ASAA MEDIA HANDBOOK

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ASAA OVERALL MEDIA PHILOSOPHY
ASAA manages 34 state championship events involving over 8,000 student athletes in various locations throughout the state of Alaska. ASAA believes that these events create opportunities for student-athletes growth and at the same time developing school and community spirit and support. ASAA appreciates the interest generated by statewide Alaska media coverage and the publicity given to the achievements of our member schools and students. ASAA acknowledges the rights and responsibilities of bona fide media representatives to report on ASAA sponsored events.

Reputable news and broadcasting organizations will understand the need for ASAA to have certain policies and procedures, for media personnel attending and covering ASAA State Championship Events. ASAA needs include, protecting ASAA’s branding and product, providing as much media access to our events as possible without interference of the games/contests or operation, promotion of our supporters and sponsors, and protecting any exclusive arrangement with a photographer and/or reporter.

Due to the great distances and challenges of our state, ASAA believes that a strong partnership is in the best interests of both parties. The policies and procedures set forth have been developed with careful thought. ASAA would like to create a strong partnership with Alaska media for the promotion of high school athletics and activities.

ASAA MEDIA CREDENTIAL POLICIES
State championships and activities are held throughout the state at different venues. Venue types range from high schools, public, and private facilities. All media credentialed people must follow the policies and procedures set for all events. Failure to do so can result in potential loss of media credential. 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 ASAA athletic and activity events.

ASAA media 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. 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.

ASAA media credential will be issued to members of the media who agree to abide by the ASAA media credential policies and procedures.

Each individual or entity requesting a credential agrees to the following policies:

• ASAA media credentials are reserved for working members of the media, attending in a legitimate working capacity.
• 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.
• Only members of the media covering a specific contest may be allowed courtside or on the sidelines. Access may not be allowed on the court of field at anytime during or after the contest, depending on the facility.
• ASAA is not responsible for providing Internet access for the media.
• The ASAA media credential must be visible at all times.
• If a media member loses the media credential that is provided to them, the individual must purchase a general admission ticket from the ticket booth for entry into the event.
• While within the ASAA event facility/venue, the bearer shall at all times, be subject to the direction and/or supervision of ASAA and its designated staff.

• Contest results and/or statistics (if available) will be posted at asaa.org or asaa365.com and/or in an area accessible to all authorized members of the media when and if they are available.

• Events must be referred to by their designated name as listed in this policy.

• ASAA Associate Director will identify areas where print journalists, approved broadcasters, and photographers may work. These areas will not block the view of fans or interfere with the contest.

• The identified media areas are for working members of the media only. Due to facility and venue space limitations, media areas will be first come first serve. There is always a possibility that a credential media person will not have space in the identified media areas.

• The agency and bearer accepting this credential assumes all risk incident to, and hereby releases the ASAA from any and all liability arising in connection with, attending the event and creating and using Agency Materials. The agency agrees to indemnify, defend, and hold harmless the ASAA from and against all liability, loss, damage or expense arising out of the issuance of this credential, the employee's presence in the facility, or any other activity of the agency or employee in connection with the event (including without limitation, any claims that Agency Materials infringe the intellectual property rights, publicity rights, or any rights of any third party). In no event shall the ASAA be liable to the agency or employee for any incidental, special, indirect, punitive, or consequential damages arising out of or relating to this credential.

• The bearer and media agency acknowledges receipt and review of, and agrees to be bound by these terms and conditions.

• Acceptance of this credential constitutes agreement by the individual accepting the credential, the bearer, and the agency to abide by the foregoing conditions.

ASAA MEDIA CREDENTIAL PROCEDURES

• ASAA media credentials will be issued to accredited media agencies. All credential applications will be verified through the ASAA office. Credential requests from the following approved media agencies will be reviewed: Newspapers (daily, weekly, monthly), magazines, television stations, internet sites, radio stations, and radio networks.

• All media outlets required to apply for an ASAA Media Credential at the beginning of each new school year.

• All media outlets covering an ASAA event are required to apply for an ASAA Media Credential using the ASAA Media Credential application. These applications must be completed by the stated deadline on the application and scanned/emailed to the Associate Director in charge of media relations.
  - Submitting an 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 requirements.
  - All requests received will be considered on an individual basis and approved or rejected based on verifying the applicants are a bonafide media agency.

