



ASAA **MEDIA** HANDBOOK

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ASAA MEDIA PHILOSOPHY

The Alaska School Activities Association (ASAA) organizes and oversees more than 50 state championship events each year, showcasing the talents of over 9,000 student-athletes across the state. ASAA values media coverage that highlights these events and enhances school and community pride. We welcome collaborative relationships with media professionals who share our goal of promoting high school athletics and activities in a positive and respectful manner.

Media coverage should emphasize sportsmanship, student achievement, and positive representation of Alaska's youth. Content must reflect the educational mission and values of interscholastic activities.

GENERAL MEDIA CREDENTIAL POLICY

Media credentials are available for working media professionals attending ASAA State Championships. Credentials are intended for individuals who:

- Are employed by recognized media organizations.
- Have a legitimate editorial assignment covering ASAA events.
- Submit a completed ASAA Media Credential Application.

All credentialed individuals must:

- Display the credential visibly at all times while at the event.
- Follow all event policies and venue-specific rules.
- Refrain from disruptive behavior or unauthorized access.
- Understand credentials are non-transferable and subject to revocation for misuse.

Credentials are valid for the school year and apply only to ASAA State Championships. Host schools or districts may honor them at their discretion for other events.

MEDIA CODE OF CONDUCT

Credentialed media must adhere to the following standards:

- Treat student-athletes, coaches, officials, and staff with respect.
- Maintain professional behavior and attire at all events.
- Do not interfere with the conduct of competition or ceremonies.
- Interviews with minors require school liaison approval.
- Refrain from profane, derogatory, or critical commentary during live or recorded content.

Failure to follow these standards may result in revocation of credentials.

STUDENT PRIVACY POLICY

Media representatives must respect the privacy rights of student participants. Interviews with minors must be conducted only with the knowledge and consent of a supervising adult or school-designated media liaison. Use of student names, likenesses, or personal information must comply with FERPA and school policy.

PHOTO AND VIDEO USAGE POLICY

Photos or videos taken during ASAA events may be used for editorial purposes only. Commercial use, resale, or distribution of images for merchandise, advertisements, or promotions is prohibited without written consent from ASAA.

Official ASAA photographers and approved partners may be granted expanded access and usage rights by agreement.

HOW TO APPLY

To apply, submit the following to media@asaaemail.org at least 14 days before the event:

1. Completed ASAA Media Credential Application.
2. Assignment letter on company letterhead.
3. Photo of each applicant (face clearly visible).

Please note:

- Prior approval does not guarantee future approval.
- Walk-up requests may not be accepted.
- Freelancers must be affiliated with a recognized media outlet.

CREDENTIAL EXCLUSIONS

Media Credentials are not issued to the following:

- Advertising or promotional personnel
- School video/photography teams
- Individuals marketing photos
- Personal social media page operators
- Recruiting/scouting services
- Booster club or team support personnel

Individuals in these categories may seek access through a formal request submitted by their school administration to ASAA for consideration of alternative accommodations.

WEBSITE CREDENTIALING

Media websites must demonstrate ongoing, legitimate coverage of high school sports. Required documentation includes:

- Registered domain (.com, .org, etc.)
- One year of editorial content
- Traffic verification (Nielsen or provider analytics)
- Sample articles and editorial policies

Sites not eligible include personal blogs, subscription-only pages without editorial content, and social media influencers.

BROADCAST POLICY

All audio/video broadcasts of ASAA events must be approved through ASAA and its digital rights holder, the NFHS Network. This includes:

- Submitting an ASAA Broadcast Application at least 7 days prior
- Securing media credentials for all on-site personnel
- Observing space limitations at venues (first-come, first-served)
- Complying with all advertising and content standards

Unauthorized or late-arriving broadcasts may be subject to fees and future credential restrictions.

Only ASAA-approved broadcasts may feature sponsor messaging. Advertising for tobacco, alcohol, gambling, or other inappropriate products is strictly prohibited.

DIGITAL & SOCIAL MEDIA GUIDELINES

- Short-form content and live-tweeting are permitted within credentialed access guidelines.
- Livestreaming or rebroadcasting any portion of an event from personal devices is prohibited unless explicitly approved.
- When posting on social media, media are encouraged to tag @ASAA365 and use official event hashtags.
- Use of ASAA logos and marks on social platforms must be approved in advance.

MEDIA ACCESS LOCATIONS

Designated media areas vary by event and facility. Always consult onsite ASAA staff. Media must adhere to all safety protocols and avoid interfering with competition or officials.

- Cross Country Running & Nordic Skiing: Photographers must stay outside the race area at the start. At the finish line, shoot from either side in designated areas—do not enter the race path or finish chute.
- Tennis: Permitted on either side of the net or at court corners. Must be in position before play starts and remain until players switch sides.
- Football: Access along sidelines and end zones, behind dotted yellow lines. Media are not permitted in team boxes.
- Swimming: Shooting allowed from the bulkhead only. Do not enter areas behind the diving boards or platforms.
- Volleyball: Minimum of 8 feet off the court. Remain behind the up official when shooting near the net. Avoid photography between benches and scorer's table.
- Wrestling: Maintain at least 3 feet distance from the mat. Do not shoot from team corners or obstruct sightlines.
- Hockey: Shoot from along the glass. Entry into team boxes, penalty boxes, or scorer's box is not permitted.
- Basketball: Use media row and marked photo wells on each end. If cheerleaders occupy one well, use the other.

- Cheerleading: Remain at least 10 feet from the mat and out of judges' sight lines.
- Soccer: Maintain 6 feet behind sidelines and end zones. During penalty shots, stay behind teams or outside football field numbers and goalie box.
- Track & Field: Stay at least 10 feet from event zones. Give extra space during sprints and hurdles. Do not enter shot put or discus fields.
- Baseball & Softball: Use areas along the first and third baselines if designated as dead ball areas by the official.

Flash photography is prohibited at all ASAA championship events. Interviews must not take place during the game or events and may not interfere with awards ceremonies or athlete recognition.

CREDENTIAL VIOLATIONS & APPEALS

Credentials may be revoked for non-compliance with ASAA policies. Individuals or organizations whose credentials are revoked may submit a written request for reconsideration to the Executive Director within five business days of notification.

ASAA TITLES & LOGOS

All references must use the full event name:

- (Year) ASAA/First National Bank Alaska [Class/Division/ Sport] State Championships

Exceptions:

- Football: ASAA First National Bowl
- Hockey: ASAA First National Cup

Media are encouraged to use official ASAA logos, which are available upon request. Logos are ASAA property and may not be used for commercial purposes.

CONTACT INFORMATION

Alaska School Activities Association

4048 Laurel St. Suite 203, Anchorage, AK 99508

Phone: (907) 375-4400

Email: media@asaaemail.org

Web: <http://ASAA.org> | <http://ASAA365.com>

For questions regarding media access or policies, contact:

Deanna Montagna – Director of Office Operations

Email: deanna@asaa.org