AIA ARIZONA INTERSCHOLASTIC ASSOCIATION™

OUR STUDENTS, OUR TEAMS . . . OUR FUTURE.

Arizona Interscholastic Association Media Policies

The AIA is very thankful for all the coverage media outlets across the state give the deserving student-athletes, coaches, administrators, schools and communities. The following policies will give guidance to those outlets and individuals who take the time for these endeavors.

This is high school -- not the collegiate or professional ranks. And these are teenagers who mostly play the sport for fun, as approxiately 5% of high school athletes get to compete at the next level. The benefits of playing in the high school realm focuses on teamwork, skill building, participating as an extension of the classroom, and students enjoying the sports they love with friends. These are the tenets of education-based athletics. The AIA cares as much about the last player off the bench as it does the team's five-star prospect.

As a member of the media you are expected to be professional at all times and follow local rules. While the AIA governs championships across the state, the athletic director at each school is ultimately the person in charge of all aspects of their programs. Their rules, as well as the AIA's, must be adhered to at all times.

You, as members of the media, are at AIA events to cover them from a non-biased standpoint. Wearing school colors and logos, cheering, and criticism of game play and officials is not tolerated and not allowed at postseason events. In addition to the student-athletes not participating in a professional setting, neither are the officials, many of whom only handle high school competitions. In many cases they are new to the profession and gaining experience as they work the events.

The AIA is available year-round to aid in the media's ability to provide top-tier quality coverage of these outstand athletes and programs.

Director of Media Services
spolansky@aiaonline.org
O: (602) 385-3831

AIA ARIZONA INTERSCHOLASTIC ASSOCIATION™

OUR STUDENTS, OUR TEAMS . . . OUR FUTURE.

NOTE: Rights to the regular season belong to the member schools. All rights to the postseason belong to the AIA and its partners.

1 REGULAR SEASON BROADCASTING

1.1 Rights for radio broadcasts, telecasts, and internet broadcasts for regular season contests in all sports are held by the home/host school. Outlets wishing to broadcast, telecast, or webcast a regular season contest should contact the athletic director or athletic department designee of the home/host school to secure rights and make arrangements.

1.2 Member schools may refuse an outlet's request to radio broadcast, telecast, or internet broadcast of a regular season contest.

2 POSTSEASON BROADCASTING

2.1 An outlet wishing to broadcast a contest in the AIA postseason must request and be granted rights by the AIA prior to originating or accepting feed of such a radio broadcast, telecast, or internet broadcast per the guidelines specified on the AIA Media Rights Agreement online submission form.

2.1.1 The AIA postseason begins with sectional tournaments in "Individual" sports and the first round listed on a "State Championship" bracket in "Team" sports. Region Tournaments and Conference Play-In Tournaments are considered part of the regular season and are subject to the terms listed in Article 1.

2.1.2 The AIA reserves the right to grant exclusive rights to broadcasts for AIA postseason events to media partners, NFHS Network affiliates or groups, or approved providers.

2.1.3 The AIA will not grant blanket broadcast rights to an outlet which intends to follow a school, until it is eliminated, through each level of an AIA postseason tournament. An AIA Media Rights Agreement must be filled out for each contest the outlet wishes to broadcast.

2.2 The outlet shall agree to hold the AIA and its member schools harmless due to any injury to person or property on the premises. The outlet shall further agree to assume all responsibility for any damages which are a direct result of the activities of the broadcast. The outlet shall also agree to defend all claims made against the AIA or its member schools for damages caused by the outlet of any nature.

2.3 Authorized working personnel employed by an outlet which has been approved to broadcast an AIA postseason contest will be admitted to the facility without charge upon presentation of proper identification and AIA approved media rights. Host school/sites must notify the AIA seven (7) days before the start of postseason play if they have banned any broadcasting outlets from their campus or venue.

2.4 The use of footage by an outlet granted broadcast rights is limited to complete playback of the contest(s) for which it was approved, or for the use of excerpts for regularly scheduled newscasts. Any other use of the verbal description and/or video account of the contest(s) must be approved in writing by the AIA.

2.5 The outlet must not sell, loan or give away any part of the footage shot, and must use it only for the purpose set forth above unless permission for its use otherwise is granted in writing by the AIA.

2.6 The AIA has the right to deny any outlet from radio broadcasting, telecasting, or internet broadcasting a postseason contest without cause, except when otherwise stated in agreements between the AIA and official media partners.

2.7 The host school/site should cooperate with news media representatives in providing them access to a work area following a contest to aid in filing reports. The head coach of each competing team is encouraged to cooperate with the news media by participating in interviews as quickly as possible following the conclusion of the contest and providing contest statistics/results if available. Participation by athletes in interviews is voluntary and at the discretion of the head coach.

2.7.1 At neutral site/postseason contests operated by the AIA, areas for interviews may be provided by AIA staff. Statistics/results may be provided by the host school or venue, and possibly the AIA, if applicable. Media accommodations shall be established in the agreement between the AIA and the host organization.

2.7.2 Media representatives cannot enter the area of competition and no interviews can take place during the awards ceremony or any other official action following a state championship contest until the ceremony or action is completed and partricipants have been moved to an area to accomodate merdia coverage.

2.7.3 Media representatives must interview student-athletes within eyesight of the competition area and not allowed to conduct interviews in locker room/dressing room areas (Article 5), hallways outside the competiion area, under the bleachers or seating areas, inside other official team/school buildings, or any other area that removes a student-athlete from a visual perspective of the competion space.

2.7.4 Filming may not take place in any team huddles, boxes or any other location considered “in play” within the competition area.

3 CREDENTIALS

NOTE: All references to “credentials” in this section only apply to AIA media credentials.