• Media agency verification:
  - Submit a ASAA media credential application.
  - Submit an assignment letter on company letterhead from an editor, producer, or program director that states the intention.
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.

Web publications also must submit unique visitors and/or subscriber numbers. Provide the certifiable traffic numbers from an established auditing firm or your service provider if possible.

Submit a photo for all persons applying for a credential, faces must be clearly visible.

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.

Misrepresentation of position and/or publication/news organization will bar the bearer and its organization from all future ASAA events.

ASAA reserves the right to modify this policy without public notices and may deny any applicant a media credential for cause.

If the steps above are not taken, and you arrive at an ASAA State Championship requesting access and prove you are a legitimate member of the media, free access to the venue will be granted. However, you will not gain access to the approved media sections of the event because of liability issues.

ASAA Media Credentials will not be granted to:
- Any advertising personnel, including directors, managers and account executives.
- School team photographers and/or 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, booster club members, 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).
- Freelance writers and photographers who are not affiliated or sponsored by a news agency.
- Anyone whose principal purpose for attending ASAA State Championships is, in our judgment, for reasons other than generating news coverage of the event or its participants.

ASAA PRINT NEWS POLICIES
- Newspapers (daily, weekly, monthly), magazines, and approved internet sites, wishing to cover an ASAA event, must review the ASAA Media Handbook and apply for ASAA Media Credential.
- All media outlets are highly encouraged to apply for an ASAA Media Credential at the beginning of a new school year.
- Submitting an application does NOT automatically grant you access. ASAA will go through the media verification process as stated in the ASAA Media Credential procedure.
- ASAA understands that some media outlets might not know they are going to cover an ASAA state championship event until their area school has qualified.
  - If you didn't apply for an ASAA Media Credential prior to the stated deadlines, but still wish to cover an event, the ASAA Media Credential application needs to be submitted NO LATER than the MONDAY prior to the event in order to receive a temporary credential.
If these steps are not taken and you arrive at an ASAA State Championship requesting access, and prove you are a legitimate member of the media, free access to the venue will be granted. However, you will not gain access to the approved media sections of the event because of liability issues.

- Only credentialed members of the media covering a specific contest may be allowed courtside or on the sidelines. Access may not be allowed on the court or field at anytime during or after the contest, depending on the facility.
- Post contest interviews of players and coaches must take place in area that doesn't interfere with post contest activities, like player of the game presentation, championship awards presentations, and parade of athletes.
- Criticism of an official, coach, team, player, or school during the broadcast is prohibited.
- Failure to adhere to the ASAA Print News Policies will result in future credentials not being approved.

**ASAA PHOTOGRAPHY POLICIES**

- At no time may photographers work directly behind, in front of, or in the team benches and official scorers table during a contest/game.
- ASAA Photographer will be allowed access to areas outside the designated photo wells to provide ASAA photos for our publications and marketing strategies.
- Flash photography is strictly prohibited at our state championships.
- Failure to adhere to the ASAA Photography Policies will result in future credentials not being approved.

**ASAA BROADCAST POLICIES**

- The transmission and distribution of any broadcast or audio/video description, on a live or delayed basis, of any game action while it is still in progress without rights granted in accordance, without a specific written contract or an approved broadcasting application with the ASAA State Championships Director is strictly prohibited.
- All television “live or delayed” broadcasts of any state championship events is strictly prohibited by ASAA and its Television Broadcast Rights Holder, GCI, without their express written consent.
- All webcast/webstream/digital “live or delayed” broadcasts of any state championship events is strictly prohibited by ASAA and its Digital Rights Holder, National Federation High School (NFHS) Network without their express written consent.
- All television and radio broadcasting outlets are highly encouraged to apply for an ASAA Media Credential at the beginning of a new school year.
- Television broadcasting companies wishing to film parts an ASAA event for the purpose of highlights, must review the ASAA Media Handbook, apply for ASAA Media Credential for all filming personnel. Submitting an application does NOT automatically grant you access into the event.
  - If these steps are not taken and you arrive at an ASAA State Championship requesting access, and prove you are a legitimate member of the media, free access to the venue will be granted. However, you will not gain access to the approved media sections of the event because of liability issues.
- Radio broadcast companies wishing to broadcast an ASAA event, must review the ASAA Media Handbook, apply for ASAA Media Credential for all broadcasting personnel, and then fill out an ASAA Broadcasting Application. Submitting a broadcast application does NOT automatically grant you access to broadcast or gain you access into the event.
  - ASAA understands that radio stations might not know they are going to broadcast until their area school has qualified for the state championships.
  - If you didn't apply for an ASAA Media Credential prior to the stated deadlines, but still wish to broadcast,
the ASAA Media Credential application and an ASAA Broadcasting application need to be submitted NO LATER than the MONDAY prior to the event in order to receive a temporary credential to gain access to the event.

