

2025 Little League Softball® World Series, Presented by DICK’S Sporting Goods Tournament Media Guidelines



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Welcome to Greenville, North Carolina, for the 2025 Little League Softball® World Series, Presented by DICK'S Sporting Goods! On behalf of Little League, we would like to thank you for your coverage of our region champions participating in the World Series and for all your support this season. Our goal is to make your experience as enjoyable as possible while providing you with a professional working atmosphere that allows you to accomplish your job in the best possible manner. Please let us know if there is anything we can assist you with to make that possible, or if you have any questions. Additional information can be found at LittleLeague.org/WorldSeries and at LittleLeague.org/WSMedia.

As a respected media member covering our event, we do ask that you please adhere to the media guidelines that we have provided below, as well as any direction that is given from our tournament staff. ***Any violation of the rules, regulations, and policies enclosed within this Media Guide, or any rules set forth by the World Series Tournament Staff, may result in the immediate revocation of credential and/or dismissal of any media personnel.***

Media Contacts

Press Box Media Contact

TBD

Little League® International Media Contact

Kevin Fountain

Little League Senior Director of Communications

KFountain@LittleLeague.org

570-295-7728

General Little League, World Series, and Tournament Questions

WSMedia@LittleLeague.org

Media Credentials

Every member of the media covering the event is required to obtain a media credential and wear it at all times. Media credential applications for World Series tournaments will be made available in early July at LittleLeague.org/WSMedia. Media credentials require completion of a background check, are not transferable, and cannot be issued to anyone under the age of 18. Please note that all media credentials are subject to revocation if the rules and media guidelines set forth by the Little League staff are not followed. Once an approval letter for coverage is granted by the Little League International staff, members of the media must check-in with the Press Box to receive their media credential (instructions and availability will be noted in the approval letter). The credentials must be worn at all times while on the property as well as while covering the event. All participants will be instructed not to communicate with members of the media who do not have an approved credential.

AUSL Pro Games at the LLSWS (at ECU Softball Stadium)

With the debut of the inaugural Athletes Unlimited Softball League (AUSL) this past June, and as part of their continued partnership, Athletes Unlimited is once again teaming up with Little League for the "AUSL Pro

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Games at the Little League Softball World Series, Presented by DICK'S Sporting Goods." The professional softball doubleheader, played as part of the AUSL All-Star Cup (formerly known as the AU Pro Softball Championship Season), is set to take place at East Carolina University on Wednesday, August 6, starting at 4 p.m. ET. All players and coaches competing in the Little League Softball World Series, as well as their families, will receive complimentary tickets to the AU Pro Games event on August 6, and have additional opportunities to interact with the world's best softball players before and after the games.

Similar to previous years, Athletes Unlimited players will also take time to visit Stallings Stadium at Elm Street Park, the home of the Little League Softball World Series, throughout the day on August 5 to interact with all 12 participating teams from around the world, providing each of them with a unique and memorable experience exclusive to this event.

Details regarding media access to the AU Pro Games at the LLSWS and any additional credential needs will be made directly to those credentialed media on site closer to the start of the event. For more information or to answer any additional questions, please email WSMedia@LittleLeague.org.

Daily Digest Email

Each day throughout the Little League Softball World Series members of the media who have been approved for credentials, as well as those who have been added to the media distribution list by emailing WSMedia@LittleLeague.org, will receive a daily email in the morning outlining the day's schedule of events and any important information to be aware of.

Media Decorum

Members of the media are to refrain from cheering of any kind in the stadium press sections, media work areas, or any interview areas and should conduct themselves professionally at all times.

Press Box/Media Workspace

Unfortunately, due to limited space around the complex, there is not a formal workspace available for media in Stallings Stadium. However, if a space is needed, please share that request in advance of the tournament with the media relations team and we will do our best to accommodate if possible. Please note, due to limited space, access to the work area within the Press Box will be restricted unless granted access by a member of the Little League Softball World Series Tournament staff.

