

MEDIA NEWSLETTER

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To Save Time Please Use the Staff AAA Directory

Before calling the Arkansas Activities Association with a question or just seeking information, please **check the AAA Staff Directory** for the director or administrative assistant in charge of that sport or organization. The AAA Phone: number is 501-955-2500. The fax: number is 501-955-2600. Please [click here](#) for the AAA Staff Directory

Media Policy Update

The AAA has updated its media policy, especially in the new “**Internet**” category. To review (or print) the new media policy, go to www.ahsaa.org. Click on media, then stroll down to 2011-2012 Media Guide Update or click on link [2011-2012 Media Guide Update](#)

The AAA School Directory were mailed on Tuesday, October 4th.

New Radio Post-Season Policies

Radio stations, which do not have hometown rights, but have been granted rights to a post-season event, will have to pay a \$50.00 fee to broadcast regional/state events through the semi-final round. Radio stations without hometown rights cannot broadcast the final round.

Any station with dual companies (radio and television) must register as a dual company and pay separate fees for post-season athletic events.

A radio station with hometown rights will be allowed to pick up one (1) school in its area if the school that the station has hometown rights to fails to reach the postseason. The station must receive signed approval of the second school. If the school that provides the hometown rights is eliminated in the early rounds of postseason play, the radio station will have to pay the normal fee of \$50.00 to pick up a second school from that point.

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.

Football Brackets

The post-season football brackets will be posted on our website (www.ahsaa.org) prior to noon on Saturday. The pairings and final regular-season standings will be e-mailed to all registered members of the media Saturday morning.