in advance and ask.

Media outlets are responsible for ALL fees for phone and Internet lines ordered by the outlet, as well as any additional power, décor, and tech needs not covered in the guidelines.

WiFi Guidelines

On both the Red Carpet and in the Backstage Media Center, CMA will provide Enterprise-class WiFi access to the Internet at no charge. This will be a secured, password-protected network for media use only. It will offer 2.4GHz and 5GHz WiFi signal to your WiFi-enabled equipment. Note: 5GHz-capable equipment will offer a better connection.

The CMA free WiFi is shared bandwidth and is available for all credentialed media use. Speeds and/or connectivity are not guaranteed by CMA. Do not share the password with anyone not working directly with you in the facility. Doing this only adds traffic to the network and reduces available bandwidth for all.

MiFis, routers, and any other devices that create a personal or private WiFi network are not allowed under any circumstances. CMA will be monitoring for these networks and reserves the right to shut down any personal devices, WiFi networks, routers, switches, etc.

Cellular service from AT&T and Verizon are available within both buildings, however, CMA cannot guarantee speed and/or connectivity of these services.

If dedicated bandwidth for photo upload or streaming is needed, we recommend you purchase your own Internet line from the respective venues. A hardline Ethernet connection with a guaranteed 3Mb connection is available. A guaranteed 10Mb Ethernet connection is also available and suitable for streaming.

CMA reserves the right to shut down equipment and revoke credentials from any media outlet and/or representative in violation of these guidelines.

NOTE: Usage of drones is strictly prohibited.

Other Activities During the Week

Media are invited to attend the CMA Foundation's Notes 4 Notes grand opening in East Nashville Monday, Nov. 6. Contact Megan (megan@mjhpr.com) for more information. There are several other activities taking place in Nashville between Sunday, Nov. 5 and Wednesday, Nov. 8 leading up to the CMA Awards that you may wish to cover. Some of these events are CMA-organized; but most are completely independent of our organization. A list of publicist contacts for these activities will be provided to you separately in case you wish to cover them. **Your CMA Awards media or publicist credential DOES NOT grant you access to any of these activities.**

CMA Awards Rehearsals and VNR Satellite Coordinates

ALL rehearsals are **CLOSED** to the media. Any media outlet that shows up at Bridgestone Arena during rehearsals without an approved, pre-arranged interview agreed to in advance by both the CMA Communications Department AND the artist's publicist will be refused admittance.

Three unique video news releases (VNRs) will be available via satellite and FTP with interview and rehearsal footage that can be used for news purposes only. Each individual feed is a different VNR representing different footage.

The Video Highlights Package feed schedule and satellite coordinates are as follows:

| <u>Feed Dates:</u> | <u>Feed Times:</u> |
|--------------------------|-------------------------------------|
| <u>Monday, Nov. 6</u> | 10:00-10:30 AM/ET (9:00-9:30 AM/CT) |
| <u>Tuesday, Nov. 7</u> | 10:00-10:30 AM/ET (9:00-9:30 AM/CT) |
| <u>Wednesday, Nov. 8</u> | 10:00-10:30 AM/ET (9:00-9:30 AM/CT) |

Each package will be approximately 15 minutes, and will be re-run, back-to-back, so that media outlets have two opportunities to downlink it.

Satellite Coordinates (SAME FOR ALL 3 FEEDS):

SATELLITE: GALAXY 17 (KU) Digital
TRANSPONDER: 20 – Upper
BANDWIDTH: 18 MHz (HD)
DOWNLINK FREQUENCY: 12109 (V)
FEC: $\frac{3}{4}$
SYMBOL RATE: 13.235
DATA RATE: 18.2958
ENCODER: MPEG-2 DVB-S QPSK

FTP DOWNLOAD: <http://www.cmapress.com>

Trouble Number for all Satellite Feeds: (954) 838-0900 x 1 or (917) 929-5564
If you have a question about the content of these VNRs, please contact Jim Bowling at (213) 215-7822 or jim@pointmedia.com.

ABC NewsOne will also make shorter cuts of rehearsal VNRs available to ABC affiliates via www.abcnewsone.net but for the fastest access to the entire VNR you should download directly from the CMA's FTP site or downlink their scheduled satellite feeds.

