



ASAA **MEDIA** HANDBOOK

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Alaska School Activities Association

MEDIA HANDBOOK

ASAA OVERALL MEDIA PHILOSOPHY

ASAA manages over 50 state championship events involving over 9,000 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 bonafide 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.

GENERAL 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 forth below at all ASAA events. ASAA has a property interest in its state championship events.

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.
- These are 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.
- This working credential is issued to members of the media who agree to abide by the guidelines set forth in this ASAA Media Handbook.
- To receive this credential you must apply using the ASAA Media Credential Application. All credential applications will be verified through the ASAA office. All credential applications will be reviewed.
- ASAA media credentials are non-transferable and may be revoked at any time with cause.
- Credentials are subject to being revoked at the discretion of the ASAA Associate in charge of Media Relations or the ASAA Executive Director. Grounds for revocation of credentials, though not limited too, include misuse, criminal behavior, abuse and/or transfer of a credential to anyone other than to the person to whom the credential is granted. Anyone whose credentials are revoked for any reason is subject to being denied credentials at future ASAA events.
- 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 the ASAA Staff in charge of that event.
- Events must be referred to by their designated name as listed in this policy.
- Designated media areas are designated for each event in this policy. Some areas may be adjusted based on the facility being used. Please contact onsite ASAA Staff if you have questions.
- 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 and other awards or ASAA presentations.
- ASAA Photographer or ASAA proxy will be allowed access to areas outside the designated photo wells to provide photos for ASAA publications and marketing strategies.
- Flash photography is strictly prohibited at our state championships.
- 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. It's also possible the defined media areas in this handbook will be relocated based on facility arrangements.
- 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.

APPLYING FOR AN ASAA MEDIA CREDENTIAL

All media outlets required to apply for an ASAA Media Credential at the beginning of each new school year using the ASAA Media Credential application. These applications must be submitted no later than 14 days in advance of the event to allow ASAA time to review the application and its content to determine legitimacy. Please scan/email to Isaiah Vreeman (isaiah@asaa.org) 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 applications received will be considered on an individual basis and approved or rejected based on verifying the applicants are a bonafide media agency based on the definitions set forth below.
- 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.

- o 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.
- o Submit a photo for all persons applying for a credential, faces must be clearly visible.
- o Credentialing websites only - please see that section contained in this handbook.
- ASAA Media Credentials are valid for the entire ASAA State Championship year.
- ASAA media credentials are only valid for ASAA State Championships. Host Schools/Districts have the discretion to honor these for regular season and conference/regional tournaments contests. Generally, the ASAA Media Credential is accepted by school district and schools.
- Misrepresentation of position and/or publication/news organization will bar the bearer and its organization from all future ASAA events.
- 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. Other arrangements for event access will be made.
- Individuals/Organizations whose main purpose is to market photos on the internet, to schools, or individuals.
- Walk up requests
- Social Media specific pages - personnel pages or social media only groups/business.
- 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).
- Associated in any way with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any other advertising considered in poor taste or not in compliance with the mission of interscholastic athletics as determined by ASAA.
- 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.

CREDENTIALING WEBSITES POLICIES

Internet sites desiring ASAA Media Credentials must submit a request on company letterhead along with the ASAA Media Credential Application. For ASAA State Championships, requests must be made no later than 14 days in advance of the event to allow ASAA time to review the site and its content to determine legitimacy.

Internet sites desiring media credentials must have the following and demonstrated record of sustained coverage of high school sports, which should include (but is not limited to):

- Unique, registered domain name, ending in one of the recognized extensions (.com, .cc, .org, .edu, .net).
- At least one year of history which includes editorial content and website development.

- Monetizing your content on social media through your website.
- Publishing stories and statistics in a timely basis about individual contests.
- Publishing scores on game days.
- Streaming audio, video or other content on a real-time basis of contests.
- Publishing feature stories about high school sports teams, coaches and student-athletes.

Internet sites must furnish the following items along with the ASAA Media Credential Application.

