

SAN FRANCISCO 49ERS 2026 MEDIA POLICY

PRACTICE REGULATIONS

Only media regularly covering the 49ers will be allowed to attend the open portions of practice. If a media member from outside the local area wishes to attend practice, it is subject to approval from the 49ers football communications department.

For practices held at the SAP Performance Facility, media are instructed to remain on the extreme sideline perimeter of all of the practice fields at all times, pending field layout. Unless otherwise instructed by the 49ers football communications staff and dependent upon the specific practice period, media are not permitted to stand behind the end zones and **must remain at least 15 yards away from any drills or workouts occurring on the sidelines for safety reasons.**

All media are **prohibited from quoting, broadcasting or posting on social media the dialogue between coaches, players and staff, including all medical personnel.** No member of the media is allowed at any time to initiate a conversation with a player, coach or football staff during practice that would distract them from doing their job.

At all times, we ask that you are escorted by someone from the 49ers football communications department while moving between the media workroom/auditorium and the practice fields. Media are prohibited from wandering Levi's Stadium at any time including the playing field, club spaces and tunnels.

Spaces within Levi's Stadium to conduct any interview, podcast, live streams, etc. that do not include San Francisco 49ers personnel are limited to San Francisco 49ers partners and are not permitted for use. If you partake in this form of media, we ask that you schedule these practices in alternative spaces off-site. Please note the 49ers media schedules and plan accordingly. With team schedules subject to change, the 49ers football communications department will notify you with as much advance notice as possible to adjust.

As has been team policy, and in accordance with NFL regulations, media cannot report on strategic and tactical information (i.e. formations, a unique position where a player is lining up and specific plays run, trick plays, etc.). Specifically, reports on player participation with respect to individual units (first-team, second-team) should be based on general observations. Quantifying players' individual repetitions or description of personnel groupings/sub-packages (nickel defense, goal line unit, etc.) is strictly prohibited.

Generally, any information that could help an opponent prepare to play the 49ers is off limits. Strategy is defined by the head coach.

Rather than immediately posting speculation on topics such as why a player may not be practicing or an injury that occurs during practice, the media are asked to consult a member of the 49ers football communications staff for accurate information before posting.

CAMERA POLICY

Media are only allowed to record video and photographs during the designated filming period at the beginning of practice. This policy includes content collected via personal mobile devices.

For safety reasons, tripods are not recommended on the practice fields during the allotted filming period. Instead, monopods are encouraged to be used during practice.

When a player incurs an injury on the practice field, still and video photography of the player is to halt immediately. Cameras are directed not to film or photograph any player being treated by the medical staff.

Per NFL policy, each individual media outlet is limited to posting up to 90 seconds in total of audio or video content (interviews, press conferences, practice footage) per day from a team's facility, which includes postings on the organization's or credential bearer's social media accounts. It cannot be posted or streamed live and can only be archived for up to 24 hours. It is permissible to link back to or repost links to content from the NFL or a team.

LIVE BROADCASTING POLICY

Media are not permitted to live broadcast any 49ers media availabilities, practice sessions or team events without prior written approval from the 49ers football communications department, including the use of social media applications with live streaming functionality.

Please direct all live requests to the Executive Vice President of Communications, Corry Rush, at least 24 hours in advance.

SOCIAL MEDIA POLICY

Media are not permitted to post on any social media platforms from the practice fields.

Media are permitted to post video or photos from the open camera period only once they have left the practice fields. As we instruct all media not to quote or broadcast the dialogue between coaches, staff and players, the same rule applies for all social media posts.

CELL PHONE POLICY

All members of the media must turn their cell phones to vibrate while attending practice. Media are not permitted to conduct phone conversations from the practice fields.

When conducting/attending an on-camera interview:

- Reminder to all local media that interviews conducted during the open locker room periods must be recorded in a tight frame to help protect the privacy of our players.
- Media should make every attempt to zoom in on the individual player/players that are speaking, with the intention of limiting the amount of area in the shot.
- Each media outlet should watch the recorded interview in its entirety to be sure these protocols are followed prior to posting on any site (Instagram, X, YouTube, etc.).
- Media should not report, photograph or post on social media information posted on any walls, monitors, signage, lockers, personal items, etc. Permission to shoot elements of these areas outside of interviews and practice footage must be approved in advance by a member of the 49ers football communications department.
- *Access to the locker room is for the purpose of conducting player interviews.* Taking photos and shooting "b-roll" is not permitted. Video obtained from cell phone cameras should only include footage of player interviews.

Failure to adhere to the conditions could result in suspension/loss of credentials for members of the media.

SAN FRANCISCO 49ERS FOOTBALL COMMUNICATIONS DEPARTMENT

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