

# 2023-24 NSAA MEDIA MANUAL



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## **Introduction**

The NSAA respects and acknowledges the responsibilities of news gathering media representatives in covering and reporting from NSAA-sponsored events. We realize and appreciate the interest and promotion generated by media coverage and the recognition given to the achievements of school teams and student-athletes. Therefore, the NSAA has established regulations and guidelines for media operations with the requesting/issuing of working media credentials, the use of equipment by news gathering media and NSAA property rights for Sub-District, District, District Final, Playoff and State Championship competitions.

The NSAA Media Manual is produced to inform statewide media of the NSAA policies in effect for all for Sub-District, District, District Final, Playoff and State Championship competitions and to assist members of the media in providing comprehensive coverage to their communities. All members of the media are responsible for reviewing the policies included in this manual. Policies contained in this guide refer to television, radio, print and internet-based media.

For more information, please contact:

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## **2023-24 – NSAA Media Manual - Points of Interest**

### **Generic NSAA Media Credentials**

Due to continued abuse, generic NSAA media credentials are no longer being offered.

### **Credential Request Deadline**

In an attempt to provide flexibility for media outlets, there will no longer being a hard deadline to acquire NSAA media credentials. Rather, there will be a “guaranteed date” – meaning if a credential request is received before that date, the media outlet will receive credentials prior to the beginning of that championship season. NSAA media credentials remain valid for the duration of the activities year – outlets need only apply once per year. If changes to full-time staff occur, please notify the NSAA immediately.

### **Photography Policy**

The selling or redistribution of images (still or video) from **NSAA State Championship events** for personal or commercial gain is prohibited without the expressed permission of the NSAA. Unauthorized selling or redistribution of images from NSAA State Championship events can result in the revocation of credentials for future NSAA event(s).

### **Timely Payment of Postseason Coverage Invoices**

Billing and invoices will be sent out at the conclusion of the Fall/Winter/Spring season(s). Specific invoice dates are available and **highlighted** on page 5. Payments must be made to the NSAA within 30 days of receipt. Non-payment or continued delays in payment could be subject to late fees and will impact future broadcast and NSAA media credential requests.

### **Media Parking @ State Championships**

The NSAA will make efforts to accommodate media at State Championship events in respect to parking. The NSAA does not control nor have the ability to establish a media parking area at all state championship events/sites. If a championship site has space, parking accommodations for working media members will be made. Parking information will be communicated prior to each championship via email.

## 2023-24 NSAA Media Manual

### Regular Season Operations & Policies

All regular season contest policies, procedures and access pertaining to media including broadcasting opportunities are at the discretion of the host school director. Communication surrounding regular season accommodations should be made directly to the respective host school in advance. NSAA media credentials do not guarantee media access for regular season contests.

### NSAA Media Credential Policy

Media credentials are made available for news gathering organizations. News gathering organizations are defined as: media engaged in the gathering and timely publication or transmittal of news coverage of current events of general interest to the communities served by those organizations. This includes, but is not limited to: newspapers, radio stations, television stations, wire services, web-based organizations and pool reporters meeting these criteria.

Media of strictly a personal, recruiting or rankings nature, or whose demographic audience are focused primarily on a *SINGLE* activity or a *SINGLE* member school do not qualify as news gathering organizations for purposes of NSAA media credentials. ***The NSAA reserves the right to approve, deny or revoke any request for credentials to its events.***

Credentialing Process:

1. Media outlets covering NSAA sponsored events for the 2023-24 activities year are required to submit an **"NSAA Media Credential Request Form"** and receive approved credentials prior to being admitted as authorized media at NSAA sponsored events. The NSAA media credential policy allows the 2023-24 media credential to be used at all NSAA Sub-District, District, District Final, Playoff, and State Championship competitions in NSAA activities during the 2023-24 activities year.
2. To guarantee receipt of credentials prior to the start of a championship season, please submit your credential request form by:

