ALABAMA HIGH SCHOOL ATHLETIC ASSOCIATION

MEDIA POLICIES AND PROCEDURES

I. GENERAL

These Media Policies and Procedures set forth the policies promulgated by the Alabama High School Athletic Association (AHSAA) concerning the release of information about AHSAA business and activities, the issuance of media credentials and broadcast rights for radio, television and other media to AHSAA playoff, championship and other special events (described herein as "AHSAA events" or "AHSAA-sponsored events"), as well as general operating procedures for news media at AHSAA events. School administrators, print editors and broadcast directors should carefully review these policies and procedures applicable to their organization. AHSAA reserves the right to amend this policy at any time and in any manner deemed necessary. No exception to this policy may be made by a media outlet, host school principal or contest manager except by written permission of AHSAA.

II. PROVIDING INFORMATION TO THE MEDIA

a. Any member of the news media may purchase when available AHSAA publications at a reasonable cost to be established by AHSAA. Such publications are being printed on a limited basis. AHSAA Sports manuals including the Fall, Winter and Spring Books can be accessed at www.ahsaa.com when available.

b. Tournament pairings for each level of each AHSAA event in all team sports will be posted on the AHSAA website immediately after such pairings have been completed and verified by AHSAA.

c. AHSAA will not comment about an eligibility situation until it has been resolved within the framework of its rules and regulations. At no time, however, will AHSAA divulge personal details of the eligibility situation which might compromise the privacy of the minor student-athlete involved.

d. The principal of the member school involved or the person(s) involved may release information about an eligibility case as they see fit.

e. AHSAA will not release by telephone, fax, mail or otherwise the names of student-athletes involved and/or implicated in any investigation into alleged violations of AHSAA rules or regulations. Such information may be obtained from the principal of the member school involved or the person(s) involved.

f. Generally, media members can expect to receive programs and rosters upon arrival at AHSAA-sponsored events. When available, statistics will be distributed to media members after each game as soon as possible. Priority will be given to those media members still on the air producing a live broadcast and those on deadline.

III. POLICY FOR PHOTOGRAPHY, FILM, VIDEO AND AUDIO AT AHSAA-SPONSORED EVENTS

a. **Copyright/Ownership Rights.** Unless otherwise agreed to in writing by AHSAA, AHSAA is the owner of the rights to and the copyright holder of all AHSAA audio-visual work, which includes all still photographs taken of AHSAA events, all film, videotape and audiotape of AHSAA events and the live audio and visual broadcasts of AHSAA-sponsored events. Still photography, filming, video taping and audio recording is prohibited at AHSAA events, except as expressly and specifically authorized by AHSAA. All video, broadcast and title rights for AHSAA-sponsored events are the exclusive property of AHSAA. The selling or redistribution of photographs, film, videotape and audiotape from AHSAA events for personal or commercial gain is strictly prohibited without the express written permission of AHSAA, and discovery of any unauthorized distribution will result in the revocation of credentials and/or possible civil damages.

b. **Participating Schools.**

i. Representatives of participating schools are authorized to take still photographs at AHSAA events so long as the representative is recommended by the participating school's principal or other appropriate administrator and receives proper photography credentials.

ii. Representatives of participating schools are authorized to film, video tape and audio tape at AHSAA events, so long as the representative is recommended by the participating school's principal or other appropriate administrator and receives proper credentials.

iii. Under no circumstance may still photographs, films, videos or audio tapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, AHSAA.

c. Media.

i. Members of the media are authorized, without paying a fee, to take still photographs and take short film, video and audio clips of AHSAA events for print and electronic news coverage.

ii. Under no circumstance may still photographs, films, videos or audio tapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, AHSAA.

iii. The filming or taping of the majority of an AHSAA event is prohibited, unless prior approval is secured. The media outlet may not air a total of more than two (2) minutes of footage and any such footage must include visual credit to AHSAA.

iv. Unless otherwise authorized by AHSAA, videotape or film taken at any AHSAA event shall be used for the sole purpose of showing excerpts thereof as a part of a regularly scheduled sports or news program and for no other reason.

