

# **New Mexico Activities Association**

## **Multimedia Regulations**



### **Information For:**

- Audio Broadcasts
- Video Broadcasts
- Internet Streaming
- Press & Commercial Photography
- NMAA Media Credentials

## **NMAA MULTIMEDIA POLICIES**

This policy applies to all activities in which multimedia rights are granted by the New Mexico Activities Association. Address correspondence to:

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NMAA  
6600 Palomas NE  
Albuquerque, NM 87109  
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The New Mexico Activities Association (NMAA) acknowledges the rights and responsibilities of bona fide media representatives as they cover and report on NMAA sponsored events. We appreciate the interest generated by media coverage and the publicity given to the achievements of our member schools and students.

Reputable news-gathering organizations will understand the need for the NMAA to have the following policies and procedures for media attending and covering NMAA championship events.

Please note that the following policies apply only to competition conducted by the NMAA member schools during the NMAA championship events. Failure to comply with the following policies and procedures will result in your outlet having its credential privileges suspended by the NMAA.

### **1.0 CREDENTIALS:**

A. A media outlet may request media credentials for the year (August 1-July 31). The credential request form is attached to this document. The request form must be faxed prior to the beginning of the State Championship Event. The NMAA fax number is (505) 923-3114 (Attn: Communications Director). The NMAA will stop accepting requests for passes, 48 hours prior to the beginning of the championship event. Credentials are mailed to the media outlet, unless arranged to be picked up at a later date.

B. Signing and completing the media credential request form, the media outlet recognizes understanding, agreement and knowledge of all rules and regulations contained in this document.

C. All media outlets requesting credentials to NMAA championships must:

1. Be a limited Liability Corporation or bona-fide business registered to do business in the state of New Mexico or its bordering states.
2. Carry its own liability insurance and will hold harmless the NMAA, championship venues and all associated parties for any damages, injuries or death occurring while covering an NMAA championship event.
3. Use the official name of the Championship when referring to the event via print, radio, television, web or social media.

D. Media Credential Limits

1. The NMAA establishes a limit on the number of media credentials a media outlet can request depending upon the media outlets purpose and coverage. If additional passes are required for State Championship event coverage, see Credential Limits and Additional Requests, below:

Weekly Newspapers will be limited to two media credential.

Bi-Weekly Newspapers will be limited to two media credential.

Television News Stations will be limited to **four** media credentials.

Radio Stations (covering class A-3A schools) will be limited to **three** media credentials.

Radio Stations (covering class 4A-6A schools) will be limited to **four** media credentials.

Daily Newspapers will be limited to **four** media credentials.

Websites will be examined on a case by case basis.

**School Media will be limited to two media credentials.**

#### E. Credential Limits and Additional Requests

1. If additional media credentials are needed for NMAA State Championship coverage, a letter must be sent to the NMAA (Attn: Communications Director) (1) clarifying what championship event will be covered, (2) who will use the additional pass, and (3) in what capacity he/she will work. **Additional requests will be accepted by the NMAA prior to the beginning of the championship event for which the additional pass is being requested. The NMAA will **stop** accepting requests for additional passes, **48 hours** prior to the beginning of the championship event.**

F. Website Credentialing – Websites must be determined to be primarily a news-gathering organization, with an emphasis on regularly-scheduled event coverage. The site must also have a demonstrated history and reputation for providing sustained game coverage of high school sports. In addition:

1. Coverage must be original content.
2. The Website must be broad-based in nature. The site shall not be solely a personal page, fan based site, or player ranking-evaluation-recruiting site.
3. The Website may not display advertising or content on any page associated with its high school sports coverage that is not compatible with the mission or the message of high school sports as determined by the NMAA; see section 9.0 Sponsorship.
4. **Use the official name of the Championship when referring to the event via print, radio, television, web or social media.**

G. Specialty Publication Credentialing – Specialty publications must be determined to be primarily a newsgathering organization, with an emphasis on regularly-scheduled sports event coverage. The publication must also have a demonstrated history and reputation for providing sustained game coverage of high school sports. The publication should contact the NMAA at least two weeks in advance of the event credentials are being requested for to provide time for due diligence to be performed.