**October 1, 2023 to receive credentials prior to Fall Championships**

**January 15, 2024 to receive credentials prior to Winter Championships**

**April 15, 2024 to receive credentials prior to Spring Championships**

***Media outlets need only submit one credential request form. Credentials are valid for the 2023-24 activities year.***

3. All regular season competition admittance is at the discretion of the host event director and school.
4. Credentials are issued to media organizations for use by individual(s) who are serving in a working capacity at NSAA postseason events.
5. A media outlet can only request NSAA Media Credentials for its staff who regularly cover NSAA activities.
6. All media personnel will be expected to have their current NSAA credentials on them at all times while attending NSAA postseason events. Credentials will be required for admission to any NSAA Sub-District, District, District Final, Playoff, and State Championship competitions. ***Media passes from prior years will not be accepted.***
7. **Credentials for New Employees:** Please notify the NSAA immediately upon any changes among your full-time staff and we will coordinate.
8. **Internet-based media** must meet the following criteria to be considered eligible for NSAA credentials:
  - A. High school activity content on the site is available without restrictions or subscriber/user fees.
  - B. The site has demonstrated a history and reputation for covering high school sports on a timely basis.
  - C. Content on the site is original and news-gathering in nature, updated frequently in the form of stories, game stories and updates, photos/videos, scores, standings, statistics and/or audio/video streaming.
  - D. Sites with content, forums or advertising not in compliance with the mission or media policies of NSAA, or associated with any promotion or link to material deemed inappropriate, as determined by the NSAA, will not be granted credentials.
  - E. Internet sites may be required to submit their web address, social media handles and certifiable web traffic numbers to the NSAA prior to approval of credential requests.



## Receiving Credentials

NSAA Media credentials will be printed and mailed out as applications are processed. If your outlet has applied for credentials and you have not received them, please check with your editor/director before calling the NSAA office.

## Lost Credentials

Please notify Alicia McCoy ([amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)) immediately if your credentials have been lost or stolen.

## Revoking Credentials

The transfer, sale or resale of credentials is prohibited and will result in immediate confiscation of NSAA media credential(s) and/or possible denial of future credential requests to responsible individuals and/or their affiliated media organization(s).

**Please Note: Any media organization or individual in violation of any NSAA media policies, failure to pay rights fees or any other provisions of credentials will be subject to credential review and/or denial of future credential requests. The NSAA reserves the right to approve, deny or revoke any request for credentials to its events.**

## Postgame Interview Policy

- The nature of each activity and venue will determine the interview policy following Championship events as determined by the NSAA.
- Coaches and participants may be available for interviews, however, please review documentation for each Championship as specified media locations may be designated to accommodate for such interviews.
- Media members are not allowed access to team, participant, or officials locker rooms before, during or after activity competition.

## Photography Policy

The selling, distribution or redistribution of images (still or video) from **NSAA State Championship events** for personal or commercial gain is prohibited without the expressed permission of the NSAA. Discovery of unauthorized distribution of images from NSAA State Championship events can result in the revocation of credentials for NSAA event(s). Further, the NSAA may seek damages for the unauthorized distribution of images (still or video) to the fullest extent permitted by law, including civil damages and injunctive relief.

Guidelines and policies for photographers at NSAA State Championship competitions are determined by the NSAA and the NFHS based on the nature of the activity and venue, and the official rules of the activity. Photographs taken with the issuance of credentials are restricted to newspapers, news and sports-related periodicals and websites, except with written consent of the NSAA Executive Staff. Photographers issued NSAA credentials must adhere to all NSAA photography policies and provisions outlined in this section. Additional policies may apply depending on venue.

1. The sale or resale of photography, digital image, videotape or film using images from NSAA State Championship events is prohibited without written permission from the NSAA.
2. Any photo, image or video taken without credentials are subject to rights, if any, of all third parties, including the individuals photographed.
3. Use of flash equipment and strobe lighting is permitted at State Championship competitions, provided the use of such equipment does not interfere with or disrupt any action or administration of the event. It is the authority of the NSAA to determine if flash equipment is interfering or disrupting play of the event. To avoid potential conflicts, media intending to use flash/strobe equipment should meet with officials and tournament directors prior to the contests.
4. Photographers must remain in designated areas and are prohibited from shooting in locker rooms and in spectator areas that obstruct the view of spectators in ticketed seats.

## Sideline Access – NSAA State Championships

The NSAA allows for additional sideline access (field/mat level passes) when feasible at NSAA State Championships. This access should be limited to media members that require a closer view (photography & interviews). In the designated areas, media personnel will be able to checkout a NSAA media vest, when required. Logistical information will be communicated prior to each NSAA State Championship event.

- Only NSAA credentialed media will be eligible for sideline access.
- Media is expected to maintain professional behavior and only occupy sidelines when present in a working capacity.
- Media should remain neutral in behavior and appearance. Cheering and team specific attire will not be permitted.