- Submitting an application doesn't guarantee a broadcast location. Broadcast locations are very limited in certain venues. It is a first come, first serve for reserving spots prior to a contest/game. First company reserving a spot have priority. So it's possible your application will be denied.

- If these steps are not taken and you arrive at an ASAA State Championship requesting access, and prove you are a legitimate member of the media, free access to the venue will be granted. However, you will not gain access to the approved media sections of the event because of liability issues.

- Only credentialed members of the media covering a specific contest may be allowed courtside or on the sidelines. Access may not be allowed on the court or field at anytime during or after the contest, depending on the facility.

- ASAA State Championship events in the Alaska Airlines Center only support Voice over Internet Protocol (VoIP) telephone connections. Analog or plain old telephone service (POTS) lines are not available.

- Television video highlights of a specific game for any state championship contest are not allowed to exceed three (3) minutes in length. Internet video highlights are not allowed to exceed five (5) minutes in length.

- Post contest interviews of players and coaches must take place in area that doesn't interfere with post contest activities, like player of the game presentation, championship awards presentations, and parade of athletes.

- At no time may cameramen work directly behind, in front of, or in the team benches and official scorers table during a contest/game. Only our television broadcast partner, GCI, will be able to be in these areas during a contest/game timeout.

- Advertising for the following products is prohibited during any broadcast of an ASAA State Championship Event: tobacco, alcoholic beverages, adult entertainment, gambling, and any other products illegal for people under 18.

- Criticism of an official, coach, team, player, or school during the broadcast is prohibited.

- Payment must happen no later than 30 days past broadcast date.

- Expenses incurred in the broadcasting of ASAA events is the sole responsibility of the broadcast company. ASAA will provide limited amount of phone lines for football, volleyball, hockey, and basketball and this cost will be shared with by all broadcast entities that use them.

- ASAA retains the right to grant coverage of any ASAA event to other entities and the right to refuse broadcasting privileges to any outlet or person.

- Failure to adhere to the ASAA Broadcasting Policies will result in future credentials not being approved.

**DESIGNATED MEDIA ONLY LOCATIONS**

The following are locations that credentialed media are allowed. These following locations may change due to safety, specific facility, or event management decision based on the operation of the event.

- **Baseball/Softball** - Designated areas along the first and third baselines. These areas must be designated dead ball areas by the official.

- **Basketball** - Each end of the court within the marked media wells, and media row. Media row is on the opposite side of the main scoretable. When cheerleaders are present in one of the media wells, the other one must be used.

- **Cheerleading** - At least 10 feet from the competition mat and out of the direct sight line of the judges.
• **Cross Country/Nordic Skiing** - When shooting the start, photographers must be outside the race area. Photographers may shoot from either side at the finish line in designated areas, but are not allowed in the race path, or in the finish chute.

• **Football** - Sidelines and end of the end zones, behind the dotted yellow lines. Media members are not allowed within the team boxes for filming or photography. If adequate print news media space is not available, an exception can be made by ASAA Associate Director and with the head coach approval.

• **Hockey** - Along the glass around the rink. Not allowed in team boxes, penalty boxes, or scorers box.