v. The media outlet will not lend, give away or sell the film or videotape, in whole or in part, except only for the purposes hereinabove specifically set forth and/or in such cases as AHSAA requests for use by AHSAA.

d. Spectators.

i. Individual spectators **may be allowed** to personally take still photographs at events, for strictly personal use only.

ii. Under no circumstance may still photographs, films, videos or audio tapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, AHSAA.

iii. Any still photography, filming, videotaping and audio taping shall be conducted from the seating area, or, if space is available, from a designated area. No one will be allowed in the playing area without proper credentials.

iv. In no event may a spectator interfere with a game play or violate this policy and AHSAA reserves the right to ask any spectator to leave the game in the event they violate this aforementioned policy.

e. Internet Real-Time Policy

i. AHSAA grants a media outlet a limited license to use certain gathered information on the media outlet's website beginning at the start of an AHSAA event and up to the conclusion of such event, all subject to the following limitations and conditions:

1. No more than ten (10) still photographs may be used for news coverage of the game and other editorial purposes. Such still photographs must be used on a time-delayed basis, that is at least thirty (30) minutes after the happening of the event depicted by the still photograph.

2. Unless otherwise authorized in writing by AHSAA, video tape is NOT to be used on the website (except the video tape may be shown as part of a single, non-archived, online "simulcast" of a television station's regularly-scheduled news program).

3. While a game is in progress, the use of textual statistical information is time-delayed and limited in amount (e.g., updates pertaining to score, injuries and national, conference or institutional record-breaking performances, a condensed half-time story) **so that an organization's website game coverage does not undercut the authorized and rights-paying fee organization's rights to play-by-play accounts of the game and/or exclusivity as to such rights.**

ii. Should any of these conditions be breached, AHSAA reserves the right to immediately revoke the credential and have the media outlet removed from the event premises. AHSAA may also choose to revoke the media organization's credentials to cover any future AHSAA events. If this violation occurs during the last game of a member school's regularly-scheduled season, the media organization may not be credentialed for the AHSAA championship event.

f. Flash Photography. The use of electronic flash equipment, other than a strobe flash, is prohibited at all indoor AHSAA events. AHSAA and officials covering an AHSAA event reserve the right to have strobe flashes removed from indoor AHSAA events at their discretion.

g. Photographers in Bench Area. The presence of any type of photographer (video or still) in the bench area for all sports is strictly prohibited and no media personnel shall communicate in any way with persons in the team area or coaching box. AHSAA prohibits photographers (video or still) from stopping and shooting behind the bench areas into the bench area. In no event may a photographer interfere with a game play and AHSAA reserves the right to revoke a photographer's credential at its sole discretion if it believes the photographer is interfering with the game.

h. Media Area/Press Box. Unprofessional conduct or "cheerleading" in the working news media area at AHSAA events shall not be permitted. Children are not permitted in the working news media

area without written permission from AHSAA. These areas will be maintained to offer a working atmosphere conducive to productivity and concentration. Violation of this regulation may result in loss of credentials and ejection from the news media area.

i. **Distribution of Materials/Publications.** Unless prior written approval is given by AHSAA, in no event may a media outlet distribute publications or print outs on the premises of an AHSAA event, whether before, during or after a game.

j. **No Review.** Still photographs, films, videos or audio tapes may not be used to review decisions of game officials at any live contest.

IV. General Information Regarding Broadcasting of AHSAA Events

a. **General.** Radio, television and webcast media outlets may originate broadcasts from regular season and AHSAA events provided AHSAA, school and local regulations and AHSAA exclusive agreements are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and any applicable rights fees are paid.

b. **Regular Season.** Radio broadcast, telecast, cablecast and internet broadcast rights for regular season contests in all sports are held by the home/host school. Media outlets wishing to broadcast, telecast, cablecast or webcast a regular season contest should contact the principal of the home/host school to secure rights and make arrangements. AHSAA reserves the right to prohibit the broadcast of a regular season game (whether live or taped delay), in the event the broadcast interferes with a scheduled AHSAA event, regardless of whether the event is televised, or is considered, at the sole discretion of AHSAA, to be in poor taste or does not properly reflect the values of AHSAA. It will be at AHSAA's sole discretion to determine whether a regular season game interferes with an AHSAA event. AHSAA may prohibit the broadcast of a regular season game if AHSAA believes, in its sole discretion, that it will negatively affect the attendance or viewership of an AHSAA event, regardless of whether both events are occurring at the same time, or take place on different dates. Additionally, in the event a member school enters into a contract with a television/cable/radio/internet partner or network to televise any regular season games, the member school and the media outlet must insert the following in the contract:

> *"[insert media outlet] hereby acknowledges that [insert member school] must abide by the Alabama High School Athletic Association ("AHSAA") Media Policies and Procedures, and AHSAA has the right to prohibit the broadcast of a regular season game (whether live or taped delay), in the event the broadcast interferes with an AHSAA-sponsored event, regardless of whether the event is televised, or is considered, at the sole discretion of AHSAA, to be in poor taste or does not properly reflect the values of AHSAA."*

c. **AHSAA Events.**

i. All AHSAA-sponsored events are the property of AHSAA, and rights awarded to broadcast an AHSAA event are limited. Radio, television and webcast media outlets must apply in writing to originate broadcasts of AHSAA events. Rights fees will be assessed at rates to be determined by AHSAA.

ii. A station wishing to broadcast an AHSAA event must request and be granted rights by AHSAA or its designated representative prior to originating or accepting feed of such broadcast and make payment to AHSAA or its designated representative of the appropriate rights fee. Such rights are not exclusive. A station granted broadcast rights may not feed its broadcast to any other outlet(s) without written permission from AHSAA. For the purposes of television or webcasts, a videotape of an AHSAA event is considered a "feed." Therefore, an over-the-air, cable television station or website, even if granted broadcast rights by AHSAA, may not share videotape of an AHSAA event without express written permission from AHSAA and payment of appropriate rights fees. Requests for permission to feed such broadcasts should be indicated on the broadcast rights application form. AHSAA reserves the right to grant a media outlet exclusive rights to broadcast AHSAA events.

iii. AHSAA may enter into an exclusive contract with a company to provide live and/or tape-delayed telecasts of AHSAA-sponsored events. No other television originations or video webcasts – live or tape-delayed – are permitted during contests in which AHSAA has entered into an exclusive contract.

iv. The use of audiotape, videotape and/or film by a media outlet granted broadcast rights for any purpose other than for complete playback of the contest(s) for which it was approved, or for the use of excerpts for regularly scheduled newscasts is expressly forbidden. Any other use of the verbal description and/or video account of the contest(s) must be approved in writing by AHSAA.

v. The media outlet must make all arrangements for seating and equipment set-up with the host school principal or contest manager. The station must assume all expenses in connection with the broadcast and must provide all equipment necessary for the broadcast. This includes arranging for broadcast lines with the appropriate telephone company.

vi. Personnel originating approved broadcasts who are to be admitted to the facility without charge must not exceed four (4) persons. The host school principal or contest manager must make every effort to provide these personnel with seating which provides them with an unobstructed view of the playing area. Radio, television and webcast companies may utilize sideline reporters in the sport of football or any other event approved by AHSAA provided school and local regulations are adhered to, space is available and it is logistically possible at the host site's venue.

vii. In facilities where seating is limited in the press box or broadcast booth, the host school principal or contest manager should provide seating to the one (1) principal station covering each participating school. Thereafter, seating in the press box or broadcast booth should be provided on a first-come, first-served basis. A media outlet must understand that it may be necessary for it to set up operations in the spectator seating area at facilities with limited space in the press box or broadcast booth. The principal station for a participating school is considered to be the station which has broadcast the greatest number of regular season contests and/or AHSAA events in which the school has participated.

viii. At the discretion of AHSAA, media outlets may be required to set aside a minimum of sixty (60) seconds per tournament game broadcast for public service messages provided by AHSAA. Each message shall be thirty (30) seconds in length, with recommended insertion order for one in each of the first and second halves of each contest, or one during the contest and one during the pre-game, halftime or post-game segments. Media outlets may be required to provide affidavits of performance from each game broadcast of this regulation.