## NSAA Broadcast Policies

### Regular Season Operations

ALL regular season contest policies and procedures pertaining to media including photography and broadcasting opportunities are at the discretion of the host school director. Communication surrounding regular season should be made directly to the respective school in advance.

### Postseason Text/Audio (Radio)

All media, radio and internet sites transmitting “real-time/live”, continuous text updates or audio coverage of live action of an NSAA sponsored events will be subject to the NSAA “Audio/Text Broadcast Policy”. Such forms of coverage are subject to “Broadcast Rights Fees”. Please see the NSAA Live Audio/Text Rate Card on [page 5 of this manual](#).

1. Prior to all NSAA sponsored events, each media outlet transmitting “real-time” text or audio of play-by-play action must submit the "NSAA Audio Broadcast" form to the NSAA office.
2. Internet blogs or social media users NOT posting continuous updates of event action are permitted and are not subject to Broadcast Rights Fees unless determined by the NSAA to be a live depiction of event action.
3. The NSAA will **NOT** be charging an Audio Broadcast Rights Fee for Sub-District, District, District Final and Playoff events. Those outlets performing live text/audio based coverage are requested to play a 30 second PSA spot during the events being covered. NSAA approved announcements are available on the [media page of the NSAA website](#).
4. **Sub-District, District, District Finals & Playoffs:** Radio, voice-only web/live text-based broadcasts shall be permitted, provided space is available for the broadcast crew(s). A limit of two seats for working crews is advised.
5. **Sub-District, District, District Finals & Playoffs:** Radio stations and internet broadcasters should communicate arrangements directly with the host site director prior to each contest. If the host site has to make special arrangements or alterations in facilities to accommodate the station, the station shall reimburse the school its expenses.
6. **NSAA State Championships:** Audio Broadcast Request Forms are to be submitted to the NSAA office three days prior to each respective Championship, when feasible. Unless otherwise noted, it shall be assumed coverage will continue on declared teams/classes as long as they advance with assigned space whenever the team/class plays. This will also be reflected in Broadcast Rights Fee totals on each season invoice.
7. **NSAA State Championships:** The NSAA will communicate the technology available at each venue prior to the event.
8. If broadcasts are sponsored - beer, wine, liquor, tobacco, gambling or political sponsorship shall be prohibited. Establishments that have the dispensing of alcoholic beverages as its exclusive business shall not be accepted as a sponsor. Combination businesses such as hotels, restaurants, etc., which dispense alcoholic beverages may be acceptable as sponsors, but no part of their advertising messages may refer to dispensing of alcoholic beverages, tobacco, a bar, cocktail lounge, or other facility dispensing alcoholic beverages.
9. A 10-minute limit on pregame and postgame presentations is in effect if another broadcast is scheduled immediately before and/or after your broadcast. Please be cognizant of your peers.
10. An NSAA representative at each site will have the broadcast assignments for the day of competition. Broadcast crews should report to the site and identify themselves to the NSAA representative to receive any necessary instructions and assistance.
11. Invoices will be presented to the station immediately following each activity season. Payment is required within 30 days. Delays in payment will impact future requests for championship broadcasts and NSAA media credentials.

## NSAA Live Audio/Text Rate Card - Broadcast Rights Fees for NSAA Sponsored Events

ACTIVITY	SUB-DISTRICTS, DISTRICTS & PLAYOFFS	NSAA STATE CHAMPIONSHIP
Football	<i>30 Second PSA/Playoff Game</i>	\$75/Final Game
Basketball/Volleyball Softball/Baseball/Soccer	<i>30 Second PSA/Game</i>	\$60/Game (8 game fee max)
Individual/ Dual Wrestling	<i>30 Second PSA/Session</i>	\$75/day or \$200 Total (Individual)
Track & Field	<i>30 Second PSA/Session</i>	\$75/day
<b>ALL</b> Other Activities	<i>30 Second PSA/Contest</i>	\$50/contest

\*Additional costs may be incurred for specific accommodations and special arrangements not readily available.

**\*\*Maximum charges are instituted to assist stations that cover multiple schools at respective championships.**

Billing and invoices will be sent out at the conclusion of the Fall/Winter/Spring season(s).

Payments are due back to the NSAA within 30 days of receipt.

*Fall Season Activities: Invoices sent the week of 11/27/2023*

*Winter Season Activities: Invoices sent the week of 3/11/2024*

*Spring Season Activities: Invoices sent the week of 5/27/2024*

**Please Note:** Non-payment or continued delays in payment could be subject to late fees and will impact future requests for championship broadcasts and NSAA media credentials.