H. **School Media Credentialing** – The NMAA believes the opportunity to experience the benefits of high school sports are not limited to the student-athletes taking part between the lines, and encourages student media coverage of events. To provide accountability, requests for student

media coverage must be made by the faculty advisor and/or principal/ athletic director of the student(s) school. **The following terms must be met:**

- 1. All regulations listed in the media policy must be followed.**
- 2. School Media Credential Form must be submitted.**
- 3. Still Images must be provided to the NMAA.**

I. Other Credential Requests – During NMAA championships, no media credentials or courtesies shall be provided to the following:

1. College or professional coaches or scouts
2. Scouting or recruiting services, publications or Websites
3. Commercial/individual photographers/videographers and their companies

**J. The NMAA reserves the right to grant or deny any credential request for any reason whatsoever.**

K. Conditions Of NMAA Credentials – By requesting, accepting and using NMAA issued Media Passes, the party the passes are issued to agrees to the following:

“This working credential is issued by the New Mexico Activities Association to a representative of an accredited media organization recognized by the NMAA for the sole purpose of providing access to cover NMAA sanctioned events. It is issued subject to the following conditions:

- 1.) Bearer of this credential agrees that he/she is engaged in a legitimate working function for an accredited media organization, and that the credential shall be used solely for news and editorial coverage (bona-fide news purposes) of NMAA sanctioned events.
- 2.) Bearer of this credential is creating content exclusively for the accredited media organization represented, for purposes consistent with its normal publication and business functions. Media outlets using freelance photographers must have an arrangement with them where the outlet retains the rights to all images shot for its normal publication and business functions, and does not allow the selling of images beyond the outlet's normal policies. The NMAA does not issue photography credentials strictly for freelance purposes or to commercial photographers other than its licensed vendors for selected events.
- 3.) The NMAA reserves the right to request content created by the accredited media organization to which this credential is issued for its publication, promotional, educational or public relations uses. The accredited media organization to which this credential is issued is required to provide content created to the NMAA at no cost to the NMAA upon request if the accredited

media organization is engaged in the secondary use of content created in the news-gathering process for commercial purposes.

4.) Bearer of this credential agrees that the accredited media organization and bearer shall indemnify, defend and hold the NMAA and all agents thereof harmless from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorney fees and expenses) incurred by or in connection with:

- 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.

5.) Bearer assumes all risk and danger incidental to all events and releases the NMAA and all agents thereof from any and all liabilities resulting from such cases.

6.) Bearer agrees that this credential is not transferable, may be revoked at any time at the sole discretion of the NMAA and will automatically terminate if any term hereof is breached. In cases deemed unique by the NMAA, these policies and any other NMAA 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 attorney fees.”

## **2.0 GENERAL MULTIMEDIA REGULATIONS:**

A. Outlets are responsible for their own line installations. Championship hosts are not required to provide telephone, internet or other types of transmission access for outlets to use for originating games. Outlets should verify transmission line arrangements prior to game time and have equipment in readiness before the game.

B. All production/transmission equipment and personnel are to be placed in a position where they do not interfere with paying spectators or game participants or be located where they could cause injury to participants or spectators; or as prohibited by contest rules, NMAA policy or local published codes. No equipment is permitted in team locker rooms.

C. All costs, including installations, wire charges, internet access charges, electrical charges, etc., incurred by outlets in connection with playoff originations are to be met by the outlets concerned. There is to be no expense to the NMAA or to local event managers in connection

with such originations other than making available working space and issuing media credentials for working individuals according to the guidelines found in this document.

D. Outlets may display only one banner at a championship venue, and only on a space-available basis. Ideally, banners, when permitted, should be displayed at the station's origination location, and this banner may only be displayed while the outlet is originating. The banner may not display logos or names of advertisers sponsoring the outlet's origination.

E. No live interviews may be conducted on the playing surface, except by NMAA Network personnel or its designees or when permitted by NMAA staff.

F. Outlets are reminded that athletic staff representatives of NCAA-member schools (All Divisions) are not to appear as commentators or guest interviews during high school athletic event broadcasts (including regular-season contests). This is a violation of NCAA rules. UNDER NO CIRCUMSTANCES ARE NCAA MEMBER SCHOOL COACHES (All Divisions) ALLOWED TO APPEAR ON ANY BROADCAST, as violations could result in penalties to the NCAA school involved, or jeopardize the eligibility of athletes participating in the game being originated. This is NOT an NMAA rule -- It is included in the broadcast regulations to inform you and to prevent violations from occurring.

