

## POLICY- POSTSEASON EVENT MEDIA

### Sec. 1) BACKGROUND

- a) The KHSAA strives to assist the media in a professional and timely manner to help facilitate coverage of high school athletics.
- b) The KHSAA Media Policies and Guidelines were established with that in mind, and were put in place as a helpful reference for media outlets across the state.

### Sec. 2) OBTAINING PRESS CREDENTIALS

- a) Credentials to each KHSAA state championship event are issued by the KHSAA to working members of the media that regularly cover high school athletics, for the purpose of covering the events.
- b) Credentials grant the bearer, and only the bearer, access to KHSAA championship events, and are non-transferrable.
- c) Credentials must be requested prior to the established deadline for each sport through the online credentialing system ([credentials.khsaa.org](http://credentials.khsaa.org)).
- d) Credentials should be requested by the sports editor/director for all members of his/her organization needing to attend an event.
- e) Credentials for freelance photographers and stringers must be requested by the sports editor/director at the outlet the freelancer will be representing.
- f) No credentials will be issued outside of the online credentialing system.
- g) The KHSAA reserves the right to limit the quantity of credentials issued to media outlets when space is at a premium.
- h) Failure to adhere to the KHSAA policies and guidelines, as well as unauthorized use of the media credential, will result in the revocation of the credential and non-issuance of future passes.

### Sec. 3) COMMERCIAL MEDIA

- a) KHSAA media credentials will be issued to the state's recognized media outlets under the following conditions:
  - (1) Credentials will be provided to established and recognized media outlets that cover high school athletics on a regular basis (including, but not limited to, timely reports of regular season competitions);
  - (2) No athletic recruiting organizations or media outlets that can be construed as recruiting publications will be credentialed;
  - (3) Media passes will not be issued to persons under 18 years of age (with the exception of a School Media Pass);
  - (4) Passes may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, including transferring a credential to someone other than its intended recipient, or using the pass to help others gain access to an event. A credential grants the bearer, and only the bearer, access to KHSAA events, and does not include admission for children and family members;
  - (5) Media members are expected to act professionally and objectively at all times. Cheering or cheerleading during an event is strictly prohibited and can result in removal from the press area;
  - (6) At any time, the KHSAA may request proof of a media outlets' legitimacy. To help the KHSAA protect access to its events, media members applying for credentials may be asked to provide samples of their work as well as information such as circulation numbers (newspapers/magazines), Arbitron Ratings numbers or similar information (broadcast), page views/hits (online entities);
  - (7) Freelance photographers not working for a media outlet will be treated as Commercial Photographers, and will only gain access to an event by paying the media rights fee for the event in question;

### Sec. 4) SCHOOL MEDIA

- a) Each team advancing to a state championship event can be represented by one (1) radio broadcast team.
  - (1) The station originating the broadcast will be subject to a Radio Rights Fee, which is paid online as part of the online credentialing system and must be paid prior to the event.
  - (2) The school advancing to the state championship event will designate to the KHSAA which radio station is permitted to broadcast its game.
  - (3) Radio stations not permitted to originate a broadcast at

the football, basketball or baseball championships can make arrangements with the Association to carry the KHSAA Network feed via the KHSAA online streaming partner.

- (4) A radio station not chosen to broadcast by the participating school may apply for an auxiliary credential.

- (5) Radio stations not permitted to originate a broadcast at the football, basketball or baseball championships can make arrangements with the Association to carry the KHSAA Network feed.

- b) Schools are permitted one (1) School Media Pass at each championship event, which is limited to students or full-time staff members at the participating school.

- (1) Each school that is represented by a team or individual at a state championship event is permitted one School Media Pass.
- (2) The use of the School Media Pass is restricted to students or full-time staff members at the participating school.
- (3) The School Media Pass can be used for non-commercial photography, student journalism and/or video production.
- (4) Professional photographers are not permitted to gain access to a state championship event by using a school pass.
- (5) The School Media Pass must be requested in advance of the start of the championship using form S1103, which can be downloaded off the KHSAA website.

### Sec. 5) COMMERCIAL PHOTOGRAPHERS

- a) Photographers not covering a state championship event for an established media outlet (either as full-time staff members or as free-lancers) will be subject to a Media Rights Fee to gain access to the event.
- b) The Media Rights Fee must be paid online by the applicant in advance of the event. A link to the online payment system is automatically generated by the online credential system, and sent to each applicant by the system via email.

### Sec. 6) TEAM RADIO BROADCASTS

- a) Each team advancing to a state championship event can be represented by one (1) radio broadcast team.
- b) The station originating the broadcast will be subject to a Radio Rights Fee, which is paid online as part of the online credentialing system and must be paid prior to the event.
- c) As part of the Radio Rights Fee, a phone line will be provided for each radio broadcast team at the championship venue.

### Sec. 7) PHONE/DATA SERVICE AT CHAMPIONSHIPS

- a) The KHSAA provides wireless internet access for working media members at each of its state championship events.
- b) Arrangements for phone lines for radio broadcast teams are made by the KHSAA and provided as part of the Radio Rights Fee.
- c) Any media member needing phone or data service above and beyond what is normally provided, should contact the KHSAA well in advance of the championship event.

### Sec. 8) FACILITY MANAGEMENT

- a) The KHSAA is responsible for all media accommodations and operations at state championship events.
- b) These services include arrangements for press seating, designated interview areas, statistical data and internet service, among others.

### Sec. 9) LOCKER ROOM ACCESS

- a) The KHSAA has a closed door policy in respect to locker room access at its championship events.
- b) No media members are permitted inside a team's locker room to conduct interviews.
- c) This includes media members who obtain a team/participant pass at a state championship event.

### Sec. 10) KHSAA RADIO NETWORK/KHSAA.TV/NFHS NETWORK

- a) The KHSAA has developed a network for both radio broadcasts and video webcasts.
- b) The KHSAA holds the rights to all broadcasts at the state level, but permits participating teams to have one (1) radio station originate its own broadcast as detailed in Section 4.
- c) The KHSAA Radio Network originates broadcasts at all football, and basketball championships, and specific games that volleyball, softball and baseball championships.
- d) Video webcasts produced by the KHSAA may be delayed at the discretion of the KHSAA.
- e) The KHSAA is a contributing partner to the NFHS Network.

f) If video is produced by the KHSAA, following the conclusion of a championship event, videos will be available for on-demand viewing, and DVD copies will be made available for consumer purchases.