## **Postseason Tape Delay**

**Videotaping for delayed broadcasts of NSAA-sponsored events is permitted with NSAA approval. The respective media outlet agrees to abide by the NSAA Tape Delay Broadcast Policy.**

### **Policy for tape delayed broadcast of NSAA Sub-District, District, District Final & Playoff events:**

This policy allows media outlets the opportunity to offer their local audience to view NSAA contests on a tape delayed basis. Media outlets looking to broadcast NSAA Sub-District, District, District Final & Playoff competitions for delayed viewing *must* submit a "Tape Delayed Video Broadcast Request Form" to the NSAA office and are subject to a "Broadcast Rights Fee" of **\$75 per game/contest**.

Media outlets will also agree to the following procedures:

1. For postseason contests (NSAA Sub-District, District, District Final & Playoff competitions), media outlets must submit a "Tape Delayed Video Broadcast Request Form" to the NSAA office for review a minimum of three (3) days prior to the event. A request does not signify approval.
2. The media organization will also agree to delay any telecast of the event for a period of 48 hours. The 48-hour time period shall commence at 12:01 a.m. on the day following the game(s).
3. The delayed broadcast shall be scheduled at a time so as not to conflict with any NSAA-sponsored event scheduled within the cable system's viewing area and should not conflict with interschool events scheduled by the community's high school(s).
4. The use of video recording by the originating station or internet provider for any purpose other than for complete playback of the contest(s) for which it has contracted, or for use of excerpts for a regularly-scheduled news telecast is prohibited.
5. No station or internet provider granted delayed broadcast rights may contract to feed its broadcast to any other station(s) or internet provider without the expressed permission of the NSAA.
6. If the delayed broadcasts are sponsored - beer, wine, liquor, tobacco, gambling or political sponsorship shall be prohibited. Establishments that have the dispensing of alcoholic beverages as its exclusive business shall not be accepted as a sponsor. Combination businesses such as hotels, restaurants, etc., which dispense alcoholic beverages may be acceptable as sponsors, but no part of their advertising messages may refer to dispensing of alcoholic beverages, tobacco, or to a bar, cocktail lounge, or other facility dispensing alcoholic beverages.
7. Each station or internet provider approved for rebroadcast by the NSAA agrees to advertise the entire tournament or game at least three days in advance and encourage attendance to the tournament or playoff game(s).
8. A minimum of two (2), thirty :30 second NSAA approved public service announcements (PSAs) shall be given during the broadcast. NSAA approved PSAs are located on the **media page of the NSAA website**.
9. Accommodations for onsite setup and special parking are to be communicated and agreed upon prior to the event.
10. Stations and internet providers must assume all expenses in connection with broadcast and must provide all necessary equipment. If the host school has to make special arrangements or alterations in facilities to accommodate the station, the station shall reimburse the school its expenses.

## Postseason Live Video Broadcast

**Live video broadcasts of NSAA-sponsored events are permitted with approval per the guidelines below.**

The following definitions apply:

**Local Media** - Independently owned, local media outlets that regularly provide coverage of the respective schools involved and/or of NSAA athletics and activities including both genders.

**School/Student Groups** - Student based broadcast groups operating as a part of a recognized parent organization (NFHS Network, Striv, etc.) or student based broadcast groups that school administration acknowledges as a part of the respective school's educational curriculum. To be considered a student broadcast group, broadcast crews must include current high school students in the actual production process.

**Regional & National Media** - Spectrum, Cox, ESPN, etc. have been designated as regional or national media groups. Additionally, these media groups may not regularly provide coverage of the respective schools involved and/or of NSAA athletics and activities including both genders.

### **NSAA Sub-Districts, Districts, District Finals & Playoffs:**

***(Football Semifinals and State Championship sites excluded)***

Media outlets looking to live broadcast NSAA Sub-District, District, District Final & Playoff competitions must submit a "Live Video Broadcast Request Form" to the **host school director and NSAA office** and are subject to the "Live Video Broadcast Procedures and Rate Card". If possible, requests should be submitted to the host school director and NSAA office three (3) days prior to the event. A request does NOT signify approval.

