

F-8. IHSAA Tournament Series Media Credential Policy

The IHSAA has established the following policies and rules regarding media credentialing at all IHSAA Tournament Series events.

A. General.

1. These credentialing rules are administered and amended as deemed appropriate by the IHSAA, in its sole and absolute discretion.
2. The IHSAA reserves the right to grant, issue, deny and revoke credentials to any individual or outlet based on the interpretation and intent of these policies and rules as determined by the IHSAA in its sole and absolute discretion.
3. The IHSAA, and all Tournament managers' host Schools, reserve the right to issue fewer credentials than the maximum number authorized.
4. Credential requests from Internet sites or specialty publications will be considered on an individual basis. Credential requests from recruiting services, scouts and college coaches will not be considered. The IHSAA will not consider requests from individuals whose media presence exists only on social platforms.
5. Credential requests must be made in advance of the event. Walk-up requests will not be considered.
6. Media representatives covering an IHSAA event are expected to dress in appropriate professional attire.

B. Social Media.

1. The IHSAA owns the exclusive right to digital highlights and other footage for all IHSAA state championships and sub-state tournament events. This policy applies to national, regional, and local media websites, niche sport websites, social media websites, blogs, print publications or other new media.
2. Each of the aforementioned descriptions is exclusive to the IHSAA's website and/or any other outlet designated by the IHSAA and its rightsholders.
3. Periodic updates of scores, statistics, or other brief descriptions of the competition throughout the event are acceptable.
4. The IHSAA retains the right to administer and/or amend the rules and regulations related to the use and distribution of social media throughout the school year at its sole and absolute discretion.

C. Policy for Credentials for the Sectional, Regional, Semi-State Levels of an IHSAA Tournaments Series.

1. Credentials for all sectional, regional and semi-state levels of all IHSAA Tournament Series are issued by the host school, but subject to the IHSAA's ultimate determinations and these rules and policies. A request for a sub-state level media credential must be received by the host school's athletic director at least five days in advance of the IHSAA Tournament Series event. Neither Three Sixty Group nor the IHSAA will issue a sub-state level credential. The host school has discretion, but subject to these rules and policies, to issue credentials and to determine the number of media credentials to be allotted per IHSAA Tournament Series event hosted; host schools, subject to these rules and policies, also have the right to deny or revoke media credential requests.

D. Policy for Credentials for the State Championship level of a Tournament Series.

1. Credentials for the state championship level of an IHSAA Tournament Series are issued by the IHSAA and must be requested through the IHSAA office. A state championship level credential request must be e-mailed to Mr. Jason Wille, Sports Information Director (E-mail: jwille@ihsaa.org). E-mail requests must originate from a recognized business account; e-mails from personal accounts will not be accepted. Requests must include the name(s) of the individual(s) to be accepted. Deadlines for submitting requests are listed near the bottom of this document. State championship level credentials will not be mailed. They may be claimed at each venue's "media will call" the day of the event. Please see the corresponding IHSAA media release for the specific event at IHSAA.org for further details and media services.
2. A state championship level credential may be issued only to an authorized representative who regularly and customarily performs services for the agency submitting the request. These credentials are not transferable. Recipients of state championship level credentials must be at least 18 years of age. Exception: a student who represents his/her school's newspaper, yearbook, radio, television, or internet site and attends a school which has a team participating in the state finals may obtain a state championship level credential by having the school's athletic director or adult media administrator make a request on the student's behalf.

