



MEDIA POLICIES AND PROCEDURES

(Updated July 2025)

**Year-long credentials for NYSPHSAA events are issued for working media only and should request a credential during the designated timeframe:
August prior to start of upcoming school year.**

Temporary credential requests for specific championships are to be requested the week prior of championship weekend, no later than two days before championship start.

All credential requests are subject to review.

I. GENERAL

The media member assumes all risk and danger incidental to the sport he or she is covering, as well as any risk or danger reasonably foreseeable while on the grounds covering the event, including but not limited to being struck by balls, players who may go out of bounds, etc. and releases NYSPHSAA, its employees, officers, directors, site host, sponsors, players, volunteers from any and all liabilities resulting from injuries or personal property loss occurring before, during, or after actual play or while on the tournament site.

II. PROVIDING INFORMATION TO THE MEDIA

- a. Championship Tournament brackets for team sports will be posted on the NYSPHSAA website as soon as it is available. All sites and times are subject to change. Most team sport brackets can be found on the MaxPreps platform.
- b. Tournament information for sports considered individual sports will be posted on the NYSPHSAA website via the sports 'Championship page as soon as it is available from the NYSPHSAA Sports Coordinators and committees.
- c. Media guides are posted on the NYSPHSAA website within the week before a championship weekend commences. When available, statistics will be distributed to media members after each contest, and posted on the NYSPHSAA website, as soon as possible.

III. POLICY FOR PHOTOGRAPHY, FILM, VIDEO, AND AUDIO AT NYSPHSAA-SPONSORED EVENTS

- a. **Copyright/Ownership Rights-** Unless otherwise agreed to in writing by NYSPHSAA, NYSPHSAA is the owner of the rights to and the copyright holder of all NYSPHSAA audio-visual work, which includes all still photographs taken of NYSPHSAA Championship events, all film, videotape, and audiotape of NYSPHSAA Championship events and the live audio and visual broadcasts of NYSPHSAA Championship events. Still photography, filming, videotaping, and audio recording is prohibited at NYSPHSAA Championship events, except as expressly and specifically authorized by NYSPHSAA. All video, broadcast, and title rights for NYSPHSAA Championship events are the exclusive property of NYSPHSAA. The selling or redistribution of photographs, film, videotape, and audiotape from NYSPHSAA Championship events for personal or commercial gain is strictly prohibited with the express written permission of NYSPHSAA. Discovery of any unauthorized distribution will result in removal from the championship and revocation of credentials.
- b. **Participating Schools-**
 - i. Effective with the 2016-17 school year, ONE (1) representative of participating schools in **team sports, which are defined as: Boys and Girls Soccer, Field Hockey, Boys and Girls Volleyball, Football, Competitive Cheerleading, Ice Hockey, Boys and Girls Basketball, Boys and Girls Lacrosse, Baseball and Softball,** are authorized to take still photographs at NYSPHSAA Championship events so long as the representative is recommended by the participating school's principal or athletic director. The representative will be required to receive the proper credential from NYSPHSAA **PRIOR** to the scheduled contest involving their school. ***The credential will only be valid for the game(s) involving the representative's school.***
 - ii. Representatives of participating schools will be provided with an area for videotaping their contest. These tapes are to be used **ONLY** for review by the school coaching staff and team. The tapes **MAY NOT** be used for public viewing, fundraising, or internal broadcasting. Videotaping by participating schools may be limited at some events. **ALL** videographers **MUST** get approval from the NYSPHSAA office **AT LEAST 48** hours prior to the scheduled contest. The request **MUST** come from either the participating school's principal or athletic director.
 - iii. Under no circumstance may still photographs or video, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, NYSPHSAA.
- c. **Media-**
 - i. Members of the media are authorized, without paying a fee, to take still photographs and take short video and audio clips of NYSPHSAA Championship events for print and electronic news coverage.
 - ii. Under no circumstance may still-photography, films, videos, or audio tapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, NYSPHSAA.
 - iii. Unless otherwise authorized by NYSPHSAA, videotape or film taken at any NYSPHSAA Championship event shall be used for the sole purpose of sharing excerpts thereof as a part of a regularly schooled sports or news program and for no other reason.
 - iv. The media outlet will not lend, give away, or sell the film or videotape, in whole or in part, except only for the purposes hereinabove specifically set forth and/or such cases as NYSPHSAA requests for use by NYSPHSAA.