Media outlets performing a live video broadcast will agree to the following procedures:

1. Host schools will approve broadcast requests based on available space and accommodations. Only timely applications will be considered.
2. Broadcast exclusivity for NSAA postseason contests at local high schools will not be permitted.
3. No station or internet provider granted broadcast rights may contract to feed its broadcast to any other station(s) or internet provider without the expressed permission of the NSAA office.
4. Each station or internet provider approved for broadcast by the NSAA agrees to advertise the entire tournament or game(s) at least three days in advance and encourage attendance to the district, sub-district, district final or playoff game(s).
5. A minimum of two (2), thirty :30 second NSAA approved public service announcements (PSAs) shall be given during the broadcast. NSAA approved PSAs are located on the [media page of the NSAA website](#).
6. Any accommodations for onsite setup and parking are to be communicated and agreed upon with the host school/venue prior to the event.
7. Broadcasters must assume all expenses in connection with the broadcast and must provide all necessary equipment. If the host school/venue has to make special arrangements or alterations in facilities to accommodate the station, the station shall reimburse the school/venue its expenses.
8. Broadcasters are responsible for the respective broadcast fee listed in the **"Live Video Broadcast Procedure and Rate Card" (page 8)** upon invoice.

Live video broadcasts of NSAA postseason competitions (Sub-District, District, District Final & Playoffs) at local sites are permitted under the following procedures and live video broadcast rate card:

<b>NSAA Live Video Broadcast Rate Card &amp; Procedures</b>			
<b><u>Groups:</u></b>	<b><u>Where to Submit Forms:</u></b>	<b><u>Web Stream/Telecast Rates:</u></b>	<b><u>Payment Process:</u></b>
<b>Local Media</b>	The NSAA Live Video Broadcast Request Form should be submitted by any requesting group (3) days prior to the contest to <b><u>both</u></b> the host school administration & the NSAA Office.	Live Stream - <u>\$150/contest</u>  Live Telecast - <u>\$250/contest</u>	Payable to the <b><u>host school</u></b> .
<b>School/Student Groups</b>		Live Stream - <u>\$0/contest</u> <i>If NFHS Network ONLY is used</i>  Live Stream - <u>\$100/contest</u> <i>If independent platform is used</i>	Payable to the <b><u>host school</u></b> .
<b>Regional &amp; National Media</b>	The host school director will communicate approval and available accommodations to the NSAA Office and all groups requesting to do a live video broadcast.	Live Telecast - <u>\$1,500/contest</u>  Live Stream – Football & Basketball – <u>\$250/contest</u>  Live Stream – all other activities – <u>\$150/contest</u>	Invoiced from and payable to the <b><u>NSAA</u></b> .

\*Fees for Bowling, Cross Country, Softball, Volleyball, Wrestling, and Track & Field will be on a **per/day** of the event basis.

\*Fees for Football, Basketball, Baseball and Soccer will be on a **per/game** basis.

**\*\*\*All NSAA Football Playoffs Semifinals will be streamed exclusively by the NFHS Network. Semifinal host schools will be emailed information on this process prior to the contest.\*\*\***

#### **NSAA Postseason & State Championships:**

Any kind of live broadcasting, streaming, or televising from NSAA State Championship sites is prohibited without the expressed permission of the NSAA.

## NSAA Championship Events Dates

<b>State NSAA Championship</b>	<b>Event Dates</b>	<b>Location(s)</b>
Girls Golf	October 9-10	Class A - Grand Island - Riverside Golf Club Class B - Scottsbluff - Scotts Bluff Country Club Class C - North Platte - Lake Maloney Golf Club
Softball	October 11-12-13, 16	Hastings - Bill Smith Complex Omaha - Connie Claussen Field (UNO)
Boys Tennis	October 12-13, 16-17	Lincoln - Woods Tennis Center
Cross Country	October 20	Kearney - Kearney Country Club
Volleyball	November 1-2-3-4	Lincoln - Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools
Football Finals – 6-Man	November 17	Kearney - UNK Cope Stadium
Football Finals – 8 & 11-Man	November 20-21	Lincoln - UNL Memorial Stadium
Unified Sports, Bowling	December 4	Lincoln - Sun Valley Lanes
Play Production	December 6-7-8	Norfolk - Johnny Carson Theatre
Dual Wrestling	February 3	Kearney - Buffalo County Fairgrounds
Bowling	February 5-6-7-8	Lincoln - Sun Valley Lanes
Individual Wrestling	February 15-16-17	Omaha - CHI Health Center
Swimming & Diving	February 22-23-24	Lincoln - Bob Devaney Sports Center
Girls Basketball	February 28-29, March 1-2	Lincoln - Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools
Boys Basketball	March 6-7-8-9	Lincoln - Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools
Speech	March 20-21-22	Kearney - Kearney High School
Journalism	April 22-23	Norfolk - Northeast Community College
Soccer	May 6-11, 13-14	Omaha - Creighton University, Morrison Stadium
Baseball	May 10-11, 13-17	Sarpy County/Omaha - Werner Park, Tal Anderson Field (UNO), Fricke Field
Track & Field	May 15-16-17-18	Omaha - Omaha Burke Stadium
Unified Sports, Track & Field	May 16	Omaha - Omaha Burke Stadium
Girls Tennis	May 16-17, 20-21	Lincoln - Woods Tennis Center
Boys Golf	May 21-22	Class A - Norfolk - Norfolk Country Club Class B - Scottsbluff - Scotts Bluff Country Club Class C - Columbus - Elks Country Club Class D - North Platte - Lake Maloney Golf Club

