Media Policy
Media Only

1.1. Visual Image Policy:

1.1.1. By virtue of participating in athletic events at NCISAA member schools, student athletes might be photographed by spectators or others.

1.1.2. In allowing their child(ren) to participate, parents accept that their child(ren) 's image may be captured and even published without further express permission.

1.1.3. Such publication may or may not include further identification of the student.

1.2. General:

1.2.1. These Media Policies and procedures set forth the policies promulgated by the North Carolina Independent School Athletic Association (NCISAA) concerning the release of information about NCISAA business and activities, the issuance of media credentials and broadcast rights for radio, television and other media to NCISAA playoff, championship and other special events (described herein as "NCISAA events" or "NCISAA-sponsored events"), as well as general operating procedures for news media at NCISAA events. School administrators, print editors and broadcast directors should carefully review these policies and procedures applicable to their organization.

1.2.2. NCISAA reserves the right to amend this policy at any time and in any manner deemed necessary.

1.2.3. No exception to this policy may be made by a media outlet, host school, athletic director, Head of School or contest manager except by written permission of the NCISAA.

1.3. Copyright/Ownership Rights:

1.3.1. Unless otherwise agreed to in writing by the NCISAA, NCISAA is the owner of the rights to and the copyright holder of all NCISAA audio-visual work, which includes all still photographs taken of NCISAA events, all film, videotape and audiotape of NCISAA events and the live audio and visual broadcasts of NCISAA-sponsored events.

1.3.2. Still photography, filming, videotaping and audio recording is prohibited at NCISAA events, except as expressly and specifically authorized by the NCISAA.

1.3.3. All video, broadcast and title rights for NCISAA-sponsored events are the exclusive property of the NCISAA.

1.3.4. The selling or redistribution of photographs, film, videotape and audiotape from NCISAA events for personal or commercial gain is strictly prohibited without the express written permission of the NCISAA, and discovery of any unauthorized distribution will result in the revocation of credentials and/or possible civil damages.

1.4. Providing Information to the Media:

1.4.1. Playoff pairings for each NCISAA team sport will be posted on the NCISAA website immediately after such pairings have been completed and verified by the NCISAA.

1.4.2. The NCISAA will not comment about any eligibility situation prior to it being resolved within the framework of its rules and regulations. At no time will the NCISAA divulge personal details of the eligibility situation that might compromise the privacy of the student-athlete involved.

1.5. Policy for Photography, Film, Video and Audio at NCISAA Sponsored Events:

1.5.1. **Media:**

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

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

1.5.1.3. The filming or taping of the majority of an NCISAA event is prohibited, unless prior approval is secured. The media outlet may not air a total of more than three (3) minutes of footage and any such footage must include visual credit to the NCISAA and the championship rights holder, if any.

1.5.1.4. 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 NCISAA requests for use by NCISAA.

1.5.2. **Flash Photography:**

1.5.2.1. The use of electronic flash equipment, other than a strobe flash, is prohibited at all indoor NCISAA events.

1.5.2.2. The NCISAA and officials covering an NCISAA event reserve the right to have strobe flashes removed from indoor NCISAA events at their discretion.

1.5.3. **Photographers in Bench Area:**

1.5.3.1. The presence of any type of photographer (video or still) in the bench area, for any sport, is strictly prohibited.

1.5.3.2. No media personnel shall communicate in any way with persons in the team area or coaching box.

1.5.3.3. The NCISAA prohibits photographers (video or still) from stopping and shooting behind the bench area.

1.5.3.4. In no event may a photographer interfere with a game play, and the NCISAA reserves the right to revoke a photographer's credential at its sole discretion if it believes the photographer is interfering with the game.

