

2017-2018 SCHOOL YEAR

Once you have completed the Media Credential Form and returned it to the Arkansas Activities Association office your company will received during the 2017-2018 school year the following:

- 2017 High School Football-Volleyball Schedule Book
- 2017-2018 Arkansas High School Sports Record Book
- 2016-2017 High School Review of Sports
- 2017-2018 High School Basketball Schedule Book
- 2017-2018 AAA School Directory
- 2017-2018 Monthly Bulletin (10 issues, e-mail)
- 2017 Weekly Football Standings (e-mail)
- 2017-2018 News Releases (e-mail)
- Regional-State Playoffs/Tournament Brackets will be placed on our website (www.ahsaa.org)
- Keep up with the state's statistic leaders with MaxPreps

ARKANSAS ACTIVITIES ASSOCIATION APPROVED SPOT ANNOUNCEMENTS

NOTE: PLEASE READ THESE FIRST THREE SPOTS IN ORDER AND THEN ANY OF THE OTHER THAT YOU WISH.

THE SCHOOLS PARTICIPATING IN THIS (FOOTBALL PLAYOFF GAME, CONFERENCE OR STATE BASKETBALL TOURNAMENT GAME, ETC.) ARE MEMBERS OF THE ARKANSAS ACTIVITIES ASSOCIATION AS AUTHORIZED BY THEIR SCHOOL BOARDS. THE ADMINISTRATORS OF THESE SCHOOLS HAVE HELPED TO WRITE THE RULES AND REGULATIONS THAT GOVERN PARTICIPATION OF STUDENTS IN COMPETITIVE ACTIVITIES FOR THE SCHOOLS THAT ARE MEMBERS OF THE AAA.

THE ARKANSAS ACTIVITIES ASSOCIATION, WHICH IS SPONSORING THIS (FOOTBALL PLAYOFF GAME, CONFERENCE OR STATE BASKETBALL TOURNAMENT GAME, ETC.) IS A VOLUNTARY, NON-PROFIT EDUCATIONAL ASSOCIATION OF SOME 500 JUNIOR AND SENIOR PUBLIC AND PRIVATE HIGH SCHOOLS OF ARKANSAS. THE REGULATIONS WHICH GUIDE THESE EVENTS ARE ADOPTED BY THE SCHOOLS THEMSELVES AND DETERMINE THE TYPE OF PROGRAM THEY BELIEVE TO BE MOST DESIRABLE FOR HIGH SCHOOL YOUTH.

THE ARKANSAS ACTIVITIES ASSOCIATION IS ONE OF FIFTY STATE ORGANIZATIONS THAT BELONG TO THE NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS. THIS ASSOCIATION FORMULATES POLICIES, GAME RULES AND STANDARDS FOR INTER-SCHOOL COMPETITION. THE SCHOOLS OF ARKANSAS HAVE ADOPTED THESE RULES ON ELIGIBILITY, WHICH CORRESPOND TO THOSE RECOMMENDED BY THE NATIONAL FEDERATION.

THE ARKANSAS ACTIVITIES ASSOCIATION BELIEVES THAT ATHLETES ARE TAUGHT MANY THINGS THROUGH SPORTS. IN ADDITION TO THE SKILLS, THEY LEARN SELF-CONTROL, IDEALS OF FAIR PLAY AND HONESTY, RESPECT FOR AUTHORITY AND FOR OPPOSING PLAYERS. TO LEARN THESE VALUES RESULTS IN MAXIMUM BENEFITS FROM HIS/HER ATHLETIC EXPERIENCES.

THE ARKANSAS ACTIVITIES ASSOCIATION SUPPORTS GOOD SPORTSMANSHIP. ALL SPECTATORS HAVE A RESPONSIBILITY WHILE WATCHING AN ATHLETIC CONTECT BECAUSE THEIR ACTIONS INFLUENCE HIGH SCHOOL YOUTH. IT IS IMPORTANT THAT THEY DISPLAY THE BEST OF SPORTSMANSHIP TO HELP INSTILL PROPER ATTITUDES AND IDEALS IN THESE YOUTH.