ix. During AHSAA events, broadcast equipment shall not be placed in a position where it could be injurious to participants or spectators. Additionally, all broadcast equipment is to be placed in a position where it does not interfere with paying spectators. When contests are sold out, the originating party may be required to pay for any seats which are made unusable by equipment set-up for the origination of a broadcast.

x. The station must incorporate into each broadcast the following disclaimer establishing its broadcast rights as granted by AHSAA: "BROADCAST RIGHTS TO THIS AHSAA EVENT HAVE BEEN GRANTED TO (THE STATION) BY THE ALABAMA HIGH SCHOOL ATHLETIC ASSOCIATION AND IS INTENDED SOLELY FOR THE ENJOYMENT OF OUR (LISTENING/VIEWING) AUDIENCE. ANY REBROADCAST, RETRANSMISSION OR OTHER USE OF THIS PRODUCTION WITHOUT THE EXPRESS WRITTEN CONSENT OF AHSAA IS PROHIBITED." This disclaimer must be incorporated into the actual broadcast of the contest. Airing the disclaimer during a pregame and/or postgame show will not satisfy the requirements of this policy.

xi. The terms "sponsor", "sponsorship" or other like terms that imply or refer to the presentation and support of the activities under the jurisdiction and control of AHSAA by entities other than AHSAA must not be used during any broadcast of an AHSAA event unless expressly approved, in writing, by AHSAA. Announcers may not refer to or use words that imply a sponsorship of any AHSAA contest by a commercial advertiser without the express writing consent of AHSAA.

xii. The media outlet must abide by each and all terms and conditions of this policy. Failure to do so may result in the immediate revocation of the media outlet's immediate broadcast rights, and denial of future broadcast rights to the media outlet for a period to be determined by the Executive Director of AHSAA. AHSAA reserves the right to discontinue at any time a station's broadcast of an AHSAA event if previous broadcasting by the media outlet is considered by AHSAA to have been in poor taste or incompatible with the educational dignity and propriety of AHSAA and its member schools. The host school principal or contest manager will have the authority to act on the behalf of AHSAA in enforcing this policy during all AHSAA events at his/her facility.

xiii. A media outlet which broadcasts an AHSAA event must agree to hold AHSAA and its member schools harmless because of any injury to person or property on the premises. The station further agrees to assume all responsibility for any damages which are a direct result of the activities of the broadcast. The station must also agree to defend all claims made against AHSAA or its member schools for damages caused by the media outlet or the broadcast.

d. Live/Delayed Telecasts, Radio Broadcasts and Webcasts.

i. Live Telecasts Live telecasts of regular season high school games are permissible subject to the policies and procedures set forth herein and provided that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and **the host school** participating in the game consents to the broadcast.

ii. Live Radio Broadcasts. Live radio broadcasts of regular season contests are permitted provided that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site **and the host school** participating in the game consents to the broadcast. Live radio broadcasts of AHSAA events are permitted with the understanding that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and the requisite rights fee has been paid to AHSAA or its designated representative, and further provided

that AHSAA has not entered into an exclusive contract with a company to provide live and/or delayed broadcasts of AHSAA events.

iii. Live Webcasts. Live audio and video webcasts of regular season games are permitted provided that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and **the host school** participating in the game consents to the webcast. **Live audio webcasts of AHSAA events are permitted, unless AHSAA enters into an exclusive contract with a media outlet to provide live and/or delayed webcasts of AHSAA events, with the understanding that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and the requisite rights fee is paid to AHSAA or its designated representative. Live video of AHSAA events are not permitted, unless by express permission in writing granted by the AHSAA.**

iv. Delayed Telecasts/Webcasts. Delayed telecasts or webcasts of regular season games are permitted provided that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and **the host school** participating in the game consents to the broadcast. **Delayed telecasts or webcasts of AHSAA events are permitted provided they do not conflict with an AHSAA exclusive agreement and approval is granted by AHSAA** with the understanding that local regulations are adhered to, space is available, the set-up at the venue is logistically feasible for the host site and the requisite rights fee is paid to AHSAA or its designated representative. Tape-delayed telecasts may not be aired earlier than twelve (12) hours following the scheduled starting time of the AHSAA event and may not conflict with the playing times of scheduled AHSAA events in the same sport. Unless otherwise approved in writing by AHSAA, approval for delayed telecasts or webcasts of an AHSAA event permits a media outlet the right to telecast or webcast the stated contest(s) an unlimited number of times for two (2) weeks following the date of the contest. Additional airing of contests following the two (2) week period shall result in additional rights fees assessed at rates to be determined by AHSAA.

