Media Policy
(NCISAA Member Schools)

1. Visual Image Policy:

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

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.

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

2. Filming Games:

2.1. No school may record video of any contest in which it is not actively playing.

2.2. Any NCISAA school found in violation of this rule will be fined up to $1000.

3. General:

3.1. 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.

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

3.3. 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.

4. Live Television & Internet Streaming:

4.1. **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.

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

4.1.2. 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.

4.2. **Internet video streaming:**

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

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

4.3. **Minimum Video Streaming Fee:**

4.3.1. 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.

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

4.3.3. All other contests – the minimum fee is $100.

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

5. Copyright/Ownership Rights:

5.1. 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.

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

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

5.4. 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.

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

6.1. **Participating Schools:**

6.1.1. Representatives of participating schools are authorized to take still photographs at NCISAA provided the representative receives proper photography credentials.

6.1.2. Representatives of participating schools are authorized to film, videotape and audiotape at NCISAA events provided the representative receives proper photography credentials.

6.1.3. 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 the NCISAA.

6.2. **Spectators:**

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

6.2.2. 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.

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

6.2.4. **Live streaming of NCISAA events through social media or other internet-based technology by spectators is strictly prohibited.**

6.2.5. In no event may a spectator interfere with a game play or violate this policy. The NCISAA and/or school representatives reserve the right to ask any spectator to leave the game/facility in the event they violate this aforementioned policy.

6.3. **Flash Photography:**

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

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

6.4. **Photographers in Bench Area:**

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

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

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

6.4.4. 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.

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

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

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

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

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

6.6. **No Review:**

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

7. Credentialing Policies & Procedures:

7.1. **Credentialing Process:**

7.1.1.1. All media are required to follow a credentialing process through the NCISAA State Office.

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

7.1.1.3. 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.

7.1.2. **Participating School Representative:**

7.1.2.1. 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 NCISAA event.

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

7.1.3. **High School Student Photography/Journalism:**

7.1.3.1. 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 NCISAA event.

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

7.1.3.3. School advisors/administrators must make a credential request to NCISAA State Office (info@NCISAA.org), at least one week prior to the start of the Championship according to the established deadlines.

7.1.3.4. Students granted credentials are expected to adhere to all NCISAA regulations, may be subject to further regulations as determined by the

NCISAA and lose credentials and be ejected from the tournament contest should these regulations be violated.

7.1.3.5. Schools may not request credentials for for-profit businesses and no school contracts for photography needs will be honored at NCISAA events.

7.1.3.6. 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.

7.1.3.7. While recognizing the value of providing educational opportunities for students at its member schools, the NCISAA will make all efforts to accommodate student media outlets.

7.1.4. **Recruiting Services/Scouts:**
The NCISAA does not issue media credentials to recruiting services or scouts.

8. Drone Policy:

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.

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.

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.

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.