PLEASE NOTE: Television outlets wishing to use footage highlights for news coverage of the CMA Awards must adhere to the provisions of the "Blanket Permission," which can be found beginning on Page 11. Any other use of CMA Awards broadcast and rehearsal footage requires written permission and/or license from CMA. The footage cannot be used in any products intended for retail sale without the written permission of CMA, the artist, and the artist's representatives.

Pre-Approved/Pre-Scheduled Rehearsal Interviews

Because of security restrictions and closed rehearsals, we encourage you to set up artist interviews away from Bridgestone Arena. If you must conduct a pre-arranged interview with an artist participating in the CMA Awards, it has to be set up in advance with an artist's publicist AND cleared through the CMA Communications Department no later than noon/CT on Thursday, Nov. 2 so the media outlet can enter Bridgestone Arena. If approved, we will try to accommodate your needs within the parameters set by the Awards production team.

Media crews who are approved to come to rehearsal MUST be self-contained and battery equipped. There will NOT be a place to plug-in electric cords for cameras, lights, laptop computers, etc.

Dress rehearsal on Wednesday, Nov. 8 is completely **CLOSED** to the media with **NO exceptions**.

NO interviews will be allowed anywhere in the Bridgestone Arena compound on Wednesday, Nov. 8 prior to the opening of the Red Carpet at 4:00 PM/CT.

Satellite Trucks

As mentioned above, any television outlet needing satellite truck parking MUST fill out the tech form and submit to Amber Owens at CMA. She will then let you know if you have been approved for satellite truck parking; as well as when and where you can park. All trucks and equipment are subject to periodic security searches. **Satellite truck parking is extremely limited.** Priority on parking will go to the national live shows. If the media outlet does not coordinate their satellite parking with Amber Owens in advance, then they will NOT be guaranteed a spot for their satellite truck.

Other Parking

There is no on-site parking set aside for other media vehicles. There are a variety of paid parking lots in the Downtown Nashville area that you may choose to use. We suggest the parking lots and garages on Commerce Street (one block north of Broadway).

Media Arrival and Set Up Times on Day of Show

IMPORTANT NOTE: The Red Carpet for “The 51st Annual CMA Awards” will take place inside Music City Center. CMA Media personnel will be onsite to direct you. Road closures and pedestrian walkways are outlined in a separate map available at media credential pick-up and check-in.

Crews and photographers on the Red Carpet inside can begin setting up at 10:30 AM/CT on Wednesday, Nov. 8. Please do NOT come to the Red Carpet before 10:30 AM unless you have made prior arrangements with the CMA Communications Department.

From 10:30 AM/CT to 2:15 PM/CT, credentialed media crews can quickly drop personnel and equipment off by entering Fifth Avenue South between Demonbreun Street and Korean Veteran’s Boulevard. **(You will need the placard from your credentials envelope on the dash of your vehicle. PLEASE ENTER FROM DEMONBREUN STREET).** Arrive **NO LATER than 2:00 PM/CT to ensure your vehicle is moved by 2:15 PM/CT.** Equipment may be dropped anywhere along the southbound curb lane on Fifth Avenue South between Demonbreun Street and Korean Veteran’s Boulevard. Cars and trucks cannot park here; they can only drop off crews and equipment, and then move on to find parking elsewhere. Please be respectful to other crews and limit your drop off time to 10 minutes. We will have personnel onsite to assist you with parking for unloading.

For your convenience, we will have food and beverage available located outside the entrance of the Red Carpet beginning at approximately 12:30 PM/CT. Food and beverage service will be removed no later than 2:00 PM/CT.

Set up for print, photo, and syndicated radio outlets credentialed for the Backstage Media Center will begin at 3:30 PM/CT. (Television crews that are setting up on both the Red Carpet and in pre-assigned one-on-one booths in the Backstage Media Center may begin setting up in their booths at 10:30 AM). All media credentialed for the Backstage Media Center should be in their assigned areas no later than 6:00 PM/CT (exception: if they are also working the Red Carpet).