e. Rights Fees. A rights fee shall be determined by negotiation between the media outlet desiring to exclusively telecast or webcast a AHSAA event live and AHSAA. The following rights fees shall apply for the non-exclusive telecast or radio broadcast of an AHSAA event:

i. **Radio or Webcast (football) - $200 per game for live broadcasts; $150 per game for delayed broadcasts; (Other sports) - $125 per game.**

ii. **Television or Webcast (football) - $300 per game for delayed telecast; (Other sports) - $225 per game for delayed telecast.**

f. Advertising. For every AHSAA event that is broadcast live or tape delayed, the media outlet must give all of AHSAA's exclusive corporate partners the right of first refusal to purchase commercial units before approaching a competitor of an exclusive sponsor. There will be no advertising of alcohol, tobacco, political candidates, adult entertainment or gambling during any AHSAA event. No tavern or other establishment whose primary business is serving or distributing alcoholic beverages may be accepted for advertising. Combination businesses, such as hotels, restaurants or convenience or drug stores, which dispense alcoholic beverages in a capacity secondary to its primary purpose, may advertise on broadcasts but no part of the advertising message may refer to the sale of alcoholic beverages, or to a bar, cocktail lounge or other facility dispensing alcoholic beverages. Advertising messages from any prohibited sponsor cannot be used during the broadcast from the station break preceding the contest until after the final station break following the contest.

g. Announcers and Announcements. Commercial announcements should not occupy actual playing time. Reporting should be fair, impartial and unbiased.

V. CREDENTIALING POLICIES AND PROCEDURES

a. General.

i. Requests for media credentials for each AHSAA event must be submitted online via the AHSAA website by the deadline established for the event. The online form must be completed in its entirety. It is the responsibility of the individual to confirm that his or her request has been received.

ii. The issuance of all media credentials to AHSAA events is at the sole discretion of the AHSAA staff. Submission of a credential request does not guarantee a representative a media credential. All requests will be reviewed and must be approved by AHSAA staff. The AHSAA staff will notify any individual whose request has been denied.

iii. Subject to limitations of space, credentials will be assigned to accredited media in accordance with the following general criteria:

1. Media outlets who have followed the participating schools on a regular basis;

2. The circulation/market size/market penetration of the media outlet in question;

3. Previous coverage of AHSAA events;

4. The date of receipt of the media outlet's request for credentials; and
5. Media outlets that report original and unique content.

iv. In allocating space for accredited media organizations to AHSAA events, priority will be given to:

1. Media which is statewide in scope (wire services, regional television, etc.);
2. Media which covers their hometown competing teams (daily newspapers, weekly newspapers, radio stations, television/cable stations, etc.);
3. Media which covers the site of the host facility (daily newspapers, weekly newspapers, radio stations, television/cable stations, etc.); and
4. All other media (internet sites, specialty publications).

v. Only those representatives whose requests are submitted by the advertised deadline and are approved will be issued credentials. Late requests will not be guaranteed processing. Media representatives not approved for credentials in advance will not be issued credentials upon arrival at the site of the event. Credentials must be picked up at the media entrance to the event. Under no circumstance will credentials be mailed. Proper photo identification will be required of individuals when picking up credentials.

vi. Out-of-state media organizations must have a circulation area that includes the community of a participating school and must have covered that school throughout the regular season and state series. All other out-of-state media organizations must explain the necessity for their coverage of the event.

vii. Media representatives who receive credentials to an AHSAA event must be on assignment for a specific media organization. Credential requests for freelance reporters, freelance photographers, correspondents or stringers must be submitted on their behalf by the media organizations for which they are working.