## State Championship Accommodations & Parking Passes

The NSAA will make efforts to accommodate media at State Championship events in respect to space, parking and hospitality when at all possible.

Parking accommodations for all NSAA Championships will be detailed in the media information distributed and posted on the NSAA website prior to each NSAA Championship event. The NSAA does not control nor have the ability to establish a media parking area at all state championship events/sites. If a championship site has enough space, parking accommodations for working media members will be made.

Please contact the NSAA office one week prior to each Championship if you have not received event specific information.

## NSAA State Championships – Student Media Policy

The NSAA Student Media credential will authorize **two students** from each *participating school/team at the respective championship*, admission to the event and access to the same areas available to the general media. If no students from a participating school/team are able to serve as student media at a respective NSAA Championship event, the school's Journalism Adviser listed in the NSAA Directory will be allowed one credential for yearbook & school publication purposes. No parents or community members will be issued a credential.

Activities Directors or Journalism Advisers will be responsible for providing, in advance, the names of the student(s) that will be serving as student media for their school at the respective championship. Student media will be required to show a matching Student ID or license at the communicated sign-in area to receive their credential. If students do not have a matching ID to the name(s) provided by the school, they will not be given credentials.

The NSAA will communicate entrance/event details to each participating school/team via email to the Activities Director and Journalism Adviser.

Credentials will provide student media members access to designated media areas for the remainder of the NSAA Championship event. Only students with student media credentials will be allowed in designated media areas. Lost credentials will not be replaced during the event.

Student media will be subject to the same guidelines as the professional media and will be expected to treat media rights and access as a privilege. In order to accommodate the number of media members that cover NSAA Championships, we ask that the student media cover their school/team participants and vacate media areas when other teams are competing.

The member school is ultimately responsible for the conduct of its selected student representative(s). Student media credentials should be used for school media purposes only. If conduct issues arise at NSAA State Championships, NSAA staff will be in communication with the respective school and a review of future opportunities will take place.

\* Due to space and the number of schools and participants involved, there will be no student media opportunities at the **NSAA Swimming & Diving, Individual Wrestling and Track & Field Championships**. Should NSAA Championship venues change or if additional room presents itself in the future, these Championships will be re-evaluated.



## **NSAA Media Advisory Committee**

The NSAA and media organizations throughout Nebraska work collaboratively to promote Nebraska high school activities and provide opportunities for high school students. Our working relationship has become increasingly important and validates the need for continuous input from members of the recognized media.

**Objective of the committee:** To provide the NSAA Staff and Board with suggestions and feedback on policies and procedures relevant to media members and coverage of high school activities.

The NSAA has worked with the Nebraska Press Association and the Nebraska Broadcasters Association to identify media representatives to serve on the NSAA Media Advisory Committee. The members of the committee were chosen to best represent a cross-section of media organization type and size.

The NSAA Media Advisory Committee will meet a minimum of once a year to make recommendations in regards to NSAA Media Policies.

Meetings are open to all members of the media and dates will be posted on the **[media page of the NSAA website](#)**.

*\*Each organization will be responsible for the meeting travel expenses incurred by their representative.*

If there are questions, concerns and/or suggestions for committee review, please contact a committee representative.