To load in to the Backstage Media Center, credentialed media should walk down Demonbreun (on the sidewalk) from Sixth Avenue to the Media Credential Check-In Booth inside Bridgestone Arena at the door on the corner of Demonbreun and Fifth Avenue. We will have representatives onsite to help you find your assigned space. Only those media credentialed with Media Center access will be allowed into the Backstage Media Center.

We will have catering available for the media credentialed for the Backstage Media Center. Meals will be served around 7:00 PM/CT. Each credentialed person will receive one meal ticket for catering.

RED CARPET

PLEASE NOTE: All media credentialed to be on the Red Carpet MUST stay in their booths behind the stanchions. Media CANNOT come out of their space and walk around (either inside or outside the Carpet) conducting interviews, shooting B-roll, or grabbing artists for interviews or personal photos. Media personnel who fail to stay in their assigned spaces will be removed from the Red Carpet and will forfeit their credentials for the remainder of the night. They will be allowed to come back after 7:00 PM/CT to pick up their equipment.

Television – Each approved television outlet has been pre-assigned a space on the Red Carpet, which will be marked with a sign. These assignments cannot be re-negotiated on the day of show. Please set up inside your pre-assigned space and do not move the stanchions between booths. Make sure you do not spill your equipment or personnel over into another outlet's booth or out into the aisle. **Reporters and crew members must stay in their booth area behind the stanchions. You cannot walk around on the carpet chasing artists, blocking exits, or trying to obtain different camera angles.**

Each booth is approximately six-feet wide by six -feet deep and will contain one (1) 20 amp electrical drop. If you need additional power, please contact Amber Owens. You will be responsible for paying for the additional power.

Please contact Amber Owens at AOWens@CMAproduction.com if you are using wireless microphones, headsets, etc – on the Red Carpet. You will need to give her your frequencies so she can make sure they won't conflict with show production. Please submit your frequencies by Wednesday, Nov. 1.

ABC Affiliates – ABC NewsOne will no longer be offering satellite transmission for live shots on the Red Carpet. You can order internet, phone lines, and other services through CMA. Please contact Amber Owens directly to request a media technical form (aowens@CMAproduction.com or (615) 482-2583). Out-of-town ABC television affiliates given a live position on the red carpet will be given access to a 20 amp power circuit. For questions, contact Travis Hudon ((212) 456-4978 or Travis.L.Hudon@abc.com).

CMA provides three independent HD-SDI live feeds from the Red Carpet that ALL credentialed television outlets may plug into and use. There will be two HD-SDI feeds from cameras located on the red carpet. These feeds will have embedded ambient audio for each of their respective areas. The third feed (HD-SDI) will originate from a manned camera providing views from artist arrivals of the Red Carpet.

2017 CMA AWARDS MEDIA GUIDELINES – PAGE 7

HD-SDI Distribution Amplifiers for these three feeds will be found on the Red Carpet. An additional feed of the manned Red Carpet camera will be found in the Backstage Media Center as well. You will need to bring a BNC for HD-SDI (standard BNC video connector) for each of these feeds that are available.

Photographer Section – All credentialed photographers will shoot from the general photographer section on the Red Carpet.

CMA will mark each photographer's placement within this area. There will be no on-site negotiating for placement. **Photographers MUST stay behind the stanchions in this section and in their assigned placement.** This section is crowded – please do not bring more equipment than necessary.

Photographers cannot bring additional lighting equipment to set up and attach to the tent or existing lighting grids. Red Carpet lighting design will provide ambient light around 50 foot-candles in the main walkway as well as in the photographer area. There will also be footlight on the floor to up-light artists in the photographer area.

Professional photographers are not permitted anywhere on the carpet outside of the designated photography area. If a non-approved, professional photographer is found inside a media booth, they will be asked to leave.

Photographers credentialed to photograph in-house will be escorted from the Red Carpet to their audience seats at approximately 6:20 PM/CT by a CMA escort. This will allow you to photograph the pre-tel Award ceremonies that begin at 6:30 PM/CT.

Print/Internet Journalists Section – All journalists credentialed for the Print and Digital Journalists Area on the Red Carpet will be in a shared space. CMA will mark each journalist's placement within the booths. **Journalists MUST stay behind the stanchions in these sections – you will be asked to leave the Carpet if you do not comply.** Please note that this section is congested, so do not bring more equipment than necessary.