1.5.4. **Media Area/Press Box:**

1.5.4.1. Unprofessional conduct or "cheering" in the working news media area at NCISAA events will not be permitted.

1.5.4.2. Children are not permitted in the working news media area without written permission from the NCISAA.

1.5.4.3. These areas will be maintained to offer a working atmosphere conducive to productivity and concentration.

1.5.4.4. Violation of this regulation may result in loss of credentials and ejection from the news media area.

1.5.5. **Distribution of Materials/Publications:**

1.5.5.1. Unless prior written approval is given by the NCISAA, no media outlet may distribute publications or print outs on the premises of an NCISAA event, whether before, during or after a game.

1.5.6. **No Review:**

1.5.6.1. Still photographs, films, videos or audio tapes may not be used to review decisions of game officials at any live contest.

1.6. Live Television & Internet Streaming:

1.6.1. **Television:**

The NCISAA holds the rights to over-the-air distribution of all contests whether by cable, satellite or other means tantamount in nature to traditional television broadcasts. Live television broadcasts may be permitted during the playoffs provided certain conditions are met.

1.6.1.1. Any station seeking to broadcast via the above methods must receive written permission from the NCISAA.

1.6.1.2. If the school agrees to the broadcast, the requesting outlet will be given approval to broadcast the contest after payment has been remitted to the NCISAA at least one week (5 business days) prior to the contest.

1.6.2. **Internet video streaming:**

1.6.2.1. Internet video streaming of post-season contests is regulated by NCISAA rules.

1.6.2.2. During the playoffs, any request for video streaming broadcast must be submitted to the Association.

1.6.3. **Minimum Video Streaming Fee:**

1.6.3.1. The NCISAA requires all entities broadcasting contests via Internet video streaming to pay a minimum fee for the broadcast to the NCISAA prior to the contest.

1.6.3.2. During the postseason for a football game - the minimum fee is $250, for basketball and soccer - the minimum fee is $150.

1.6.3.3. For questions concerning broadcasts in the playoffs, please contact the NCISAA office for details.

1.7. Credentialing Policies & Procedures:

1.7.1. **General:**

1.7.1.1. Requests for media credentials for a NCISAA event must be submitted in writing via email to the NCISAA State Office (info@ncisaa.org), at least one week prior to the start of the event.

1.7.1.2. It is the responsibility of the individual to confirm that his or her request has been received.

1.7.1.3. The issuance of all media credentials to NCISAA events is at the sole discretion of the NCISAA staff.

1.7.1.4. Submission of a credential request does not guarantee a representative a media credential.

1.7.1.5. All requests will be reviewed and must be approved by the NCISAA staff.

1.7.1.6. The NCISAA will notify any individual whose request has been denied.

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

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

1.7.1.7.2. Previous coverage of NCISAA events;

1.7.1.7.3. The date of receipt of the media outlet's request for credentials; and

1.7.1.7.4. Media outlets that report original and unique content.

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

1.7.1.8.1. Media that is statewide in scope (wire services, regional television, etc.);

1.7.1.8.2. Media that covers their hometown competing teams (daily newspapers, weekly newspapers, radio stations, television/cable stations, etc.);

1.7.1.8.3. Media which covers the site of the host facility (daily newspapers, weekly newspapers, radio stations, television/cable stations, etc.); and

1.7.1.8.4. All other media (internet sites, specialty publications).

1.7.1.8.5. 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.

1.7.1.8.6. 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 playoffs. All other out-of-state media organizations must explain the necessity for their coverage of the event.

1.7.1.8.7. Media representatives who receive credentials to a NCISAA 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.

1.7.1.8.8. Unless otherwise approved in writing by the NCISAA, credentials will not be issued to commercial photographers.

1.7.1.8.9. 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.

1.7.1.8.10. Media credentials to a NCISAA 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 not 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 the NCISAA 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.

1.7.1.8.11. Credentials, once issued, remain the property of the NCISAA and are subject to revocation and confiscation at the discretion of the NCISAA 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 whom the credential is issued. Any media outlet whose representative has a credential revoked for any reason is subject to being denied credentials to future NCISAA events.