The following entities will not be granted credentials: A) Social media platforms; B) Independent or commercial photographers/videographers, freelancers, or stringers; C) Internet sites in which the majority of the content is personal in nature (such as a diary, blog, fan-based, chat rooms, forums, etc.) rather than edited news content; D) Internet sites associated with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates, or any other advertising considered in poor taste or not in compliance with the mission of interscholastic athletics as determined by the AIA; E) Internet sites developed solely to list/profile/rank recruiting prospects or teams, scouts and scouting services, or any organization connected to NIL initiatives; F) Internet sites that charge for content in whole or for a majority percentage of it; G) Any for-profit venture that directly charges student-athletes or their families for content, coverage or products. The AIA reserves the right to determine if a website falls into any of these categories or how much content would need to be free for consumers.

Internet sites desiring media credentials must have a demonstrated record of regular, sustained coverage of high school sports, which should include (but not limited to): A) Publishing game scores, stories and statistics in a timely basis; B) Streaming audio, video or other content of contests in a real-time basis; C) Publishing feature stories about high school sports teams, coaches and student-athletes; D) Conduct video interviews and podcasts that include interviews with representatives of member schools; F) Include quotes from participants and/or administrators in writen material to demonstrate trust in the outlet from the schools for outlet’s employees to be in non-public areas with student-athletes and school representatives.

3.1 An outlet must ensure all members of the organization are properly credentialed by the AIA while on assignment at AIA member schools and events. It is recommended that credentials be worn and visible at regular season events, and are required at postseason events.

3.1.1 Schools/host sites have the right to deny any non-credentialed media entity for a regular season contest and are required to deny any non-credentialed media entity for a postseason contest.

3.1.2 The AIA recommends schools/host sites allow entry to any properly credential media entity for a regular season contest and are required to allow entry to any properly credentialed media entity for a postseason contest. Media placement at postseason venus will be at the discretion of the site administrator or AIA officials.

3.1.3 AIA member schools own the rights to the regular season and can allow or deny anyone into their facilities at their discretion.

3.2 A media outlet granted the opportunity to receive credentials for its staff members must ensure all said individuals are lawful to work in the state of Arizona and in close proximity of schools and students. Failure to make this assurance will result in the immediate revocation of the outlet's credentials.

3.2.1 Non-legacy, non-traditonal and "new media" outlets may be asked to have all potential credential holders to appear in person at the AIA office for an informational session regarding AIA rules regulations and best practices prior to receiving credentials.

3.3 A media outlet granted the opportunity to receive credentials for its staff members are required to have all said individuals acquire a Fingerprint Clearance Card through the State of Arizona Department of Public Safety or background check through a reputable third party. Each online entry for credential creation will have a location for the individual to have their approved IVP or clearance number and expiration date entered within the AIA dashboard accessed by media outlet managers and editors. Any individual in possession of an AIA media credential at an event that does not have proper clearance, or had their clearance expire or revoked, will result in the immediate revocation of the outlet's credentials. The outlet and/or the outlet's individuals will be responsible for all fees incurred.

3.3.1 High school students aged 18 years or younger are exempt from this requirement. Outlet managers who request credentials for high school students are required to have a letter of approval or recommendation from the student's school's principal or athletic director indicating the student is in good standing with their own administration and would be allowed media access at their own events. It will ultimately be the responsibility of the outlet's manager to upload this document into the credential request portion of the AIA's online system.

[See Page 5 for how to get started with obtaining a background check]

3.4 Media outlets previously approved by the AIA for credential system access that have not ordered credentials for two consecutive years will be removed from the system and must reapply for further access.

3.5 Media outlets or individuals previously approved by the AIA as credential holders but had the privilege interrupted for any reason are not guaranteed credentials in the future.

3.6 All media outlets are subject to an annual audit or review for proof of sustained coverage of high school sports as per the introductory notes in Article 3.

AIA ARIZONA INTERSCHOLASTIC ASSOCIATION™

OUR STUDENTS, OUR TEAMS . . . OUR FUTURE.

How do I get started for a background check?

FINGERPRINT CLEARANCE CARD

You can obtain your Fingerprint Clearance Card by going through Arizona Department of Public Safety (DPS), Crimshield or any reputable third party company not listed here. These are the AIA recommended organizations and are also used for officials registration.

Arizona DPS
Valid for 6 years

- Can take up to several weeks
- Fingerprinting required – AZ Livescan Locations

Apply Online

Crimshield
Valid for 2 years

- Typically 3-5 days turnaround
- Crimshield is an online background check

Apply Online

1. *Apply for a New Clearance Card*
2. *Select IVP*
3. *Create an Account*

4 ACCESS TO COMPETITION AREA

4.1 Media representatives are not permitted in the competition area at any time until the event has concluded and winners have been determined. Competition areas include, but are not limited to, the field of play, playing court, team boxes, benches and huddles, dugouts, etc. Additional post-event restrictions may apply at the determination of the AIA.

4.1.1 It is recommended that all members of the media contact the host school administrator prior to any on-site coverage of practice or competition.

5 ACCESS TO LOCKER/DRESSING ROOMS

5.1 The AIA operates under a closed locker room policy at all events year-round. At no time will media representatives be granted this access without written permission on official letterhead from the principal at the affected school(s) no later than three (3) days before the event. Warm-up and team meeting areas are considered extensions of locker/dressing rooms.

6 ACCESS TO OFFICIALS

6.1 Media representatives are not permitted to contact contest officials at any time during a regular season or AIA postseason event. This includes locker room/dressing areas, within the area of play, any area in which the official must pass, or after the event as the officials are leaving. Access to contest officials is only granted after approval by the AIA and may not take place during an event.