Any media on the Red Carpet that have in-house tickets to the CMA Awards should plan to leave the Red Carpet no later than 6:30 PM/CT in order to return your gear to your vehicle (unless you are also credentialed as an in-house photographer) and get to your seat. The producers want everyone seated no later than 6:45 PM/CT.

Security Sweep - Please be aware that a security sweep will take place in the Red Carpet area at approximately 2:30 PM/CT on Wednesday, Nov. 8. Everyone will be escorted by security off the Red Carpet during this time. Immediately after that ends, a security sweep will take place in the Backstage Media Center.

It is important that media outlets DO NOT shut down their cases with simple wire, and that all crews stay onsite while the sweep is going on. In the past, a television crew wired their cases shut and left the premises and it held up the bomb sweep and nearly delayed the beginning of the Red Carpet.

2017 CMA AWARDS MEDIA GUIDELINES – PAGE 8

The Red Carpet officially begins at 4:00 PM/CT and ends at approximately 6:30 PM/CT so that the artists can get in the building and seated. **ALL media outlets on the Red Carpet should be in their booths and ready to begin at 4:00 PM/CT. Media that arrives after 4:00 PM will NOT be allowed to load-in to the Red Carpet.**

All Red Carpet media that also has Backstage Media Center access should move quickly to the Backstage Media Center to get ready for the general press conference once the Red Carpet ends.

Media credentialed exclusively to the Red Carpet will be escorted to the exits when the Red Carpet closes.

The Red Carpet will re-open at 9:30 PM/CT for television crews who have **pre-arranged** a place for live remotes at the conclusion of the Awards. Your post-show remote may be in a different location of the tent from your pre-show remote location due to production needs and the exiting audience, so please be prepared to move to a different location if directed.

Please understand that CMA encourages all of the participating artists to walk the Red Carpet and interview with ALL of the media outlets; however, it is at the discretion of the artist and their publicist to decide if they will walk the Red Carpet and which outlets they will talk to. **CMA can make no guarantees of any artists to any media outlets.**

We encourage all media outlets to interview as many of the artists that walk the Red Carpet as possible. Today's newcomer could be tomorrow's superstar! Brief bios on all artists participating in the CMA Awards and/or expected to appear on the Red Carpet will be included in your materials.

In House Photographers

If you are credentialed to photograph the Awards inside Bridgestone Arena, please know that you will be photographing from your assigned seat only on the photo platform. You cannot get up and move to another location. You cannot use flash. You cannot stand or block someone else's view. Please only bring the equipment that you absolutely need to have. You have one seat – there is no storage space available for extraneous equipment.

The photographer platforms are approximately 140-150 feet from stage. There is a tiered platform on each side of the JIB/Audio production set-up at the front of house. Each platform is four-feet wide and will have chairs on each row that will correspond to your ticket. There will be someone on-site at the platform to assist you.

Photographers on the photo platforms may bring a tri-pod, but we encourage you to use a monopod if possible. The photographers must sit in their chairs in order to not interfere with audience sight lines, which does not leave a lot of room for a tri-pod. If the tri-pod doesn't fit the platform, it cannot be used.

Please be courteous to the other photographers on the platform, the JIB/Audio production folks, and the people in the audience – don't talk loudly; cooperate with each other; make sure your cameras

don't interfere with another photographer's shot. If you don't adhere to these guidelines, you will be escorted out of the building by security.

The in-house photographers will need both their show ticket and wristband in order to get in the house and be authorized to photograph. These items will be in your credential packet.

If you will need a CMA photo runner to send photos back to your photo editor in the Backstage Media Center, please email Krista Dial at KDial@cmaworld.com by 12:00 PM/CT on Friday, Nov. 3. Runners will only be allowed to pick up your photo disks during commercial breaks. You cannot provide your own runners.

If you need electrical drops or phone lines at your photo seat and have not yet done so, please fill out the tech forms mentioned above and submit to Amber Owens by Wednesday, Nov.1. All costs will be charged to the media outlet.

In-house photographers will not be admitted to the Backstage Media Center after the Awards unless arrangements have been made in advance with Krista Dial at KDial@CMAworld.com no later than Friday, Nov. 3. Please understand that because of fire marshal limits, we are unable to accommodate every request to come back to the Backstage Media Center after the show.