THE ARKANSAS ACTIVITIES ASSOCIATION RECOGNIZES THAT ATHLETES REPRESENT MORE THAN THEMSELVES IN ATHLETIC COMPETITION. THEY REPRESENT THEIR TEAM, THEIR FELLOW STUDENTS, THEIR TEACHERS, AND THE COMMUNITY. ATHLETES WHO DISPLAY GOOD SPORTSMANSHIP REFLECT HIGH MORAL STANDARDS.

2017-2018 Media Credential Policy

All media outlets must register with the Arkansas Activities Association before receiving post-season press credentials. Media credentials will be mailed prior to regional and state events, with the exception of the State Basketball Finals, which will be picked up on site.

The Media Credential Working Pass will be issued for the sole purpose of providing facility access to an accredited news agency's salaried employee who has a legitimate working function in connection with a post-season regional/state AAA event. The AAA will issue post-season media credentials to registered members of the Arkansas Press Association, the Arkansas Broadcasters Association and sports related magazines.

The AAA will accept requests for yearlong (school year) credentials to news outlet personnel who cover sports in the fall, winter, and spring. Deadline for requesting is August 31. A photo is required for this credential (no hats or sunglasses).

The credential will be approved only for authorized representatives of the company to which it was issued. It is not transferable. Unauthorized use of that credential shall cause the person(s) and/or company responsible to forfeit future press privileges.

Acceptance of a Media Credential Pass constitutes agreement by the bearer and the organization to which it was issued to abide by the instructions of this notice and that which is placed on the AAA website.

This media policy is for the categories of Newspaper, Radio, Television, Internet, Magazines and School Yearbook/Newspaper Personnel.

Media credentials for Internet sites will be considered on an individual basis. The following Internet sites will not be granted credentials:

- * Personal page Internet site publishers**
- * Agate Internet sites**
- * Sites that do not produce original content on a daily basis are left up to the discretion of the AAA**
- * Paid subscription based Internet sites**
- * Internet sites associated in any way with the promotion of alcohol, tobacco, political election issues/candidates or lewd subject matter as determined by the AAA**
- * Any other Internet site deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the AAA**

Media credentials for Magazines will be considered on an individual basis. Magazines must furnish, upon request, samples of previous issues. The following Magazines will not be granted credentials:

- **Magazines associated in any way with the promotion of alcohol, political election issues/candidates or lewd subject matter as determined by the AAA**
- **Any other magazine deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the AAA**

Member schools must submit a letter from the school's principal requesting media credentials for School Yearbook/Newspaper Personnel for post-season media credentials. This request must be submitted three calendar days prior to the beginning of the event. The credentials are intended for use by students in their school's journalism program and should include newspaper, yearbook and broadcast journalism. Once approved media credentials will be mailed to the school's principal.

High school media credentials will not be considered for parents, booster clubs, spirit groups or other coaches to take pictures or footage of the contest.

Photos taken by school representatives during an event may not be sold or used in any capacity outside of the purpose(s) of their school's yearbook and /or newspaper.

2017-18 Media Passes/Parking:

1. Media Credential Passes are issued only to registered newspapers, wire services (Associated Press), radio stations, television stations, approved internet sites and sports related magazines.
2. The AAA will not issue media credentials to recruiting services or unauthorized websites.
3. The AAA will issue parking passes for state championship event where press parking is available.

NEWSPAPERS:

1. The Media Credential Pass is issued to daily and weekly newspapers. The sports editor of each news agency must complete the Media Registration Form and file it with the AAA office.
2. There are a limited number of passes available to out-of-state newspapers, which must follow the same guidelines as in-state newspapers.
3. Reporters working for a national/state wire service agency such as the Associated Press will be listed under newspaper.