Any still photography, videotaping and audio taping shall be conducted from spectator areas. No one will be allowed in the playing area.

- v. In no event may a spectator interfere with a game play or violate this policy and NYSPHSAA reserves the right to ask any spectator to leave the game in the event they violate this aforementioned policy.

d. Internet Real-Time Policy.

- i. Unless otherwise authorized by NYSPHSAA, live video and/or audio is strictly prohibited for use on a website.
- ii. Video may be shown as part of a single, non-archived, online 'simulcast' of a television station's regularly scheduled news program.
- iii. Each credential holder has the privilege to blog or tweet updates during a contest through their media outlet. The use of live video is not permitted. **This includes any type of streaming through mobile phones (including apps), laptops, tablets, and other electronic devices.**
- iv. Should any of these conditions be breached, NYSPHSAA reserves the right to immediately revoke the credential and have the media outlet removed from the NYSPHSAA Championship event premises. NYSPHSAA may also choose to revoke the media organization's credentials to cover any future NYSPHSAA Championship events.

- e. **Flash Photography.** The use of electronic flash equipment, other than a strobe flash, is prohibited at all indoor NYSPHSAA Championship events. NYSPHSAA and officials covering an NYSPHSAA Championship event reserve the right to have strobe flashes removed from indoor NYSPHSAA Championship events at their discretion.

- f. **Media areas.** Credentialed members of the media may shoot from designated areas at NYSPHSAA Championship events. The presence of any type of photographer (video or still) in the bench area for all sports is strictly prohibited and no media personnel shall communicate in any way with people in the team area or coaching box. In no event should any member of the media interfere with game play and NYSPHSAA reserves the right to revoke a credential at its sole discretion if it believes the media member is interfering with the game.

- g. **Press Table/Press Box.** For those who possess an official NYSPHSAA Championship media credential, all media areas will be always accessible with the credential visible. Unprofessional conduct or 'cheerleading' in the working news media area at NYSPHSAA Championship events shall not be permitted. Children are not permitted in the working news media area without written permission from NYSPHSAA. All media areas will be maintained to offer a working atmosphere conducive to productivity and concentration. Violation of this regulation may result in loss of credentials and removal from the news media area.

- h. **No Review.** Still photography, films, video or audio tapes may not be used to review decisions of game officials at any live NYSPHSAA Championship event.

IV. CREDENTIALING POLICIES AND PROCEDURES

a. General.

- i. Requests for media credentials for a NYSPHSAA Championship event must be submitted prior to the deadline established for the event. All media credential requests must be made by the media organization's sports director, sports editor, publisher, and/or other department head.

- ii. NYSPHSAA Championship event media credentials will be issued to accredited media agencies. Credential requests from the following approved media agencies will be reviewed: Newspapers (daily, weekly, monthly), magazines, television stations, internet sites, radio stations and radio networks.
- iii. Media who cover multiple NYSPHSAA Championship events throughout the school year may request season-long credentials beginning on August 1 and continuing through September 30. All requests for year-long credentials MUST be made via the online submission form on the NYSPHSAA website.
- iv. All NYSPHSAA year-long credentials are valid ONLY for NYSPHSAA Championship regional, semifinal, and final contests. For regular season and sectional tournament contests, it is at the discretion of the host school and/or section whether to honor the NYSPHSAA media credential.
- v. The issuance of all media credentials, either season-long credentials or individual tournament credentials, is at the sole discretion of the NYSPHSAA staff. Submission of a credential request does not guarantee a representative a media credential. All requests will be reviewed and must be approved by NYSPHSAA staff. The NYSPHSAA staff will notify any individual whose request has been denied.
 - 1. A history of prior attendance at previous events does not guarantee approval or waive any requirements.
 - 2. All requests received will be considered on an individual basis and approved or denied based on verifying the applicants are a bonafide media agency.
- vi. Media representatives who receive credentials to a NYSPHSAA Championship event must be on assignment for a specific media organization. Credential requests for freelance photographers, freelance reporters, correspondents or stringers must be submitted on their behalf by the media organization for which they are working. Credentials will not be provided for: head and/or assistant coaches intending to photograph, parents or any other family member of athletes participating in a NYSPHSAA Championship, recruiting or scouting services, advertising personnel, including directors, managers, and account executives.
- vii. Unless otherwise approved in writing by NYSPHSAA, credentials will not be issued to commercial photographers.
- viii. Credentials and/or complimentary tickets for spouses, friends, etc. of news media representatives will not be provided. Individuals who attend an event with a credentialed news media representative will be required to purchase a ticket.
- ix. Only those representatives whose requests are submitted by the advertised deadline and are approved will be issued credentials. Late requests will not be guaranteed procession. Credentials must be picked up at the media entrance to the event. Media representatives who possess the year-long NYSPHSAA Championship season-long credential are required to check-in at the media entrance upon entering the venue. Proper photo identification will be required prior to picking up an individual's credential.
- x. Out-of-state media organizations must have a circulation area that includes the community of a participating school and must have covered that school throughout the regular and post season. All other out-of-state media