MEDIA CENTER

PLEASE NOTE: Production will begin dismantling the Backstage Media Center (including the One-on-One booths) at midnight (12:00 AM/CT) after the CMA Awards. If you normally stay late to do photo edits, you will have to move to an offsite location by midnight. **Please plan to be completely packed and out of the Backstage Media Center by midnight.**

The Media Center will have one combined press conference area for print (including photographers), syndicated radio, Internet, and television outlets. There is no separate photography room.

Seats and tables in the Media Center have been pre-assigned and are for print, syndicated radio, Internet media, and photo editors. Please sit only at the seat that has your name on it; please do not change seats; please do not sit down in a seat in the assigned area if you haven't been assigned one.

Television producers may use the non-assigned tables at the back of the Media Center if they need table space to use their laptops during the evening. This space is available on a first come, first served basis. These table spaces are for **working TV producers only**. Television crew members should not sit here. There are chairs behind the TV platform for crew members to sit.

Credentialed photographers will have assigned seats on the front row. The Photo Row does NOT have table space and does not have storage for a huge amount of equipment. Any equipment must fit under your chair.

2017 CMA AWARDS MEDIA GUIDELINES – PAGE 10

During the Awards, television crews may plug a deck into the pool camera and mult-box at the back of the room or they may set up their own camera on the platform to get the press conference footage. We will also provide a feed of the Awards for those television crews that want to plug a deck into that feed.

Please remember that the Backstage Media Center is a working area with limited space. Non-essential crew members should not linger in this area. Satellite truck drivers should stay in their trucks. If too many non-essential crew members are congregating in the Media Center and walkways, security will escort them out of the building. We appreciate your cooperation, as we must comply with the fire codes for your safety.

When an artist is announced on the Media Center stage, the photographers will be allowed to stand up and shoot photos for a brief time. Once the photos are taken, the moderator will entertain questions from the press. Please don't ask questions until the artist's microphone is on for the benefit of the TV crews and radio outlets.

Please do not stop artists on their way to the podium (or anywhere else in the building) for individual interviews, sound bites, autographs, photographs, handshakes, etc. Anyone caught interviewing an artist outside of their assigned area risks forfeiting their credential. The area is VERY small and congestion in the aisles creates challenges for everyone. We need your cooperation to get the artists through the media area in a timely manner to respect production's schedule.

Backstage Media Center – Technical Needs

Syndicated radio outlets, television media, and others needing audio from the Media Center will need to bring one or two Female XLR (50 to 75 foot cables) to connect with one of the available mult-boxes that provide balanced Mic or Line (+4dbu) Level outputs for both the Media Center Interview Stage/Red Carpet Feed and the CMA Awards Program Feed (two independent feeds).

Sorry, but we do not have adapters to accommodate RCA or 1/8" plugs.

Video for both the Media Center Interview Stage and the CMA Awards program feed will be available in HD-SDI with a standard BNC connector. It is recommended to bring 50-75 foot BNC (standard video connector) cable for each feed you require. The HD-SDI will have embedded audio.

Please note: You are responsible for bringing the correct equipment needed in order to hook up to the mult-box and press conference camera. We do not have any extra equipment to loan you onsite.

Backstage Media Center - Television One-On-One Booths

A limited number of one-on-one booths are available for partners and national television outlets to use. These booths are pre-assigned and cannot be renegotiated on-site. CMA provides MIS wall, one (1) electrical drop, CMA Awards signage, and two (2) stools.

Beyond that, the media outlet is responsible for all other costs (extra electricity, phone lines, backdrops, other equipment, tables, etc.). Phone lines must be ordered through Amber Owens by Wednesday, Nov. 1. The booths are located adjacent to the stage in the Backstage Media Center.

When artists come to the Media Center, the CMA Communications staff will route them to the press conference stage and the one-on-one booths in a timely fashion. We ask that your crews stay inside your booth at all times so that you are ready for artist interviews as artists are available. Often, due to production, the artist is only available for a short period of time and we have to route them as quickly and efficiently as possible. A CMA representative will be in the one-on-one booth area to inform staff as to which booths are currently open and which booths are in the midst of interviews when an artist is routed.