• **Soccer** - Sidelines and end of the end zones, behind the dotted yellow lines. If game goes to penalty shots photography/video must be located behind the teams, or outside the numbers of the football field and outside the goalie box. Game officials will reposition media if they feel you're interfering with the competition area during penalty shots.

• **Swimming** - On the bulkhead only. Because the width of the bulkhead, video is allowed to be taken just off the bulkhead since there are no other areas. Behind the diving board and swimming platforms is prohibited.

• **Tennis** - On either side of the net and the corners of the court. Must be in position before play starts and not allowed to change sides until the players have switched.

• **Track and Field** - For all events please consider safety of the participants and yourself, please provide a reasonable cushion. Provide a large cushion when shooting sprints and hurdles. Meet officials or ASAA staff will reposition media if they feel you're interfering with the competition. Remain off the shot put and discus fields.

• **Volleyball** - Set up to shoot at least 7 feet off the court. This space might be more or less dictated by the venue. If shooting at the net please remain behind the up official and do not set up between adjacent courts. Photography/Video is not allowed between benches, score table, and down official.

• **Wrestling** - Media must be at least three feet off the mat. Shooting from the team corners and interfering with sight lines is strictly prohibited.

**ASAA 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, First National Bank Alaska, for all state championships and activities. State Championship Titling below is what ASAA requests media outlets use when referring to a specific state championship event.

*All state championships and activities with the exception of a few noted below need to be referred to as:*

• ASAA (A-S-double A) First National Bank Alaska (INSERT Class/Gender/Division SPORT) State Championships

These state championships have specialized names and must be referred to the following way:

• **State Football** ASAA (A-S-Double A) First National Bowl Series

• **All-State Music** ASAA (A-S-Double A) First National Bank Alaska All-State Music Festival

• **State Hockey** ASAA (A-S-Double A) First National Cup

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<tr>
<th>PREVIOUS TITLE</th>
<th>NEW TITLE</th>
<th>ONE CLASSIFICATION</th>
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<tr>
<td>4A</td>
<td>Division I (DI)</td>
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<tr>
<td>Large School</td>
<td>Division I (DI)</td>
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<td>123A</td>
<td>Division II (DII)</td>
<td>Girls Wrestling</td>
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<td>Medium School</td>
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<td>Nordic Skiing</td>
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<tr>
<td>Small School</td>
<td>Division III (DIII)</td>
<td>Baseball</td>
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### State Basketball ASAA (A-S-Double A) March Madness Alaska

### Solo & Ensemble ASAA (A-S-Double A) First National Bank Alaska Solo & Ensemble Music Festival

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

### ASAA LOGOS

Media outlets are encouraged to use ASAA logos for use in their coverage. Please contact Associate Director Isaiah Vreeman for an ASAA logo kit or specific logo. The logos available are ASAA, ASAA365, 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 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.

### CONTACT INFORMATION

**Alaska School Activities Association**  
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Anchorage, Alaska 99508  
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Fax: (907) 561-0720  
Website: [www.asaa.org](http://www.asaa.org) / [www.asaa365.com](http://www.asaa365.com)

**Isaiah Vreeman - ASAA Associate Director**  
Email: [isaiyah@asaa.org](mailto:isaiyah@asaa.org) | [media@asaaemail.org](mailto:media@asaaemail.org)

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#### THREE CLASSIFICATIONS

- **Football**
  - Division III
  - Division II
  - Division I

- **Cross Country Running**
  - Division III (1-150 students)
  - Division II (151-500 students)
  - Division I (501+ students)

#### FOUR CLASSIFICATIONS

- **Volleyball**
  - Mix Six (1-60 students)
  - 2A (61-150 students)
  - 3A (151-500 students)
  - 4A (501+ students)

- **Basketball**
  - 1A (1-60 students)
  - 2A (61-150 students)
  - 3A (151-500 students)
  - 4A (501+ students)

- **Hockey, Track & Field, and Wrestling**
  - Division III
  - Division II
  - Division I

- **Softball and Soccer**
  - Division II (1-850 students)
  - Division I (851+ students)

- **State Basketball ASAA (A-S-Double A) March Madness Alaska**

- **Solo & Ensemble ASAA (A-S-Double A) First National Bank Alaska Solo & Ensemble Music Festival**