RADIO

1. Signal Media/Signal Radio Network (KABZ-FM, Little Rock) has the Radio Broadcast Rights for the State Football and State Basketball Finals for the 2017-2018 school year.
2. CSN Radio Network (Creative Sports Network of Conway) has the Radio Broadcast Rights for the State Volleyball, State Soccer, State Baseball, State Softball and the AHSCAQ All-Star Games.
3. Radio stations with hometown rights approved by the AAA will be granted approval throughout the post-season if they have met all qualifications and a school administrator has signed off on the broadcast rights form.
4. A radio station with hometown rights cannot share the live or delayed feed with a sister station or any other station, where such feed would interfere with the hometown rights of another station.
5. Multiple radio stations can claim hometown rights only with the approval of a member school. That right has to be in place prior to the start of a school year.
6. Any station with dual companies (radio and television) must register as a dual company and pay separate fees for post-season athletic events.
7. The AAA'S NEW POLICY IS TO HONOR HOMETOWN RADIO BROADCASTS RIGHTS ONLY FOR ALL POST-SEASON BROADCAST.
8. A station without hometown rights will not be permitted to broadcast a final event in football, basketball, volleyball, soccer, baseball, softball and the AHSCA All-Star Games.

TELEVISION

1. Fidelity Communications of Maumelle has the television rights for the 2017-2018 school year.
2. Any television station or cable company wishing to broadcast, on a delayed basis of any regional or state event must have approval of the Arkansas Activities Association if they have met all qualifications and a school administrator has signed off on the broadcast rights form. **In the broadcast policy the term delayed shall be interpreted to mean that a game may be televised no sooner than the day following the contest.**
3. All state tournament games and playoff games (delayed) through the quarterfinals are \$50.00.

4. Semifinal and final games (delayed) at the state level is \$75.00
5. A charge of \$25.00 will be made for each non-commercial delayed broadcast except for a broadcast by a local school district or a television station or cable company that has broadcast one-half of a school's scheduled away games or all of their home games.
6. Fidelity Communications will be the only television station to provide "live" TV coverage of the state championship games.

INTERNET

1. NFHS/PlayOn Sports has the web-streaming broadcast rights for all state championship games for the 2017-2018 school year.
2. There is no post-season fee for AAA Members schools that have signed with NFHS/PlayOn Sports.
3. Any non-broadcasting station wishing to broadcast on the internet any regional or state event must have approval of the Arkansas Activities Association if they have met all qualifications and a school administrator has signed off on the broadcast rights form.

Delayed Broadcast – Fee Per Event

1. All state tournament games and playoff games (delayed through the quarterfinals) is \$50.00 per game
2. Semifinal and final games (delayed) at the state level is \$75.00 per game
3. There is no charge for member schools or non-profits
4. Hometown rights are honored throughout the post-season

Live Broadcast (Audio) – Fee Per Event

1. All state tournament games and playoff games through the quarterfinals are \$50.00
2. The fee for semifinal and final games at the state level is \$75.00 per game.
3. Hometown rights are honored throughout the post-season.
4. There is no charge for member schools or non-profits

Live Video (Opening Round to Semifinal) – Fee Per Event

1. Hometown Rights Only
 - a. Early Rounds - \$150
 - b. Semifinal Round - \$250

Newspaper Website publication (delayed) – Fee Per Event

1. All state tournament games and playoff games (delayed through the quarterfinals) is \$50.00 per game
2. Semifinal and final games (delayed) at the state level is \$75.00 per game
3. There is no charge for member schools or non-profits
4. Hometown rights are honored throughout the post-season

Newspaper Website publication (live, Opening Round to Semifinals) – Fee Per Event

1. Hometown Rights Only
 - a. Early Rounds - \$150
 - b. Semifinal Round - \$250

Final Round Live Coverage

Any live internet coverage must be negotiated separately with the AAA office. All fees must be paid prior to telecast. Minimum Live Broadcast (video) fee is \$5,000.

INTERNET REQUIREMENTS FOR BROADCAST

1. If this is the final game/event the station/production company will provide a copy of the game broadcast in DVD format to the AAA within 15 days of the game date.
2. The company must provide competent and professional-like announcers and broadcasting.
3. The company will run two (2) produced public service announcements – provided by the AAA – during each broadcast.

