NORTH SIDELINE MEDIA

2026 Media Credential Guide

Bilingual Coverage • College Football • CFL • On-Site Reporting

Vancouver, BC, Canada • U.S. Media Visa Holder (I Visa)

Member, Football Writers Association of America

95+ Credentialed In-Person Events Covered including

CFP National Championship • Cotton Bowl • Senior Bowl

www.northsideline.com

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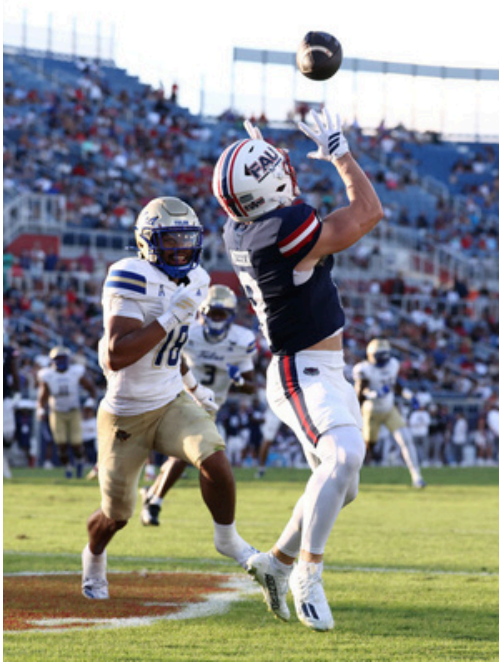


ABOUT

NorthSideline Media is a **bilingual** sports outlet in its **third consecutive season of credentialed NCAA football coverage**, producing original English- and French-language reporting on college football and the Canadian Football League. Based in Vancouver, NorthSideline combines on-site reporting, interviews, features and game-day storytelling to connect North American football with audiences across Canada, France, Europe and the international francophone community.

The outlet is led by Founder & Editor-in-Chief **Rafael Claveau**, a member of the **Football Writers Association of America (FWAA)** and a U.S. **media visa (I-visa) holder**.

NorthSideline holds **full-season credentials with the Washington Huskies and BC Lions in 2026,** a third consecutive season with Washington and a second with the BC Lions. The outlet held full-season credentials with **Washington, BC Lions and the Seattle Storm throughout 2025**.

NORTHSIDELINE AT A GLANCE

- **400+** original articles published since 2024
- **95+** credentialed events covered in person
- **40+** NCAA Division I football games covered on-site
- **400K+** short-form video views across TikTok and YouTube
- **10K+** Instagram followers

WHY NORTHSIDELINE

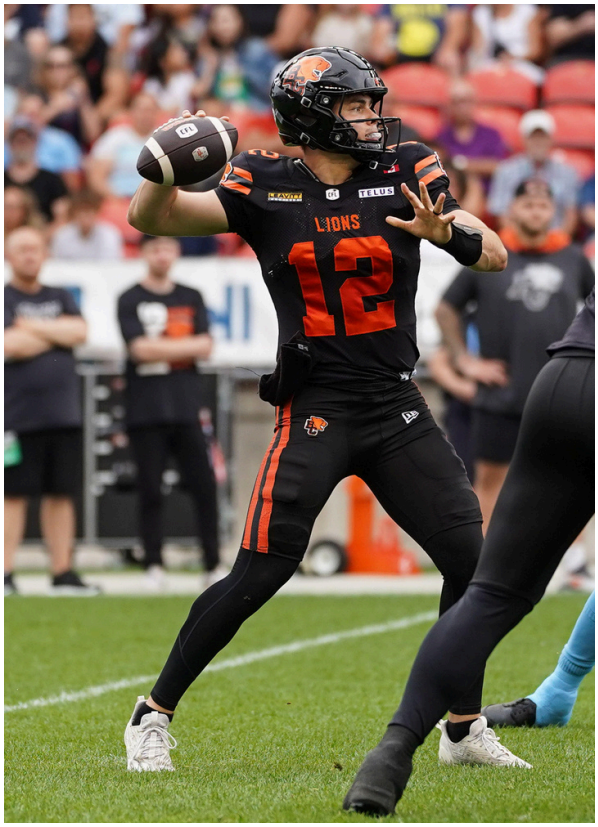
Very few outlets provide consistent, credentialed, on-site college football coverage in **French**. French is spoken by hundreds of millions of people worldwide, including millions of Canadians and audiences across France, Belgium, Switzerland and West Africa, markets where college football receives comparatively limited first-hand coverage in the language.