### **NSAA Media Advisory Committee – Representatives:**

**Will Reynolds**  
Hastings Tribune  
**[wreynolds@hastingstribune.com](mailto:wreynolds@hastingstribune.com)**

**Stu Pospisil**  
Omaha World Herald  
**[stu.pospisil@owh.com](mailto:stu.pospisil@owh.com)**

**Kevin Zadina**  
Seward Independent  
**[kevinzadina@sewardindependent.com](mailto:kevinzadina@sewardindependent.com)**

**Kevin Sjuts**  
KOLN/KGIN 10/11 (Lincoln)  
**[sports@1011now.com](mailto:sports@1011now.com)**

**Jeff Motz**  
KFOR/lincolnprespsports.com  
**[lincolnprespsports@yahoo.com](mailto:lincolnprespsports@yahoo.com)**

**Brandon Aksamit**  
News Channel Nebraska  
**[brandon@newschannelnebraska.com](mailto:brandon@newschannelnebraska.com)**

**Cory Kopsa**  
KRFS Radio (Superior)  
**[ckradio@yahoo.com](mailto:ckradio@yahoo.com)**

**Dennis Derossett**  
Nebraska Press Association  
**[dderossett@nebpress.com](mailto:dderossett@nebpress.com)**

**Jim Timm**  
Nebraska Broadcasters Association  
**[jim@ne-ba.org](mailto:jim@ne-ba.org)**

**Eric Allgood**  
Striv – Student Network (Henderson)  
**[eric@striv.tv](mailto:eric@striv.tv)**

**Carrie Pitzer**  
Pitzer Digital (Neligh)  
**[carrie@pitzerdigital.com](mailto:carrie@pitzerdigital.com)**

**Jeff Stauss**  
NSAA Staff  
**[jstauss@nsaahome.org](mailto:jstauss@nsaahome.org)**

**Alicia McCoy**  
NSAA Staff  
**[amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)**

## **2023-24 NSAA MEDIA CREDENTIAL REQUEST FORM**



Name of Media Outlet (Radio-Call Letters): \_\_\_\_\_

Check One:    \_\_\_\_\_ Daily Newspaper    \_\_\_\_\_ Weekly Newspaper    \_\_\_\_\_ Magazine  
                  \_\_\_\_\_ Radio Station            \_\_\_\_\_ Television            \_\_\_\_\_ Internet Publication  
                  \_\_\_\_\_ Other (Please Describe) \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Internet Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Billing Address (If different than above): \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Sports Editor/Director: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

General Manager: \_\_\_\_\_

**Please list only names of reporters and photographers on staff who REGULARLY cover NSAA high school activities. If the employee's photo is on file at NSAA, please check the box next to that person's name. Duplicate page for additional employees.**

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

**Employee Photo Details:** If the NSAA does not have a current photo on file, please e-mail photo of employees to the NSAA as a jpg or tiff file. List the employee's name in the file name to ensure that the name/photo/media organization match. – *No credential will be issued without a submitted photo.*

**I certify the above employees are involved with the regular coverage of high school activities and need a 2023-24 NSAA Media Credential to cover sub-district, district, playoff and state championships. I further certify that I have read the contents of the Media Manual and assure that our media outlet will adhere to the provisions and stipulations contained therein.**

General Manager Signature: \_\_\_\_\_

**Please email the Credential Request Form and any necessary photograph files prior to:**

Alicia McCoy, Administrative Assistant

**[amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)**

**Please DO NOT fax forms.**

***The NSAA reserves the right to approve, deny or revoke any request for credentials to its events at any time.***

## **2023-24 NSAA AUDIO BASED BROADCAST FORM**



I certify the following employees, who possess a 2023-24 NSAA Media Credential, are involved with the coverage of high school sports. I also certify that the listed employee(s) will need space for live coverage of the NSAA Event (please circle below):

(circle) BOYS / GIRLS

Sport / Activity: \_\_\_\_\_

Date(s) of Event Coverage: \_\_\_\_\_

Event Location: \_\_\_\_\_

Sports Editor/Director: \_\_\_\_\_

Billing Contact Person: \_\_\_\_\_

Media Staff Covering Event\*\*: \_\_\_\_\_

Organization/Station Call Letters/Internet Address: \_\_\_\_\_

On the Dial (ex. 98.1 FM, 1620 AM): \_\_\_\_\_

Corporate Name: \_\_\_\_\_

Billing Address, City, Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Broadcast Type (Circle One):      Radio Station      Internet Audio

List Team(s) / Class(es) / Sessions to be covered: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will you broadcast the 3<sup>rd</sup>/4<sup>th</sup> place games should your team(s) be competing (if applicable)?    YES / NO

*State Championships: Application due three days prior to event*

Submit via email to Alicia McCoy ([amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)) – Please DO NOT fax forms