Team Information and Photos

In the days leading up to the LLSWS, Little League personnel will guide each team, in uniform, through an information gathering process that includes team and individual photographs of every player and coach, and basic information on every player (proper spelling of name, uniform number, defensive position(s), and bat/throw information). Media are not permitted to attend this, but all this information will be made available to members of the media at [LittleLeague.org/WSMedia](https://www.littleleague.org/WSMedia), as it becomes available, prior to the first pitch of the 2025 LLSWS. Please note, there is no formal "Open Media Day" for the event, but our team is happy to work with you to coordinate interviews throughout the tournament. The best time to meet with all the participants for interviews prior to the start of the tournament is at the Opening Ceremonies event, set to take place at the

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complex on Saturday, August 2, at 6 p.m. ET. Please note that Approved 2025 LLSWS Credentials are required to attend and cover that event.

Interview Requests

Members of the credentialed media wishing to do interviews with any members of the participating teams, including players, coaches, and managers, must obtain permission from the team's manager before conducting the interview. At no time shall a media member disrupt a team meeting, practice, gathering, or other team activity and media members shall never communicate in any manner with managers, coaches, players, or umpires while a game is being played. Please note, that none of the participants and/or volunteers (including, but not limited to, players, coaches, managers, or umpires) are required to speak to the media, and any interview request may be denied at any time.

Postgame Interviews

While no formal postgame press conferences will be held during the 2025 Little League Softball World Series, unless otherwise notified, media outlets interested in speaking with either manager and/or winning players may email their request to KFountain@LittleLeague.org **prior to the fourth inning** of the game they wish to cover. If able to accommodate, a member of the LLSWS staff will escort the member of the media to a location near the field to hold their interview at least 10 minutes after the conclusion of the game. Location of the interview will also be emailed back directly to those who request one. Please note, there may be instances where multiple outlets are interviewing the same person simultaneously. Any coach, manager, or player may decline any interview at any time and members of the media are reminded they are all volunteers. Out of respect for our players, we ask that any member of the losing team (other than the team's manager) is not interviewed until at least one hour after the conclusion of the game.

Player/Coach/Manager Interview Requests

Members of the media wishing to conduct interviews with players must first obtain the consent of the team's manager. During the interview with a player, the team's manager or coach, player's parent or guardian, or tournament official must be present during the entire interview. Members of the media wishing to conduct an interview with a team's manager or coach may either contact the team's manager directly with the request, email the request to WSMedia@LittleLeague.org, or put a request in with the staff in the Press Box. No interviews may take place on the field at any time and interviews may not take place until at least 10 minutes after the conclusion of the game. Out of respect for our players, we ask that any member of the losing team (other than the team's manager) is not interviewed until at least one hour after the conclusion of the game. Any coach, manager, or player may decline any interview at any time and members of the media are reminded they are all volunteers.

Additional Interview Requests

Members of the media wishing to conduct interviews with any other Little League affiliated representatives (i.e. volunteers, umpires, etc.) should contact WSMedia@LittleLeague.org with the request prior to conducting the interview for approval. Please note that no interviews may take place on the field at any time. Interviews regarding information about the Little League International Tournament or any Rules and Regulations should also be sent to WSMedia@LittleLeague.org

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Photographers

Credentialed photographers are permitted to take photos throughout all public areas of the complex, but may not obstruct walkways or the view of spectators. Photographers may take photos from outside of the playing field, and within the seating area, provided it does not block any spectator's view. Aisles and walkways must remain clear of equipment at all times for safety purposes.

No cameras or microphones of any kind are permitted into the dugout at any time and at no time during games are photographers permitted to shoot into the dugout. Following games, photographers **are not permitted** to shoot into the dugout of the losing team. No credentialed photographers (other than those assigned by Little League International) are permitted to be on the field unless directed by a tournament staff member (e.g. Championship Banner Presentations or Ceremonial First Pitches). Please note that space on the complex is limited and please adhere to all instructions provided by the tournament staff members while on site.

Please note: Solicitations and/or sales of photographs of any kind by photographers or their agents on or off Little League property is strictly prohibited, unless approved in writing by Little League International. At no time are credentialed photographers or their agents permitted to offer, provide, or present any "courtesy" photos of World Series Tournament game action or related events. All photographs should be used for editorial purposes and should not be transformed, distributed, or resold in any way and may never be used for promotional or commercial purposes. Such actions are grounds for revocation of media credentials.