NorthSideline gives the programs it covers a direct way to reach this underserved audience through original French-language reporting, while its English coverage extends that storytelling across North America and internationally. The goal is not simply to attend games, but to use media access to produce reporting that brings programs, athletes, traditions and stadium atmospheres to readers who rarely encounter them first-hand in French.

MEDIA ACCESS & CONDUCT

NorthSideline understands that **media access is a privilege**. The outlet follows all credential terms and event-specific rules established by athletic departments, conferences and host organizations, respects designated working areas and interview procedures, coordinates requests through communications staff, and provides published coverage links to programs following events.

CREDENTIAL HISTORY



PROVEN CREDENTIAL HISTORY
NorthSideline has been credentialed by programs, conferences and major football events across the United States and Canada, building a track record of professional, on-site coverage since 2024.

40+ NCAA Division I football games covered on-site
95+ credentialed events covered in person
400+ original articles published since 2024

SELECTED MEDIA CREDENTIALS, 2024–2026

FULL-SEASON CREDENTIALS

Washington Huskies (NCAA) — 2025, 2026
BC Lions (CFL) — 2025, 2026
Seattle Storm (WNBA) — 2025

NCAA FOOTBALL — ON-SITE COVERAGE

2026: Washington, Utah, Utah State, South Carolina, USC, Oregon, SMU, Baylor

2025: Washington, Vanderbilt, LSU, Arizona State, USF, UCF, FAU, Oregon State, Texas A&M (CFP First Round)

2024: Washington, Michigan, Notre Dame, Oregon, UCLA, USC, Hawaii, Washington State

CHAMPIONSHIP & NATIONAL EVENTS

2024: CFP National Championship • Cotton Bowl / CFP Semifinal • Senior Bowl

PROFESSIONAL FOOTBALL

Seattle Seahawks (NFL) — 3 games, 2024
BC Lions (CFL) — full season, 2025 and 2026

OUR COVERAGE

WHAT WE PRODUCE

ORIGINAL EDITORIAL COVERAGE

Game recaps, features, analysis and stories produced from first-hand reporting at college football venues across North America.

BILINGUAL REPORTING

Original English- and French-language coverage designed to make college football accessible to audiences in Canada, France, Europe and the wider francophone community.

PLAYER & PROGRAM STORIES

Interviews and features that introduce athletes, coaches, traditions and programs to audiences beyond their traditional reach.

ON-SITE VIDEO

Game-day atmosphere, stadium environments, warmups, interviews and short-form storytelling captured from credentialed media areas in accordance with event policies.

BEYOND GAME DAY

Our coverage continues after the final whistle through written features, social content and video, extending the visibility of the programs we cover.

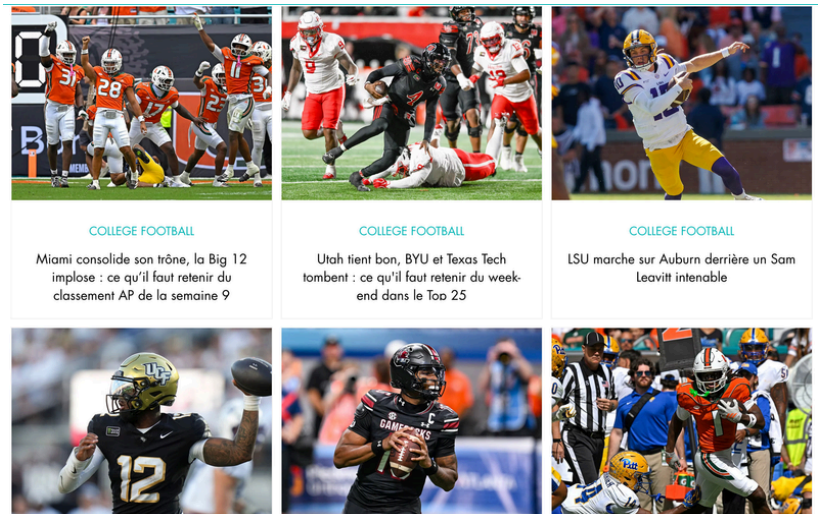
OUR COVERAGE COMMITMENT

Every credential is used for legitimate editorial coverage. NorthSideline respects all credential policies, designated media areas, access restrictions and communications protocols established by the host institution. Published coverage is shared with communications staff following the event.

GAME DAY COVERAGE

PUBLISHED CONTENT

NORTH SIDELINE MEDIA



NORTH SIDELINE MEDIA

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