***The NSAA retains the right to deny or revoke credentials.***

***The selling or redistribution of images (still or video) from NSAA district or state championship events for personal or commercial gain is prohibited without the expressed permission of the NSAA.***

***\*\*Broadcasters must possess a 2023-24 NSAA Media Credential to be admitted to the contest site.***

***No additional passes will be available on-site.***

## **2023-24 NSAA TAPE-DELAYED VIDEO BROADCAST REQUEST FORM**

If possible, submit this form three (3) days prior to proposed event to:

**Alicia McCoy** ([amccoy@nsaahome.org](mailto:amccoy@nsaahome.org))

*APPLICATION DOES NOT SIGNIFY APPROVAL*



I certify the following employees are involved with the coverage of high school sports. I also certify the listed employee(s) is familiar with the NSAA Tape-Delayed Video Policy and will operate within policy guidelines:

(circle) BOYS / GIRLS

Sport / Activity: \_\_\_\_\_

Date(s) of Event Coverage: \_\_\_\_\_

Event Location: \_\_\_\_\_

Sports Editor/Director: \_\_\_\_\_

Media Staff Covering Event\*\*: \_\_\_\_\_

Organization/Station Call Letters/Internet Address: \_\_\_\_\_

Corporate Name: \_\_\_\_\_

Billing Address, City, Zip Code: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Broadcast Type (Circle ALL that apply):

TAPE-DELAYED TELEVISION      TAPE-DELAYED INTERNET      VIDEO ON DEMAND

*\*any fees incurred by the host site or the NSAA for accommodations will be charged to the respective media outlets.*

List Team(s) / Class(es) / Sessions to be covered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Submit via email to Alicia McCoy ([amccoy@nsaahome.org](mailto:amccoy@nsaahome.org)) – Please **DO NOT** fax forms

***The NSAA retains the right to deny or revoke credentials.***

***The selling or redistribution of images (still or video) from NSAA district or state championship events for personal or commercial gain is prohibited without the expressed permission of the NSAA.***

***\*\*Broadcasters must possess a 2023-24 NSAA Media Credential to be admitted to the contest site.***

***No additional passes will be available on-site.***

## **2023-24 NSAA LIVE VIDEO BROADCAST REQUEST FORM**

*Sub-District, Districts & Playoffs:* If possible, submit this form three (3) days prior to proposed event to:

**HOST SCHOOL DIRECTOR & NSAA OFFICE**

*APPLICATION DOES NOT SIGNIFY APPROVAL*



ORGANIZATION NAME: \_\_\_\_\_

MAIN CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Organization Type: **please check one:** (*Live Video Broadcast definitions & Rate Card located in the Media Manual*)

LOCAL MEDIA \_\_\_\_\_

SCHOOL/STUDENT GROUP (NFHS SBP, Striv, HUDL/YouTube) \_\_\_\_\_

REGIONAL & NATIONAL MEDIA (Spectrum, Cox, FOX, ESPN) \_\_\_\_\_

If 'LOCAL MEDIA' is selected, the respective school's administration must acknowledge the local media criteria as listed in the Live Video Broadcast policy.

Please check Broadcast Type: Webcast: \_\_\_\_\_ Web Address: \_\_\_\_\_

Telecast: \_\_\_\_\_ Station: \_\_\_\_\_

EVENT REQUESTED:

(circle) BOYS / GIRLS Sport / Activity: \_\_\_\_\_ District (ex: C1-2): \_\_\_\_\_

Date(s) of Event Coverage: \_\_\_\_\_

Event Location/Host School: \_\_\_\_\_

List Team(s) to be covered: \_\_\_\_\_

Media Staff Covering Event\*\*: \_\_\_\_\_

Mailing/Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

I certify that the above information is accurate and agree to abide by the NSAA Media Policies. I further certify that I am familiar with the NSAA's Live Video Broadcast Policy and agree to pay the broadcast fees and any additional fees incurred due to such broadcasts upon invoice.

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**HOST/NSAA OFFICE USE:**

**Number of Contests Broadcasted:** \_\_\_\_\_ **X (Broadcasting Fee) \$** \_\_\_\_\_ **=** \_\_\_\_\_ **Total Due**

***The NSAA retains the right to deny or revoke credentials.***

***The selling or redistribution of images (still or video) from NSAA district or state championship events for personal or commercial gain is prohibited without the expressed permission of the NSAA.***

***\*\*Broadcasters must possess a 2023-24 NSAA Media Credential to be admitted to the contest site.***

***No additional passes will be available on-site.***