Please understand that CMA encourages all of the participating artists to interview with all of the media outlets in the one-on-one booths; however, it is the sole decision of the artist and their publicist as to which interviews they will accommodate. **CMA can make no guarantees of any artists to any media outlets.**

Phone Lines/Internet Access

All personal electronic devices must be turned off or kept on vibrate while in the Media Center.

Media outlets that need to order phone lines and/or Internet access must do so by filling out the tech forms and submitting them directly to Amber Owens at AOWens@CMAproduction.com. The media outlet is responsible for all costs.

All Photographers Please Note

By accepting a media credential to “The 51st Annual CMA Awards,” all photographers agree that their photographs will ONLY be used by the media outlet(s) and/or photo services for which they are credentialed. No resale – whether for profit or not – of CMA Awards photography to third parties is permitted without permission of CMA and the appropriate artist representatives. This includes selling through websites such as eBay, Yahoo Auctions, etc. Should you be found selling CMA Awards photos without permission, you will forfeit future CMA event credentials.

All Television Crews Please Note:

Blanket Permission for Broadcast News Coverage

The following guidelines outline CMA’s television blanket permission for the use of excerpts from “The 51st Annual CMA Awards” for the purpose of news coverage of the program and/or the events therein. Usage in accordance with these guidelines requires no specific or further written authorization from CMA or the ABC Television Network.

Please note: This blanket permission for broadcast news coverage is subject to change. If there are changes, we will send you the update as quickly as possible.

“The 51st Annual CMA Awards”- Blanket Permission for Broadcast News Coverage

Authorization and Embargo Agreement

You have requested permission to use excerpts and/or other material (“Excerpts”) from the broadcast by American Broadcasting Companies, Inc. (“ABC”) of “The 51st Annual CMA Awards” (the “Program”) produced by the Country Music Association, Inc. (“CMA”). Your use of said Excerpts shall be non-exclusive and shall be limited specifically to news and/or entertainment information programming and any Websites directly associated with your particular news and/or entertainment program(s). Your use of any Excerpts from the broadcast of the Program shall be deemed a full acceptance of the terms and conditions hereof, and you expressly assume any and all obligations of any nature whatsoever arising from or relating to your possession and/or use of any Excerpts. The following terms and conditions shall apply to your use of any Excerpts:

- 1) You agree and acknowledge that neither CMA nor ABC has made any warranty or representation, express or implied, with respect to the Excerpts or your use of them and that your obligations pertaining to the use of said Excerpts are outlined in these terms and conditions.
- 2) You shall only use the Excerpts in the segment of your applicable news and/or entertainment information program broadcast (the “Segment”) covering the Program and for no other purpose whatsoever, without the prior written consent of CMA.
- 3) You may only use up to three (3) minutes total of the Excerpts for your Segment in each news and/or entertainment information program broadcast. You may use no more than thirty (30) seconds per performance clip. This can be recorded off the air or off the satellite.
- 4) In the case of local stations, Excerpts from the broadcast are embargoed from being aired (i.e., you may not air the Excerpts) until the Program has completed its broadcast in your market. You shall keep confidential the contents of any Excerpts and any results in connection with the Program (herein collectively, the “Contents”) until the Program has completed its broadcast in your market. You shall not disclose the Contents to any third parties until such time, except that you may disclose the Contents to employees or other representatives who need to know such information in connection with your use of the Contents; provided that such employees or representatives agree to keep the Contents confidential according to the terms set forth herein. Any improper disclosure of the Contents by you, your employees or your representatives shall be deemed a material breach by you of these terms and conditions.
- 5) In the case of national broadcasters, the Excerpts are embargoed until the Program has completed its broadcast in the Pacific Time Zone. You shall keep confidential the Contents until the Program has completed its broadcast in the Pacific Time Zone. You shall not disclose the Contents to any third parties until such time, except that you may disclose the Contents to employees or other representatives who need to know such information in connection with your use of the Contents; provided that such employees or representatives agree to keep the Contents confidential according to the terms set forth herein. Any improper disclosure of the

Contents by you, your employees or your representatives shall be deemed a material breach by you of these terms and conditions.