organizations must explain the necessity for their coverage of the NYSPHSAA Championship event.

- xi. Media credentials to a NYSPHSAA Championship event are issued for the sole purpose of identifying and providing complimentary admission and special access to representatives who have a legitimate working function in connection with the event. Credentials are non-transferrable and may be used only by those representatives to whom they are issued. Unauthorized use, sale or other transfer of a credential will subject the bearer to removal from a NYSPHSAA Championship event, revocation of the credential, and the indefinite denial of credentials to future events.
- xii. Credentials, once issued, remain the property of NYSPHSAA, and are subject to revocation and confiscation at the discretion of the NYSPHSAA Executive Director and/or his/her representation. Grounds for revocation and confiscation of a credential include, but are not limited to, misuse, abuse and/or transfer of the credential to anyone other than to the person who the credential is issued. Any media outlet whose representative has a credential revoked for any reason is subject to being denied credentials to future NYSPHSAA Championship events.

b. Acceptance conditions:

This working credential is issued for the sole purpose of providing facility access to a representative of an accredited media organization recognized by NYSPHSAA who has a legitimate working function in connection with this NYSPHSAA Championship event. Any unauthorized use of this credential subjects the bearer to ejection from the facility and/or his/her organization to forfeit future privileges. Issuance and use of this credential is subject to the following conditions:

1. This credential shall be used solely for news and editorial coverage (bona-fide news purposes) of this NYSPHSAA event.
2. Any use of news and editorial content or photographs/electronic images for entertainment and commercial purposes and not for bona-fide news purposes is strictly prohibited without prior written consent of the NYSPHSAA. The selling of news and editorial content or photographs/electronic images is exclusive to NYSPHSAA and/or any other company so designated by NYSPHSAA.
3. The accredited media organization and bearer shall indemnify, defend and save harmless NYSPHSAA, its officers, agents, employees and each of its member schools, their officers, agents and employees, from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorneys' fees and expenses) incurred by, arising from, or in connection with:
 - the unauthorized use of news and editorial content or photographs/electronic images, whether such unauthorized use is by the bearer, the accredited media organization designating the bearer to use the credential on its behalf, or some third party to whom the bearer distributes news and editorial content or photographs/electronic images;
 - any injuries resulting from acts or omissions by the bearer or some third party to whom the bearer directly or indirectly distributed news and editorial content or photographs/electronic images
 - any cameras, wires, cables,

computers, telephones or any other equipment brought to the premises by the bearer, or • the use of any news and editorial content or photographs/electronic images or any other matter other than coverage of this NYSPHSAA event.

4. Irrevocable permission is granted to NYSPHSAA and its assignees to utilize the bearer's voice, image and likeness in connection with any broadcast, other recording or print reproduction of the event without compensation.

5. Bearer assumes all risk and danger incidental to this NYSPHSAA event, whether occurring prior to, during or after the event, and releases NYSPHSAA and all agents thereof from any and all liabilities resulting from such event.

6. This credential is the property of NYSPHSAA and may be revoked at any time at the sole discretion of NYSPHSAA and will automatically terminate if any term hereof is breached. In cases deemed unique by NYSPHSAA, these policies and any other NYSPHSAA media policies may be amended. The accredited media organization and/or bearer that breaches the conditions of use of this credential is subject to legal liability as well as all costs incurred in enforcing the terms of these conditions including but not limited to reasonable attorneys' fees.