3. **Newspapers, Cable & Television Media** – There will be a limit to the number of passes issued to any single media outlet as determined by the IHSAA. The criteria may include but not be limited to the following:
 - a. Circulation (daily and weekly newspapers), subscribers (cable television), market size (commercial television).
 - b. Local representation in the respective event.
 - c. Space available for working press at the respective event.
 - d. Previous coverage of IHSAA events by the media outlet.
 - e. Media outlet's previous history of coverage documentation.
4. **Radio and Internet Media.**
 - a. Space is limited for radio stations and internet companies providing play-by-play at the state championship level of all IHSAA Tournament Series. Credentials will be issued on a first-come, first-served basis and as space allows.
 - b. Radio and internet credential totals:
 - i. A maximum of 3 state championship level credentials for football may be issued. The third credential may be granted to a station engineer who may need to set up equipment before and after a game for the broadcasters, however, a seat will not be reserved in the press box for this credentialed person. Alternatively, the third credential may be used for a sideline reporter as long as space is available.
 - ii. A maximum of 2 state championship level credentials for all other sports may be issued.
 - c. Internet Qualifications
 - i. Internet sites applying to cover the state championship level of an IHSAA Tournament Series must have a demonstrated record of sustained coverage of high school sports, which should include, but not be limited to: (a) publishing stories and statistics in a timely basis about individual contests; (b) publishing scores on game days; and (c) streaming audio or other content on a real-time basis and publishing feature stories about high school sports teams, coaches and student athletes.
 - ii. Internet sites may be asked to furnish certifiable traffic numbers from an established auditing firm (i.e., Nielsen) or from its service provider. Hit counters on pages will not fulfill this requirement.

The following information must be provided: (a) the average number of “unique viewers/visitors” to the site in the last 30-60-90 days; (b) the average number of “page views” by each visitor; and (c) the name and telephone number of the auditing firm or service provider to discuss/ensure the accuracy of the numbers.

- iii. The following internet sites will not be issued media credentials to any IHSAA Tournament Series events: (a) personal page internet site publishers, (b) subscription-based, pay-per-view or donation solicitation internet publishers, (c) internet sites associated in any way with the promotion of alcohol, firearms, tobacco, lottery, gambling, political, controversial or lewd issues as determined by the IHSAA, and (d) any other internet site deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the IHSAA.

5. Specialty Publication Qualifications.

- a. Specialty publications desiring media credentials must submit requests using instructions stated above. These requests for credentials for the state championship level of an IHSAA Tournament Series must include samples of the specialty publication and must be made no later than two weeks in advance of the event to allow the IHSAA time to review the publication and its content to determine legitimacy.
- b. Credentials for the state championship level of an IHSAA Tournament Series for specialty publications should be staffed by full-time employees with the intent of reporting tournament results/information for bona fide news purposes and will be granted as space allows. Designated seats for all representatives of specialty publications that have been approved for credentials may not be available.
- c. Credentials for the state championship level of an IHSAA Tournament Series for specialty publications affiliated with/following a participating team, as approved by that school’s administration, will receive strong consideration for being granted credentials.
- d. Specialty publications desiring media credentials for the state championship level of an IHSAA Tournament Series

must have a demonstrated record of sustained coverage of high school sports. This should include but not be limited to: (i) publishing stories and statistics in a timely basis about individual contests, and (ii) publishing feature stories about high school sports teams, coaches, and student athletes.

- e. The following specialty publications will not be granted credentials for the state championship level of an IHSAA Tournament Series: (i) specialty publications that only provide recruiting lists, (ii) specialty publications that only provide lists of outstanding teams, and (iii) any specialty publication deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the IHSAA.
- f. Specialty publications must declare their coverage plans with their request for credentials for the state championship level of an IHSAA Tournament Series to determine if the content to be printed does not duplicate existing content already being provided, or violate rights already granted by the IHSAA to another party. If a specialty publication is seeking credentials for the state championship level of an IHSAA Tournament Series merely to report information already available on the IHSAA web site or its designee, there is a likelihood that the IHSAA will deny the request.
- g. Space and facility restrictions will be a factor in determining whether requests for credentials for the state championship level of an IHSAA Tournament Series for photographers from specialty publications will be approved. NOTE: the IHSAA is the owner of the rights to and the copyright holder of all IHSAA Audio & Visual Works, which includes all still photographs taken of IHSAA Tournament Series events, all film, videotape and audiotape of IHSAA Tournament Series events and the live audio and visual broadcasts of IHSAA Tournament Series events. Still photography, filming, videotaping, and audio recording are prohibited at IHSAA Tournament Series events, except as expressly and specifically authorized by the IHSAA.

E. Credential Seating Assignments for the State Championship Level at all IHSAA Tournament Series Events.

An open seating policy is normally used at the state championship level of all IHSAA Tournament Series events, but if it becomes necessary to allocate space for accredited media organizations, priority will be given as stated in the IHSAA Media Rules & Regulations document.