Media Guidelines & General Policies -- SPRING

NIAA Nevada State High School Championships, presented by the Las Vegas Review-Journal

1. The official name(s) of sanctioned high school state championship events in Nevada is the:

   "NIAA (Class) Nevada State High School (Boys/Girls) (Sport) Championship(s), presented by the Las Vegas Review-Journal."

   The NIAA encourages you to use this title in all state print and broadcast works. Thank you.

2. Please contact Donnie Nelson, NIAA Assistant Director / Sports Information Director, at 775-688-6464 at least one week in advance of all NIAA Nevada State High School Championships, presented by the Las Vegas Review-Journal, to reserve a work station (work room with fax / phone line, plug / outlet) and/or an assigned seat on press row. Please be advised phone lines may not be available at some facilities.

   Please let the NIAA know of any accommodations you will need at outlying facilities to be used during NIAA league/region/state championship events. Please be advised seating accommodations, radio tables (phone lines) and/or media work rooms may not be available at some league/region tournaments.

   * No advance notice need be given regarding attendance at the state boys golf, boys volleyball, track & field and/or swimming & diving championships. However, please make the NIAA aware of any special needs you or your company may have.

3. You must display a Press Pass to sit on press row or gain entrance into the media work and reception rooms at some events. The Press Pass will be distributed directly to you during the regular season.

4. Updates and results will be available during tournament play. Please let the NIAA know what results you want and the time your company will need them by. If you cannot attend but would like results from a particular event, please call the NIAA office and request to be put on that event's fax list.

5. Official tournament programs, media guides and promotional items will be available from the NIAA at the state championship events.

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NIAA League/Region Championships

1. Press Passes will be honored for admittance into the facility and on press row. Please contact the NIAA representative (i.e.: the tournament director) at the site to get a program, results and a work station. If you cannot attend but would like results from a particular event, please call the NIAA office and request to be put on the event's fax list.

Media Credentialing Procedures

The process and procedure for obtaining working press/photo credentials to any and all NIAA events are outlined in the following information.

The NIAA now issues only one credential for both regular- and post-season events – the Press Pass. It is the responsibility of the Sports Editor/Director at each company to apply for the passes and distribute them to staff members.

All passes will be issued to a specific name. These requests will only be accepted by mail, e-mail or fax using the appropriate form (Media Credential Application). *A media outlet must request the Media Credential Application.* Phone requests will NOT be honored for those persons requesting Press Passes the week of a state championship event.

Press Pass: This working credential is issued for the purpose of providing facility, work station and media reception room access/admission to a staff member of an accredited news agency who has a legitimate working function in connection with an NIAA events.

Press Passes are issued only to newspapers, radio stations, television stations, web sites, magazines, and newsletters that regularly cover NIAA activities. The NIAA will accept requests from media outlets desiring a pass for a single event.

NOTE: The NIAA has combined the working Press Pass and photo credential into this single pass. The holder will have access to all areas of the field/court/etc.

<u>INTERNAL AND EXTERNAL COMMUNICATIONS</u>

1. NIAA Bulletin

   A. The NIAA Bulletin is published three times each school year. A set of bulletins is mailed to each principal of an NIAA-member school for distribution to the school's athletic administrator/director, secretary and seasonal sports coaches. Single copies are sent to district superintendents, officials' organizations and news / media companies.

   B. The bulletin is the official organ of the NIAA. Included in the bulletin are a listing of happenings within the association, new by-law interpretations and applications by the NIAA Board of Control, and informational articles of a general nature. Any item in the bulletin may be reprinted without permission of the NIAA.

NIAA Broadcast / Telecast Rights and Fees

The NIAA reserves the rights to radio and television broadcasts and telecasts at all NIAA / Nevada high school post-season events. Permission to broadcast / telecast any and/or all post-season high school evens in Nevada may be granted only by the NIAA Board of Control or its designated agent. Permission to broadcast any NIAA post-season / playoff event by live or delayed radio or television must be granted by the NIAA prior to the event. If more stations request permission to broadcast events than can be accommodated, the first-apply, first-awarded basis will be in effect.

BROADCAST AND TELECAST POLICIES

This policy applies to all activities in which broadcast or telecast rights are either granted by a NIAA-member school during the regular season or sold by the NIAA during a post-season or NIAA State Championship event, respectively.

Regular-Season contests:

A station seeking permission to originate a broadcast or telecast during the regular season in which one or more NIAA-member school(s) participates must apply with the host school of the contest. It is NOT necessary to use the NIAA Broadcast Application form.

League / Region & State Championship playoff games:

It is necessary to use an NIAA Broadcast Application form. Please contact the NIAA to reserve a workstation. Workstations will be reserved on a first-apply, first-serve basis. Submitting the application and appropriate fees to the NIAA office reserves space.

The following fees shall be charged for broadcasting and telecasting events:

4A Region baseball, first round (home site), $100 (one game) (no radio spots)
4A Region baseball, tournament site, $50 per game / $75 per day *
4A Region baseball, championship day, $50 per game / $75 per day *
State baseball, semifinals (site), $75 per game / $100 per day **
State baseball, championship day, $75 per game / $100 per day **

4A Region softball, tournament site, $50 per game / $75 per day *
4A Region softball, championship day, $50 per game / $75 per day *
State softball, semifinals (site), $75 per game / $100 per day **
State softball, championship day, $75 per game / $100 per day **

* Include: Two (2) 30-second radio spots per NIAA "official sponsor" (LVRJ, NIKE, Pepsi)
** Include: Extra two (2) 30-second radio spots for NIAA presenting sponsor during State championship games (L.V. Review-Journal)

NIAA State Championships, Press Packets

The NIAA publishes an official program for each NIAA State Championship event. A press packet, which includes the program and another news media-specific packet, will be available from the NIAA Sports Information Director. The press packet will be available at some state championships.

The NIAA office relies upon personnel at each participating school and various news agencies throughout the state to assist with the gathering of this information.

Team Information for Media-Specific Packet

As a general rule, the following information is requested from each team advancing to the league/region championships:

1. A numerical roster listing each athlete on the team with jersey number, name, position, year in school, height, weight and pronunciation when applicable.

2. End of regular-season statistics for the team and its leading individuals.

3. Game-by-game scores from the regular-season showing the date of contest, opponent, site and final score.

4. Probable starting lineups.

Team Photo for Media-Specific Packet

A team photograph, which includes players, coaches, managers and others and which is accompanied by a printed identification of each person in the photo, may be available upon early request.

NOTE: Administrator photographs, head shots of the superintendent, principal, athletic director, etc., will not be requested unless deemed needed by a news agency. These photos may be black-and-white although color is always preferred.

Coach/Athlete Interviews

Post-game interviews at all NIAA State Championships events may be conducted at any time agreed upon by the head coach and players. Please be courteous to the teams playing the following game and conduct those interviews off the field/court or outside the locker room. Please let the NIAA know if you need assistance locating an athlete or coach.

You may make special arrangements for interviews through the NIAA office.