Radio

Reporters from radio stations and networks are welcome to cover the event, however, no live broadcasts are permitted on any station or network without written agreement from Little League International by emailing WSMedia@LittleLeague.org. Radio reporters may cover the games, however, through five (5) or fewer reports, each of a minute or less in duration, per game. The reports must not contain descriptions of action currently taking place.

Video/Television

Television and video crews are welcome to cover the event, however, it must be understood that Little League and ESPN have the right to restrict or prohibit any camera crews from operating at any game-related activity.

Cameras/crews with approved media credentials are only permitted to film game action, or any footage towards the playing field, **from atop the viewing deck located in the right-field area of the stadium** and must adhere to the B-Roll footage below. No video cameras, other than those with Little League or ESPN/ABC, will be permitted in the stadium seating areas or around the playing field.

Live streaming of game footage in any way, including social media, is strictly prohibited. During any game, under no circumstances, will microphones be permitted to be attached to any manager, coach, or umpire, except by ESPN.

There is no restriction or limit by ESPN and Little League International on reports of activities not related to the games, when such activities are conducted off the playing fields in areas in which media personnel are permitted (i.e. concourse, gift shop, and other areas that are not restricted by ESPN/Little League policies).

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Please note: Cameras/crews must cease operating and vacate any area immediately upon request by a tournament official or a member of ESPN.

Guidelines for B-Roll footage and Live Reports by video and television crews are provided below:

B-Roll Footage

B-Roll footage may be obtained, subject to Little League approval and adherence to the following guidelines:

1. Limited to a maximum of five (5) minutes of filming per game. When the five (5) minutes is completed, the camera must be turned off and moved to another location at least 50 feet away.
2. B-roll footage may not be televised until after the game is completed. After the conclusion of ESPN or ABC's live coverage of each game, you may, for news purposes only, televise excerpts of the event, to a maximum of two (2) minutes of 2025 Little League World Series Tournament highlights per day, in the aggregate. Such uses are limited to regularly-scheduled, bona fide news programs distributed within the first 48 hours after the conclusion of each telecast solely as part of:
 - (i) a linear television network or station distributed via over-the-air terrestrial broadcast, cable television, and/or direct broadcast satellite
 - (and)
 - (ii) within the simulcast of the applicable programming as part of that television network or station distributed, on an authenticated basis, via any audio/video means or medium now known or hereafter devised.

Other than as part of such live simulcasts, any use of excerpts during the news-access window on the Internet or other online service, wireless device/service or interactive multimedia distribution transmission, is strictly prohibited. Excerpts may only include highlight footage of the games, not interviews, features or audio material (including voices of on-air talent), and must be recorded off-air. ESPN and ABC's graphics, network logo, or scoreboard included in the off-air highlights may not be blocked or covered. You must provide appropriate audio and video courtesy credit to ESPN or ABC, as applicable, on any program so using event highlights;

3. Must not restrict the view of spectators.
4. Must not utilize facilities reserved for use by ESPN (i.e. camera stands)
5. No video footage may be obtained from inside the stadium seating areas.
6. Must not interfere with any ESPN camera crews, including hand-held camera crews. Please note, interference includes being visible by ESPN in any location in which ESPN cameras are operating or likely to be operating.
7. Must not be used to record any game in its entirety.

Live Reports

Brief, live reports are permitted, subject to Little League approval and adherence to the following guidelines:

1. No reports are permitted on the action taking place, except a brief update on the score or previous action that has already occurred.

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2. The camera must be located at a minimum of 50 feet from the playing field.
3. The reporter must be in the shot at all times.
4. No more than four (4) live reports are permitted during one game.
5. Each report must be one (1) minutes or less.
6. Camera lights may not be used where they may be visible by players on the field (this applies to both day and night games).

Social Media Coverage and Content Creators

Accredited media outlets, content creators (e.g. influencers), and bloggers who are granted media credentials are welcome to cover the event, however, no live reports outside of what are outlined in the TV/Video Guidelines below are allowed on any digital websites or social media channels not affiliated with Little League International. Static images (no videos) of games or other Tournament activities may be posted on social media by members of the credentialed media, but may not display areas that are restricted only to players and participants. At no time may a member of the media ask a participant for photos and/or videos from areas where only players/participants are permitted. Members of the media, including content creators, are not permitted to solicit on the tournament grounds at any time, promote a corporate brand without explicit written approval by Little League International (Marketing@LittleLeague.org), or provide sponsored products while on the tournament grounds.

