



# Idaho High School Activities Association

## Media Policy and Guidelines

The IHSAA acknowledges the responsibilities of legitimate news gathering media representatives in covering and reporting from IHSAA-sponsored tournaments. We recognize the interest and promotion generated by media coverage and the recognition given to the achievements of school teams and student-athletes. Therefore, the IHSAA has established regulations and guidelines to assist media with the requesting/issuing of working media credentials, the use of equipment by news gathering media and IHSAA property rights for State Tournament competitions.

Any non-editorial, commercial or other unauthorized use of any transmission, internet stream, photo, image, film, videotape, audio tape, any play-by-play depiction or description of any competition and/or game action and/or any non-editorial or commercial use of any team school name or logo, is prohibited without written consent of the IHSAA.

## Media Credential Conditions

Media credentials are available only for the news and editorial purposes of legitimate news-gathering organizations, which are media organizations engaged in the regular gathering and timely publication or transmittal with editorial oversight of original, objective news coverage of current events of general interest to the communities served by those organizations. Newsgathering organizations eligible for media credentials include, but are not limited to, traditional media organizations such as newspapers, radio stations, television stations, wire services, Internet organizations and pool reporters meeting these criteria. Media of a personal, recruiting or rankings nature, or whose demographic audience are fan-based or focused primarily on one school or a small number of schools do not qualify as news-gathering organizations for purposes of media credentials.

1. Credentials are issued by the IHSAA to media organizations to provide access for an individual or individuals who have a legitimate working relationship with a legitimate newsgathering organization (as defined herein) in connection with the event for which the credential is issued.
2. Media credentials and accommodations for State Tournament competitions are not transferable or for sale or resale under any circumstance.
3. Requests for credentials must be made in accordance with IHSAA policies through a legitimate newspaper, radio/TV station, magazine, Internet site or other recognized news-gathering organizations. Credentials are reserved for adult members of the media only. The IHSAA reserves the right to request company letterhead when determined necessary to verify credential requests.
4. By accepting the use of an IHSAA credential, the media organization, its personnel and agents, together agree the bearer of the credential is performing a legitimate working function in attending the event. The credential is for use only in connection with the bearer's news and editorial coverage of the event.
5. No credential requests or accommodations will be approved for persons not employed on staff or as freelance by contract of a legitimate media organization. Credentials SHOULD NOT be requested for and will not be granted to coaches, former coaches, family of media, friends of media, or family or and friends of participants not employed by the requesting media organization.
6. The IHSAA retains the right to confiscate and deny future credentials to any media organization or individual not adhering to IHSAA policies or rights fees stated in this manual. Media organizations that violate credential policies are subject to legal liability, as well as all costs incurred in enforcing the terms of these policies, including but not limited to reasonable attorney fees.
7. Exclusive video streaming broadcast rights of State Play-In and IHSAA sponsored State Tournament events are contracted through the NFHS Network. Permission for cable operators, newspapers, radio stations, television stations or Internet sites in relation to video streaming broadcast of State Play-In and IHSAA sponsored State Tournament events must be done by contacting NFHS Network. Credentials will not be granted to media not receiving clearance from the IHSAA through NFHS Network.
8. Exclusive internet audio streaming broadcast rights of State Play-In and IHSAA sponsored State Tournament events are contracted through IdahoSports.com. Permission for cable operators, newspapers, radio stations, television stations or Internet sites in relation to audio streaming webcast of State Play-In and IHSAA sponsored State Tournament events must be done by contacting Paul Kingsbury at IdahoSports.com. Credentials will not be granted to media not receiving clearance from the IHSAA through IdahoSports.com.