



## **Media Agencies Definition for Credential Purposes**

ASAA Media Credentials will be issued only to accredited media agencies. All credential applications will be verified through the ASAA office. Alaska Schools Activities Association (ASAA) will review credential requests from the following approved media agencies:

- Newspapers (daily, weekly, monthly)
- Magazines
- Television Stations
- Radio Stations
- Internet Sites
- Radio Networks

### **Agency Verification**

1. Submit a ASAA Media Credential Application.
2. Submit an assignment letter on company letterhead from an editor, producer, or program director that states the intention.
3. Submit a recently published copy of the publication/pages from your website with the media credential applicant/s listed in the masthead or in the byline for an article.
4. Web publications also must submit proof of an existing secure site with verified/ audited unique visitors and/or subscriber numbers.
5. Provide the following certifiable traffic numbers from an established auditing firm or your service provider:
  - Number of “unique viewers/visitors” to your site in the last 30 days
  - Number of “unique viewers/visitors” to your site in the last 60 days
  - Average number of “page views” by each visitor to your site in the last 30 days
  - Name & number of the auditing firm/service that provided these numbers
  - Number of subscribers in the last 60 days/last year

### **Media Credential Guidelines**

ASAA appreciates the coverage statewide media provide for Alaska high schools and their students. The following information is intended to make it easier for media outlets to cover contests. We encourage you to contact Isaiah Vreeman at ASAA directly if you have questions or need further information.

#### **Media Credential Rules & Regulations**

- Submitting this application does NOT automatically qualify you for a media

credential.

- A history of prior attendance to previous events does not guarantee approval or waive any aforementioned requirements.
- All credential requests received will be considered on an individual basis and approved or rejected based on verifying the applicants are a bona-fide media agency.
- ASAA reserves the right to modify this policy without public notices and may deny any applicant a media credential for cause.
- Media credentials are reserved for working members of the media, attending in a legitimate working capacity. Those employees must be 21 years or older. Applicants must be employed by a media agency. Employees, friends, or other acquaintances of media outlets that do not work in an editorial capacity are not qualified for a media credential.
- Misrepresentation of position and/or publication/news organization will bar you and your organization from all future ASAA events.
- ASAA Media credentials are valid for ASAA State Championships ONLY. For regular season and conference/regional tournaments contests it is at the discretion of the host school whether to honor the ASAA Media credential.

*Media credentials will not be granted to:*

- Any advertising personnel, including directors, managers and account executives.
- School yearbook and newspaper staff, and/or team/school photographers/video staff
- Individuals/Organizations whose main purpose is to market photos on the internet, to schools, or individuals.
- Walk up requests
- Recruiting or Scouting services
- Administration, principals, presidents, vice presidents, general managers, managers, marketing managers, marketing representatives, public relations, promotions, accounting, graphic designers, or engineers.
- Editors of "in-house" or personal newsletters or personal web logs (blogs).
- Anyone whose principal purpose for attending ASAA State Tournaments is, in our judgment, for reasons other than generating news coverage of the event or its participants.

### **Terms and Conditions for use of Media Credentials**

This working credential is issued as a courtesy to an accredited agency for the sole purpose of providing facility access to the accredited agency's employee who has a legitimate working function (media) in connection with Alaska School Activities Association (ASAA) athletic and activity events. **ASAA credentials are non-transferable** and may be revoked at any time with cause. Any unauthorized use of this credential subjects the bearer to immediate ejection from the facility, and potential loss of all privileges for the organization to whom this credential is issued. The ASAA reserves the right to terminate this credential upon notice to the organization and to

change the terms and conditions for issuance of any subsequent credential to the organization.

## **Titles**

The Alaska School Activities Association (ASAA) should be referred to as A-S-Double A in all broadcast media (TV, Radio, Internet streaming). ASAA has a title sponsor for all state tournaments and activities. All state tournaments and activities with the exception of a few noted below need to be referred to as:

*A-S-double A First National Bank Alaska (sport/activity name) State Championships*

These state tournaments have specialized names and must be referred to the following way in all broadcasts and print:

- State Football First National Bowl
- All State Music ASAA First National Bank Alaska All State Music Festival
- State Hockey First National Cup
- State Basketball March Madness Alaska
- Solo & Ensemble ASAA First National Bank Alaska Solo & Ensemble Festival

Failure to call these events by their proper name during broadcasts and print could result in potential loss of all privileges for the organization to which this credential is issued.

## **Logos**

Media outlets are encouraged to use ASAA logos for use in their coverage. Please contact Isaiah Vreeman ([isaiah@asaa.org](mailto:isaiah@asaa.org)) for logos of ASAA, First National Bowl, First National Cup, March Madness Alaska, and Play for Keeps. ASAA is the owner of trademarks, copyrights, and other proprietary rights. No rights are conferred to, or intended to be conferred to, or created on behalf of the media agency, for use of ASAA logos in any telecast, broadcast, transmission or recording.

## **Event Policies**

State tournaments and activities are held throughout the state at different venues. Venue types range from high schools and public and private facilities. All media credential media must follow the guidelines below set for all events. Failure to do so can result in potential loss of media credential.

### **PHOTO**

- All photographers must be within the designated photo wells.
- The tournament director and ASAA staff will identify the photo wells where photographers may work. These areas will not block the view of fans or interfere with the contest.
- At no time may photographers work directly behind or in front of the official scorers table and team benches.
- Flash photography is strictly prohibited at our state championships.

- ASAA Official Photographer has the rights to sell photographs of all our events, and will be allowed access to a couple areas outside the designated photo wells to provide ASAA photos for our publications and marketing strategies.
- Events must be referred to by their designated name as listed above.
- The photo wells are for working members of the media only. Due to space limitation, there is always a possibility that credential media will not be stationed in the photo wells area.
- ASAA photo credential media must wear their ASAA credential at all times.

### **BROADCAST & PRINT**

- The transmission and distribution of any broadcast on a live basis or any live audio or video description of any game action while it is still in progress without rights granted in accordance with a specific written contract with ASAA is strictly prohibited.
- ASAA staff will need an event ASAA Broadcast Contract before a media agency is allowed to broadcast any ASAA event.
- Broadcast companies must notify Isaiah Vreeman, ASAA Director of Special Events at least the Monday prior to the event in order to have a chance of being provided a broadcast spot.
- The tournament director and ASAA staff will identify areas photographers may work. These areas will not block the view of fans or interfere with the contest.
- The broadcast media area is for working members of the media only. Due to space limitation, there is always a possibility that credential media will not be stationed in the broadcast media area.
- Events must be referred to by their designated name as listed above.
- ASAA broadcast credential media must wear their ASAA broadcast credential at all times.