Game Statistics, Lineups, Box Scores, and Summaries

Live play-by-play, box scores, lineups, and other game-related information will be available via GameChanger through LittleLeague.org and the GameChanger app. More information is available at LittleLeague.org/WorldSeries and LittleLeague.org/WSMedia. Any other resources or answers to questions can be requested by contacting a member of the Tournament Staff.

Pool Photo Requests

Photo requests of game action and/or special events may be made upon advanced request, courtesy of Little League International, by emailing WSMedia@LittleLeague.org. **Note:** Individual requests must be made for each event/game and cannot be made for the entirety of the tournament. These requests should be made in advance of the game or event, where possible. There is no fee for these courtesy photos, however photos may only be used for editorial purposes for coverage pertaining to Little League International and/or the Little League Softball World Series. They should not be transformed, distributed, or resold in anyway. And may never be used for promotional and/or commercial purposes.

Team Practice Schedules

Media members will not be granted access to team practice schedules by tournament staff members. Team practice schedules will be distributed only to team coaches and managers who may, or may not, wish to share those schedules with the media. These practices are generally open to the public, but all observers (including the media and photographers) must obey the wishes of the manager of the team practicing. At no time shall a media member disrupt a team meeting, practice, gathering, or other team activity. Please note that team practices do not take place at Stallings Stadium.

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Restricted Player Areas

Members of the media will not be permitted inside any of the “Player-Only” areas of the facility, including along the third-based side of the stadium, unless granted explicit permission by a member of the Little League Softball World Series Tournament Staff. **NOTE:** Members of the media are not permitted to request that coaches, players, or any other individual associated with the teams, provide photos or video of any kind from player-only areas or any other restricted areas. At no time are members of the media permitted inside the player dorms.

Distribution of Promotional Items or Literature

It is Little League International's policy that no organization, group, company, media entity, etc., be permitted to sell or distribute leaflets, placards, posters, promotional material, products, or any other items at this event, or any Little League related event, without written permission from Little League International. Media outlets are also prohibited from distributing promotional material or co-branded for other businesses, organizations, or entities. Media Outlets looking to create “commemorative” newspapers, magazines, or other publications celebrating the event must receive written approval from Little League International. For more information, contact a member of the Little League Marketing Staff at Marketing@LittleLeague.org.

Violation of Media Guidelines

Any organization or person in violation of these guidelines (or others subsequently published by Little League Baseball, Incorporated), whether or not such violations occur on Little League property, will be subject to revocation of media credentials. Any improper use of Little League's marks may be considered copyright infringement, punishable fully under applicable federal and state laws.

Trademark Protection

Little League Baseball, Incorporated, is a Federal Incorporation granted by way of a bill signed into law by President Lyndon B. Johnson on July 17, 1964, and amended Sept. 24, 1974, to reflect the admission of girls. The legislation, which received unanimous approval in both the U.S. Senate and the House of Representatives, is Public Law 88-378. It is the highest recognition that the federal government can accord. It provides for incorporation of Little League Baseball in all 50 states as an educational institution, endowing the program with protective integrity by the U.S. Government.

Action of the President and Congress places Little League in the same category as Red Cross, Boy Scouts, Boys Clubs of America, and a select group of others similarly chartered. However, Little League is the only youth sports organization so honored. The Federal Charter of Incorporation requires Little League to submit its annual report directly to the U.S. Congress each year.

The following are registered trademarks and service marks of Little League Baseball, Incorporated. These marks are protected both by a special Act of Congress and registrations with the United States Patent and Trademark Office. All rights in and to any and all marks of Little League Baseball, Incorporated, are reserved.

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- Little League Softball®
- Little Leaguer®
- Senior League Little League Baseball®
- Little League® Baseball and Softball
- Little League Challenger Division®
- LL®
- LLB®
- Dugout the Mascot® and image
- Girls with Game®
- LLWS™

Note: *Little League Baseball is listed in the Associated Press Stylebook and Libel Manual. The words “Little League,” “Little Leaguer,” etc. should only be used in conjunction with youth baseball and softball programs chartered with Little League Baseball, Incorporated.*

For more information, including additional media resources for the Little League International Tournament, visit LittleLeague.org/WSMedia.