1.7.1.8.12. 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:

1.7.1.9. **Conditions Placed on Use of NCISAA-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 the NCISAA who has a legitimate working function in connection with this NCISAA-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:

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

1.7.1.9.2. 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 NCISAA. The selling of news and editorial content or photographs/electronic images is exclusive to the NCISAA and/or any other company so designated by the NCISAA.

1.7.1.9.3. The accredited media organization and bearer shall indemnify, defend and save harmless the NCISAA, 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:

1.7.1.9.3.1. 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;

1.7.1.9.3.2. 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;

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

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

1.7.1.9.4. Irrevocable permission is granted to the NCISAA 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.

1.7.1.9.5. Bearer assumes all risk and danger incidental to this NCISAA event, whether occurring prior to, during or after the event, and

releases the NCISAA and all agents thereof from any and all liabilities resulting from such event.

1.7.1.9.6. This credential is the property of the NCISAA and may be revoked at any time at the sole discretion of the NCISAA and will automatically terminate if any term hereof is breached. In cases deemed unique by the NCISAA, these policies and any other NCISAA 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.

1.7.1.9.7. Acceptance of this credential constitutes agreement by the bearer and his or her organization to abide by the foregoing conditions, other NCISAA media policies, as well as guidelines established for the conduct of media representatives at this NCISAA event.

1.7.1.10. **Newspapers:**

1.7.1.10.1. 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.

1.7.1.10.2. 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. Requests for more than the above allotment will be at the discretion of NCISAA Staff.

1.7.1.10.3. NEWSPAPERS WITH NO VESTED INTEREST IN THE EVENT MAY BE DENIED CREDENTIALS.

1.7.1.11. **Radio Stations:**

1.7.1.11.1. Radio stations not providing a live broadcast of the event will be limited to one (1) credential. Requests for more than the above allotment will be at the discretion of NCISAA Staff.

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

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

1.7.1.12. **Television:**

1.7.1.12.1. Television stations may reserve no more than two (2) credentials. Requests for more than the above allotment will be at the discretion of NCISAA Staff.

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

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

1.7.1.13. **Internet Sites/Magazines:**

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

1.7.1.13.2. Requests will be considered on an individual basis and will be issued at the discretion of the NCISAA.

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

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

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

1.7.1.13.3.3. 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.

1.7.1.13.4. 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.

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

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

1.7.1.14. **Credentialing Process:**

1.7.1.14.1. All media are required to follow a credentialing process through the NCISAA State Office. Request forms are available on the NCISAA website.

1.7.1.14.2. Once approved, credentialed media will be listed on the NCISAA ADMIN portal. Member school administrators should comply with this list when hosting any postseason contests.

1.7.1.14.3. Member schools administrators should refer all postseason credential requests to the NCISAA State Office. During the regular season, member schools may manage the media independently.

1.7.1.15. **Recruiting Services/Scouts:**

The NCISAA does not issue media credentials to recruiting services or scouts.

1.8. Drone Policy:

1.8.1. The use or possession of unmanned aircraft or aerial systems (UAS), also known as drones, is prohibited for any purpose by any person or entity at any NCISAA post-season tournament events or venues. An exception to this policy may be granted in writing by the NCISAA Executive Director to law enforcement, public safety agencies, NCISAA media partners, or other entities or individuals.

1.8.2. This prohibition applies to the area above and upon all spectator areas, fields of play, courts, arenas, stadiums, mats, gym floor or pool, practice facilities, parking areas, and includes a ban on the entire facility or property being used as part of the NCISAA event.

1.8.3. For purposes of this policy, a UAS is any unmanned airborne device or aircraft. The NCISAA reserves the right to refuse admission to anyone possessing, operating, or attempting to operate a UAS or to request the immediate removal of any person using or attempting to use a UAS in violation of this policy.

1.8.4. **Regular Season Events:** The NCISAA does not regulate the use of UAS above or upon the property or facilities of NCISAA member host schools during regular season events.