viii. Unless otherwise approved in writing by AHSAA, credentials will not be issued to commercial photographers.

ix. Credentials or complimentary tickets for spouses, friends, etc. of news media representatives will not be provided. Individuals who attend an event with a credentialed news media representative will be required to purchase a ticket.

x. Media credentials to an AHSAA event are issued for the sole purpose of identifying and providing complimentary admission and special access to representatives who have a legitimate working function in connection with the event. Credentials are non-transferable and may be used only by those representatives to whom they are issued. Any media organization that wishes to change the name(s) of its credentialed representatives may do so in writing to AHSAA staff prior to the event. Unauthorized use, sale or other transfer of a credential will subject the bearer to ejection from the event, revocation of the credential and the indefinite denial of credentials to future events.

xi. Credentials, once issued, remain the property of AHSAA and are subject to revocation and confiscation at the discretion of the AHSAA Executive Director and/or his/her designees. Grounds for revocation and confiscation of a credential include, but are not limited to, misuse, abuse and/or transfer of the credential to anyone other than to the person to who the credential is issued. Any media outlet whose representative has a credential revoked for any reason is subject to being denied credentials to future AHSAA events.

xii. Acceptance of a credential constitutes an agreement by the bearer and his or her organization to abide by the foregoing policy, as well as the following conditions:

"Conditions Placed on Use of AHSAA-Issued Media Credentials

This working credential is issued for the sole purpose of providing facility access to a representative of an accredited media organization recognized by AHSAA who has a legitimate working function in connection with this AHSAA-sponsored event. It is non-transferable. Any unauthorized use of this credential subjects the bearer to ejection from the facility and/or his/her organization to forfeit future privileges. Issuance and use of this credential is subject to the following conditions:

1. This credential shall be used solely for news and editorial coverage (bona-fide news purposes) of this AHSAA event.

2. Any use of news and editorial content or photographs/electronic images for entertainment and commercial purposes and not for bona-fide news purposes is strictly prohibited without prior written consent of the AHSAA. The selling of news and editorial content or photographs/electronic images is exclusive to AHSAA and/or any other company so designated by AHSAA.

3. The accredited media organization and bearer shall indemnify, defend and save harmless AHSAA, its officers, agents, employees and each of its member schools, their officers, agents and employees, from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorneys' fees and expenses) incurred by, arising from, or in connection with:

• the unauthorized use of news and editorial content or photographs/electronic images, whether such unauthorized use is by the bearer, the accredited media organization designating the bearer to use the credential on its behalf, or some third party to whom the bearer distributes news and editorial content or photographs/electronic images;

• any injuries resulting from acts or omissions by the bearer or some third party to whom the bearer directly or indirectly distributed news and editorial content or photographs/electronic images;

• any cameras, wires, cables, computers, telephones or any other equipment brought to the premises by the bearer, or

• the use of any news and editorial content or photographs/electronic images or any other matter other than coverage of this AHSAA event.

4. Irrevocable permission is granted to AHSAA and its assignees to utilize the bearer's voice, image and likeness in connection with any broadcast, other recording or print reproduction of the event without compensation.

5. Bearer assumes all risk and danger incidental to this AHSAA event, whether occurring prior to, during or after the event, and releases AHSAA and all agents thereof from any and all liabilities resulting from such event.

6. This credential is the property of AHSAA and may be revoked at any time at the sole discretion of AHSAA and will automatically terminate if any term hereof is breached. In cases deemed unique by AHSAA, these policies and any other AHSAA media policies may be amended. The accredited media organization and/or bearer that breaches the conditions of use of this credential is subject to legal liability as well as all costs incurred in enforcing the terms of these conditions including but not limited to reasonable attorneys' fees.