7. Acceptance of this credential constitutes agreement by the bearer and his or her organization to abide by the foregoing conditions, other NYSPHSAA media policies, as well as guidelines established for the conduct of media representatives at this NYSPHSAA event.

c. Accredited Media Agencies.

i. Newspapers

1. Credentials will be provided to photographers and/or reporters.
2. Requests for credentials must come from the newspaper's sports editor, or other department head as defined above.
3. Credential requests for freelance photographers, freelance reporters, stringers, correspondents, and/or stringers must be made by the sports editor/department head prior to the advertised deadline.

ii. Radio Stations.

1. Radio stations providing a live audio broadcast of the NYSPHSAA Championship Event MUST fill out and sign the NYSPHSAA Radio Broadcast Agreement AND pay any associated rights fee(s) prior to the start of the scheduled contest they wish to broadcast.
2. A radio station providing a live audio broadcast is responsible for any additional fee(s) outside of any associated rights fee(s). Such fee(s) include but are not limited to venue-specific fees: phone line fees, internet access fees, data fees. Any additional venue-specific fees will be outlined prior to a radio station signing the NYSPHSAA Radio Broadcast Agreement.
3. Stations who are broadcasting a NYSPHSAA Championship event will be issued TWO (2) media credentials. Radio stations must identify: the game they are broadcasting, the school(s) they are covering, the name(s) of the individuals requesting credentials, and whether or not an internet stream will be available.

iii. Television Stations.

1. Credentials will be provided to videographers and/or reporters.

2. Television stations wishing to do a live feed during a regularly-scheduled news program, should contact NYSPSHAA at least 24 hours prior to the scheduled program to ensure that any technological needs can be met by the venue, and any additional station personnel are properly credentialed.

iv. **Internet Sites/Magazines.**

1. Requests for credentials for internet sites/magazines covering a specific tournament MUST be submitted no later than two (2) weeks in advance of the NYSPHSAA Championships event to allow the NYSPHSAA staff time to review the site/magazine and its content to determine credibility.
2. Requests will be considered on an individual basis and will be issued at the discretion of NYSPHSAA.
3. The following guidelines will be used when reviewing an internet site credential request:
 - a. Internet sites must update news content daily with unique and original content, and have a demonstrated record of sustained coverage of high school sports.
 - b. Internet sites must have a unique registered domain name ending in one of the recognized extensions (.com, .cc, .edu, .net, .org).
 - c. Internet sites must furnish, upon request, certifiable traffic numbers from an established auditing firm (i.e. Nielsen), or from its service provider. Hit counters on web pages will not fulfill this obligation. The following information may be requested: the average number of 'page views' by each visitor; and the name and telephone number of the auditing firm or service provider to discuss and ensure accuracy of the numbers.
 - d. Commercial for-profit internet sites will not be issued credentials.
 - e. Paid membership-only sites will not be issued credentials.
 - f. Internet sites intending to merely report information already available on the NYSPHSAA website will not be issued credentials.
 - g. Internet sites with no vested interest in the NYSPHSAA Championship event will not be issued credentials
 - h. Due to limited space, Internet sites may be limited to a maximum of two (2) credentials for any individual NYSPHSAA Championship event.

d. **High School Student Photography/Journalism.**

- i. Request(s) for student photographers, and/or student-media, including but not limited to school newspapers, school television stations, school magazines, and internet web-sites affiliated with a participating school or team MUST come from an academic advisor, athletic director, and or district superintendent.
- ii. Request must be made at least 48 HOURS prior to the scheduled start of the contest.

- iii. Request must be made in writing on school and/or district letterhead to the NYSPHSAA Director of Communications.
- iv. All requests will be reviewed upon receipt.
- v. NYSPHSAA has the right to limit the number of credential(s) available for any contest.
- vi. Student photographers, and/or student media, as defined above must remain in designated areas.

e. NYSPHSAA Media Credentials will not be granted to:

- i. Any advertising personnel, including directors, managers, and account executives.
- ii. Coaches intending to photograph
- iii. Parents, and/or any other family member or relative of an athlete participating in a NYSPHSAA Championship event.
- iv. Recruiting or scouting services.
- v. Administration, principals, booster club members, presidents, vice presidents, general managers, managers, marketing managers, marketing representatives, public relations, promotions, accounting, graphic designers, or engineers.
- vi. Anyone whose principal purpose for attending NYSPHSAA State Championships, is, in our judgement, for reason other than generating news coverage of the event of its participants.

f. Emerging Media:

- i. Those looking to expand their brand in the social media landscape fall under the 'Emerging Media' category. Brand representatives must contact the NYSPHSAA office to request credentials like traditional media outlets.
- ii. Outlets categorized in Emerging Media will have additional review by the team that approves credentialing. Outlets may receive a temporary credential for coverage in order to legitimize the request, and assist in building the outlets branding while highlighting the successes of NYSPHSAA student-athletes.
- iii. Emerging Media outlets fall under the same restrictions and responsibilities of traditional media once approved, however can be subject to revocation of media privilege if its discovered anyone representing the outlet is mistreating the privileges of media distinction.

g. Special Requests.