4. That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising alcoholic beverages, tobacco or adult service products that is contrary to the principles of educationally based activities.
5. Live webcasts (video or audio) must be approved at least 24-hours in advance of the events by the Arkansas Activities Association.

PHOTOGRAPHY

1. All photographers are required to have a Media Credential Pass issued by the AAA office.
2. The Arkansas Activities Association is the owner of its rights, events and the copyright holder of AAA events. Still photography, filming, videotaping and audio recording must be approved by the AAA office.
3. Members of the media are authorized without paying a fee, to take still photographs and take short film, video and audio clips of AAA regional/state events for print and electronic news coverage.
4. 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 the AAA, and a rights fee has been paid to the AAA.
5. The AAA does not issue media credentials to commercial photographers. Media credentials are intended for media purposes only.

GAME CREDENTIAL REQUEST

Space limitations prevent accommodation of all media representatives.

Only fully accredited personnel directly involved in the coverage of a post-season event will be admitted. Credentials are non-transferrable and may be revoked at any time.

The Arkansas Activities Association reserves the right to revoke any credential: (1) for non-members of the Arkansas Press Association and Arkansas Broadcasters Association, (2) any individual who refused to comply with press box and/or photographic area guidelines and (3) any individual who is not an accredited member of the media.

PHOTOGRAPHIC AREAS:

*Baseball – Media representatives shall be prohibited from being in live-ball and dugout areas. If a designated media area is to be used, it shall be established before the game begins. The home team or game management shall designate a lined area for media, which will be considered a dead-ball area.

*Softball – Media representatives shall be prohibited from being in live-ball and dugout areas. If a designated media area is to be used, it shall be established before the game begins. The home team or game management shall designate a lined area for media, which will be considered a dead-ball area.

*Football – Media shall be prohibited from being inside the team box area and shall be behind the six foot restraining line outlining the playing field.

*Basketball – Media is required to stay behind the three foot restraining area on each end of the court and outside the lane area of each basket.

*Soccer – All photographers and camera operators must stay behind the field boards during play.

Photo identification will be required to pick up credentials that are not mailed (state basketball finals).

Arkansas Activities Association's Wadie Moore Media Service Award Winners

DISTINGUISHED SERVICE AWARD:

Following the retirement of Wadie Moore. The AAA has decided to change this award from the "Distinguished Media Service Award" to the Wadie Moore Media Service Award.

To be eligible for this award, the recipient must have contributed in an official capacity or have made a special contribution in the area of news media service to the Arkansas Activities Association, its member schools and the students attending them, for a period of a minimum of three (3) consecutive years.

Previous DSA Winners

1997 – Leland Barclay, Fort Smith
1998 – Jim Bailey, Democrat-Gazette
1998 – Harry King, Associated Press
1988 – Jim Elder, ARN
1999 – Paul Eells, KATV
2000 – Orville Henry, Donrey Media
2001 – Jerry McConnell, Gazette, Democrat
2002 – Joe Mosby, Conway Log Cabin
2003 – Robert Yates, Arkansas Democrat-Gazette
2004 – James Williams, Texarkana Gazette
2005 – Randy Rainwater, Signal Radio Network
2006 – Frank Lightfoot, White Hall Journal
2007 – Harold Jameson, Magnolia Banner News
2008 – Steve Sullivan, KATV
2009 – Walter Woodie, Fort Smith
2010 – Donna Stephens, Conway
2011 – Michael Harrison, Conway
2012 – Bob Wisener, The Sentinel Record
2013 – Tim Cooper, Arkansas Democrat-Gazette
2014 – David McCollum, Conway Log Cabin
2015 – Dee Doyle, Russellville Radio
2015 – Mickey Doyle, Arkansas Democrat-Gazette
2016 – Paul Glover, Batesville Daily Guard
2017 – Scott Siler, East Arkansas Broadcasters

To be eligible for this award, the recipient must have contributed in an official capacity or have made a special contribution in the area of news media service to the Arkansas Activities Association, its member schools and the students attending them, for a period of a minimum of three (3) consecutive years.

The AAA will consider nominations until January, 2018. Email Derek Walter (derek@ahsaa.org)