7. Acceptance of this credential constitutes agreement by the bearer and his or her organization to abide by the foregoing conditions, other AHSAA media policies, as well as guidelines established for the conduct of media representatives at this AHSAA event. Thank you for your cooperation."

b. <u>Newspapers</u>.

i. Credentials will be provided only to reporters covering hometown or circulation-area teams. NEWSPAPERS MUST IDENTIFY SCHOOL(S) THEY ARE COVERING IN THEIR MEDIA CREDENTIAL REQUEST.

ii. Daily newspapers may have up to two (2) writers and one (1) photographer. Weekly newspapers may have no more than one (1) writer and one (1) photographer. Publishing companies that publish weekly newspapers for more than one community will be considered a single weekly newspaper. NEWSPAPERS WITH NO VESTED INTERST IN THE EVENT MAY BE DENIED CREDENTIALS.

c. <u>Radio Stations</u>.

i. Radio stations not providing a live broadcast of the event will be limited to one (1) credential.

ii. STATIONS WITH NO VESTED INTEREST IN THE EVENT MAY BE DENIED CREDENTIALS.

iii. Radio stations must identify school(s) they are covering in their media credential request.

d. <u>Television</u>.

i. Unless planning to do a live feed, TV stations may reserve no more than two (2) credentials.

ii. STATIONS WITH NO VESTED INTEREST IN THE EVENT MAY BE DENIED CREDENTIALS.

iii. Television stations must identify school(s) they are covering in their media credential request.

e. <u>Internet Sites/Magazines</u>.

i. Requests must be submitted no later than two (2) weeks in advance of the event to allow the AHSAA staff time to review the site/magazine and its content to determine credibility.

ii. Requests will be considered on an individual basis and will be issued at the discretion of AHSAA.

iii. The following guidelines will be used when reviewing an internet site credential request:

1. Internet sites must update news content daily with unique and original content, and have a demonstrated record of sustained coverage of high school sports.

2. Internet sites must have a unique registered domain name ending in one of the recognized extensions (.com, .cc, .edu, .net, .org).

3. Parallel Internet sites owned and operated by traditional media (i.e., newspapers, radio stations and television stations) may be issued credentials if the request is for the purpose of reporting unique content that only can be accomplished by receiving the credentials. In instances where space is limited, such credentials may be counted as part of the traditional media outlets' allotment.

4. Internet sites must furnish, upon request, certifiable traffic number from an established auditing firm (i.e. Nielsen), or from its service provider. Hit counters on pages will not fulfill these requirements. The following information may be requested: the average number of "page views" by each visitor; and the name and telephone number of the auditing firm or service provider to discuss and ensure the accuracy of the numbers.

iv. Commercial for-profit internet sites will not be issued credentials

v. Paid membership-only sites will not be issued credentials.

vi. Internet sites intending to merely report information already available on the AHSAA website will not be issued credentials.

vii. INTERNET SITES WITH NO VESTED INTEREST IN THE EVENT MAY BE DENIED CREDENTIALS

f. Participating School Representative. Provided space is available, each participating school may be issued two (2) photography credentials (one (1) video and one (1) still)) to photograph and/or film their team during an AHSAA event. The participating school's principal or other appropriate administrator must make an online credential request according to the established deadlines. Participating school representatives granted credentials are expected to adhere to all AHSAA regulations, may be subject to further regulations as determined by AHSAA and may lose credentials and be ejected from the tournament contest should these regulations be violated.

g. High School Student Photography/Journalism. Provided space is available, one (1) student photography (video or still) credential (see above) and one (1) media credential will be provided for each school participating in an AHSAA event. School advisors/administrators must make an online credential request according to the established application deadlines. Students granted credentials are expected to adhere to all AHSAA regulations, may be subject to further regulations as determined by AHSAA and lose credentials and be ejected from the tournament contest should these regulations be violated. Schools may not request credentials for for-profit businesses and no school contracts for photography needs will be honored at AHSAA events. This high school student media credential is intended for use by students in their school's journalism program and should include newspaper, broadcast and yearbook journalism. While recognizing the value of providing educational opportunities for students at its member schools, AHSAA will make all efforts to accommodate student media outlets. However, space limitations at AHSAA tournament contests will likely result in the priority for accommodations going to "traditional" media outlets.

h. Recruiting Services/Scouts. AHSAA does not issue media credentials to recruiting services or scouts.

i. Special Requests. AHSAA reserves the right to issue additional credentials to certain media organizations that submit special requests with AHSAA. Such decision to issue additional credentials will be at AHSAA's sole discretion.