NYSPHSAA reserves the right to issue additional credentials to certain media organizations that submit special requests with NYSPHSAA. Such decision to issue additional credentials will be at NYSPHSAA's sole discretion.

V. TELEVISION/RADIO/INTERNET BROADCASTING

a. Television-

- i. The NFHS Network is the official broadcast partner of the NYSPHSAA.
- ii. Rights fees are associated with broadcasting of any kind.
- iii. Any broadcast requests falling during the sectional and regional play of any NYSPHSAA event will need to request a contract and pay the rights fees as assigned by the Section host.

b. Radio-

- i. For credentialing procedures regarding radio, refer to 'ii. Radio Stations' under 'IV. Credentialing Policies and Procedures'.
- ii. Radio stations wishing to provide a live audio broadcast of the semifinals and/or finals of a NYSPHSAA Championship event MUST contact the NYSPHSAA Director of Communications at least 48 hours prior to the scheduled contest.
- iii. Radio stations must download, complete, and return a signed NYSPHSAA 'Official Radio Broadcasting Contract.'
- iv. Any associated rights fee(s) contained in the 'Official Radio Broadcasting Contract' must be paid to NYSPHSAA prior to the start of the scheduled contest, unless other written authorization has been granted by NYSPHSAA.
- v. If a radio station wishes, they can provide an on-line link to the audio stream for publication by NYSPHSAA on the NYSPHSAA website and NYSPHSAA social media.

c. Internet-

- i. The NFHS Network is the official *streaming* broadcast partner of the NYSPHSAA, which includes live video streaming of NYSPHSAA Championship events beginning with the conclusion of any sectional tournament.
- ii. Corporations and/or organizations, including participating schools, wishing to provide a live audio broadcast of a NYSPHSAA Championship event should download, complete, and either fax or scan and email back the NYSPHSAA Championship Internet Broadcast agreement at least 24 hours prior to the scheduled contest they wish to broadcast.
- iii. For credential purposes regarding internet broadcast personnel, the same credentialing policies and procedures for a radio station will be followed, which allows for MAXIMUM of TWO (2) credentials for organizations providing a live audio internet broadcast.

VI. USE OF NYSPHSAA ORIGINAL VIDEO/STILL PHOTOGRAPHY

- a. Media organizations wishing to use any still photography or video provided on the NYSPHSAA social media networks and/or NYSPHSAA website may do so with proper courtesy.
- b. All still photography and/or video downloaded from NYSPHSAA social media networks and/or NYSPHSAA website may be used with 'Courtesy: NYSPHSAA'.
- c. Media may request any high-resolution copies of still photographs and/or video from NYSPHSAA social media networks and/or NYSPHSAA website by contacting the NYSPHSAA Director of Communications.
- d. NYSPHSAA does have a Dropbox account, which will be utilized to provide media organizations with requested high resolution still photographs and/or video.
- e. NYSPHSAA is not able to guarantee any special accommodations and/or requests from media organization, however every effort will be made to fulfill a request made at least 24 hours prior to the scheduled NYSPHSAA Championship event.

VII. NYSPHSAA LOGO

Media outlets are encouraged to use NYSPHSAA logos for use in their coverage. Please contact the NYSPHSAA Director of Sports Information & Digital Content for a high resolution version of the logo should you require one. NYSPHSAA is the owner of trademarks, copyrights, and other proprietary rights. No rights are conferred to, or intended to be conferred to, or created on behalf of the media agency, for use of NYSPHSAA logos in any telecast, broadcast, transmission or recording.

MEDIA CONTACT INFORMATION

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Information

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Social Media Networks

Facebook: NYSPHSAA

X: @NYSPHSAA

YouTube: NYSPHSAASports

Instagram: NYSPHSAA