6) Excerpts shall be used for news and/or entertainment information program purposes only and for such purposes must be used within 10 days of the Program's broadcast. After such time, you must get written permission from CMA for any use.

7) Neither the CMA logo nor the ABC logo may be obscured, either partially or completely, or altered in any way, in any manner.

8) CMA and/or ABC shall have the right to rescind any rights granted to you herein at any time; provided that any permitted use hereunder that occurs prior to such rescission shall be acceptable.

9) You shall not use the Excerpts in any manner which would constitute a violation of any law or applicable collective bargaining agreement. The Excerpts, as used by you and in your Segment, shall not disparage, defame or reflect unfavorably upon the Program, CMA, ABC, and/or any person depicted in the Excerpts or otherwise associated with the Program, CMA, or ABC.

10) You acknowledge that as between CMA on the one hand, and you, on the other hand, CMA is the sole and exclusive owner of all copyrights and any other rights in and to the Excerpts and the Program. You agree to give CMA and ABC a credit for their grant of permission to use the Excerpts. Courtesy chyron should read:

“Clips courtesy of the Country Music Association and American Broadcasting Companies, Inc. ©Country Music Association Inc., all rights reserved.”

11) Neither CMA nor ABC makes any representation or warranty regarding your use of the Excerpts or any third party clearances which may be required for your use, all of which shall be your sole responsibility to obtain, as applicable. Your use of the Excerpts shall constitute your agreement to defend, indemnify and hold harmless CMA and ABC and their parent, subsidiary, related and affiliated companies, ABC's owned and affiliated stations (if any), and the respective officers, directors, agents, representatives, employees, successors and assigns of each and all of the foregoing, from and against any and all losses, actions, claims, demands, liabilities, damages or costs (including reasonable attorney's fees) of any kind or nature whatsoever which may arise out of or in connection with your use of any Excerpts and/or your breach of any of the terms and conditions of this authorization.

12) You may not assign this agreement or any of your rights or obligations hereunder, in whole or in part, without CMA's and ABC's prior written approval. Any attempted assignment shall be deemed a material breach of this agreement. No breach of any provision hereof may be waived except in a writing signed by CMA and ABC. Waiver of any one breach of any provision hereof shall not be deemed to be a waiver of any other breach of the same or any other provision hereof.

13) Unless otherwise agreed to in a writing signed by CMA, ABC and you, this document constitutes the entire understanding of the parties hereto as to the subject matter of this document.

Except as specified above, any use of any portion of the CMA Awards requires written permission from the Country Music Association. There are no exceptions to this policy.

In Final

Everything in the Media Guidelines is subject to change. If there are any changes to the Media Guidelines, we will update you in writing (via email or in-person) as quickly as possible.

Again, we are delighted you will be covering “The 51st Annual CMA Awards.” If you have questions, please contact us at CMA at (615) 244-2840 or at the following numbers:

Amber Williams
VP of Communications & Talent Relations
awilliams@cmaworld.com
(615) 664-1627 (office)
(615) 513-3222 (cell)

Catharine McNelly
Director, Communications
cmcnelly@cmaworld.com
(615) 664-1639 (office)
(618) 798-1065 (cell)

Krista Dial
Manager, Media Relations
kdial@cmaworld.com
(615) 664-1637 (office)
(618) 841-7676 (cell)

Lisa Valentine
Coordinator, Communications
lvalentine@cmaworld.com
(615) 664-1635 (office)
(734) 787-0534 (cell)

FOR ALL INTERNATIONAL MEDIA QUESTIONS, CONTACT:

Bobbi Boyce
CMA Director of International Relations
(615) 664 1649 (office)
(615) 587-1166 (cell)
bboyce@cmaworld.com

FOR ALL TECHNICAL NEEDS, SATELLITE TRUCK PARKING, LABOR QUESTIONS, ETC., CONTACT:

Amber Owens
CMA Production
(615) 482-2583 (cell)
aowens@cmaproduct.com

FOR ANY ISSUES WITH DOWNLOADING PHOTOS FROM CMAPRESS.COM FOR MEDIA USAGE:

Amanda Eckard
CMA Director of Creative Services
(615) 664-1623 (office)

(615) 542-1267 (cell)
aeckard@cmaworld.com

-30-

-MORE-