- Certifiable traffic numbers from an established auditing firm (i.e. Nielsen), or from its service provider. The name and telephone number of the auditing firm or service provider to discuss/ensure the accuracy of the numbers. Hit counters on pages will not fulfill this requirement.
- The average number of unique viewers/visitors to the site in the last 30-60-90 days.
- The average number of page views by each visitor.
- A copy of the sites editorial and advertising policy.
- The sites articles of incorporation or business license.
- Internet sites must furnish, upon request, the name of a contact person who can serve as the liaison to ASAA in the event questions or concerns arise related to the accuracy and fairness of content posted from ASAA events.

The following internet sites will not be granted credentials:

- Personal social media or person page internet site publishers
- Subscription-based internet sites who are not doing any editorial content as well.
- Internet sites associated in any way with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any other advertising considered in poor taste or not in compliance with the mission of interscholastic athletics as determined by ASAA.
- Sites developed solely to list pro rank, recruiting prospects or teams, and/or to provide chat rooms forums/blogs.
- Social Media Influencers are not eligible. Social Media Influencers break down into the following categories:
 - Micro Influencers: Everyday people who have become known for their knowledge in specific niche. These have 20,000-100,000 followers. This is the category that the MAJORITY of influencers fall into.
 - Macro Influencers have 500,000 to one million followers and mega influencers have one million or more on just one social media account.

ASAA TELEVISION/STREAMING/RADIO 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 ASAA is strictly prohibited.
- 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.
- Radio broadcast companies wishing to broadcast an ASAA event, must 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.
 - All venues have very limited quality radio broadcast areas, requests are honored by first come, first served.

- o ASAA understands that radio stations might not know they are going to broadcast until their area school has qualified for the state championships. ASAA highly encourages applying for a space as soon as possible.
- o Please submit the ASAA Media Credential application and an ASAA Broadcasting application NO LATER than 7 days prior to the event in order to receive a credential.
- o 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 requesting a location have priority. So it's possible your application will be denied.
- o Radio stations showing up last minute requesting space to broadcast, or not seeking permission to broadcast the event will be assessed a late fee. The fee is determined based on the season, event, and timing of the request. Credentials and future broadcasting considerations could be affected as well.
- 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.
- 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. Please remember these are high school students! They are not college or professional athletes and coaches!
- Payment must happen no later than 30 days past ASAA invoice 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 venues equipped with them. The 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.

ONSITE 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.

- **Cross Country Running & 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.
- **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.
- **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.
- **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.
- **Volleyball** - Set up to shoot at least eight feet off the court. This space might be adjusted based on the venue. If shooting at the net please remain behind the up official. 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.
- **Hockey** - Along the glass around the rink. Not allowed in team boxes, penalty boxes, or scorers box.
- **Basketball** - Each end of the court within the marked media wells, and media row. Media row is on the opposite side of the main score table. When cheerleaders are present in one of the media wells, the other must be used.
- **Cheerleading** - At least 10 feet from the competition mat and out of the direct sight line of the judges.
- **Soccer** - Six feet behind the sidelines, end zones, and 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.
- **Track and Field** - For all events please consider safety of the participants and yourself. Please provide at least a 10 foot 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.
- **Baseball & Softball** - Designated areas along the first and third baselines. These areas must be designated dead ball areas by the official.



ASAA TITLES & LOGOS

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. ASAA 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:

- (Year) 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 (Year) ASAA (A-S-Double A) First National Bowl
- All-State Music (Year) ASAA (A-S-Double A) First National Bank Alaska All-State Music Festival
- State Hockey (Year) ASAA (A-S-Double A) First National Cup
- State Basketball (Year) ASAA (A-S-Double A) March Madness Alaska
- Solo & Ensemble (Year) ASAA (A-S-Double A) First National Bank Alaska Solo & Ensemble Music Festival

All media outlets are HIGHLY encouraged to use ASAA logos for use in their coverage. New this year is all ASAA State Championships Events have a specific state championship logo. [ASAA LOGO TOOLKIT LINK](#)

ASAA is the owner of trademarks, copyrights, and other proprietary rights. No rights are conferred too, 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

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