### **3.0 GENERAL CONTENT CAPTURING POLICIES – STILL IMAGES, VIDEO & AUDIO:**

A. The following regulations shall apply to authorized representatives of participating schools at NMAA postseason championship events capturing content (still images, video, audio recreations, data or any combination):

1. Content shall be exclusively for the school's publication, promotional, educational or public relations uses.
2. Content may not be sold.
3. Content may be displayed and be available for internet download at no cost.
4. Content must be made available at no cost to the NMAA upon request for publication, promotional, educational or public relations uses.
5. The principal or athletic administrator must identify the authorized representative(s) to event management in order to be given appropriate passes and access. The following terms and conditions shall apply:
  - a. For outdoor team events (Cross Country, Football, Soccer, Baseball, Softball, Track & Field, Golf, Tennis), a school may have a maximum of two authorized representatives to capture still images, one to capture video.
  - b. For indoor team events (Volleyball, Basketball, Spirit, Wrestling, Swimming & Diving), a school may have a maximum of one authorized representative for still images, and one for video.
  - c. School photographers granted passes and access are subject to the same policies and restrictions as all other media, which includes no team bench or team locker-room access.



B. The following regulations shall apply to authorized school and media representatives covering NMAA championship events for news-gathering purposes:

1. If an outlet has a demonstrated history of selling content (still images, video, audio recreations, data or any combination) and content-related products for commercial purposes, secondary use of the content created during the news-gathering process may be repositioned for commercial purposes under the following conditions:

a. Any content used for commercial purposes must be made available at no cost to the NMAA and the participating member school(s) upon request for publication, promotional, educational or public relations uses.

b. Video – An outlet is limited to the use of one minute of single-game action in team sports (i.e., Basketball) and a combined total of five minutes daily of action in individual sports (i.e., Track & Field, Swimming & Diving).

c. Audio Recreations – An outlet is limited to the use of one minute of single-game action in team sports (i.e., Basketball) and a combined total of five minutes daily of action in individual sports (i.e., Track & Field, Swimming & Diving).

d. No sale, distribution or promotion of the availability of content from the media outlet will be allowed at an NMAA championship venue, including parking areas, entrances and other common areas.

2. An outlet will not be given media passes exclusively for creating content for commercial purposes.

C. Commercial/individual vendors WILL NOT be granted passes or appropriate access to NMAA events at ANY level.

1. Neither the NMAA, nor event managers, are responsible for being proactively on the lookout for and penalizing commercial/individual vendors who are found to be in violations of these terms and conditions. However, if a rogue vendor is discovered, that party will be subject to any and all applicable NMAA rules and regulations, plus any other penalties deemed appropriate by the NMAA.

D. These following regulations apply to both regular season and NMAA championship contests. They also apply to all photographers/videographers approved for credentials, and those individuals representing the participating schools for non-commercial purposes.

1. USE OF ELECTRONIC FLASH/STROBES – Photographers **MAY** use electronic flash/strobe cameras during the progress of a sporting event as long as, in the opinion of the contest officials, the flash does not hinder the actions of or endanger the contestants. The final decision as it relates to electronic flash/strobe equipment rests with the judgment of the site management and contest officials when NMAA staff is not present at an event.

**IMPORTANT** -- When determining whether or not the use of electronic flash/strobe equipment represents a hindrance to an event, do not evaluate the situation while looking directly at the strobe, but rather by taking the view of the game participant or the official who is focusing on the action, not the strobe, and is not aware of when the strobe is about to go off. Strobes properly positioned **DO NOT** pose a threat to the conduct of most contests. If, after careful consideration, the strobe is determined to be a problem, game management

should work with the photographer using the strobe to review the strobe's placement, flash strength and direction. Sometimes, adjusting a strobe so that the flash bounces off the walls or ceilings will correct any potential problems.

- a. The only sports in which the use of electronic flash/strobe equipment is prohibited are: Spirit and Swimming & Diving.
- b. Requests to use strobe lights mounted to fixed positions shall be made well in advance of the contest.
- c. As a courtesy, contest managers or the NMAA should inform participating coaches and contest officials that photographers have been approved to use strobe lights in fixed positions.
- d. Strobes should be placed in corner or ceiling positions, and should never be placed in the direct line of a basket in basketball or focal point common to that sport.
- e. Camera-mounted strobes must always be positioned similarly as fixed strobes. A camera operator with an on-board strobe shall shoot outside the edges of the free throw lane in basketball, for example.

2. PHOTOGRAPHER PLACEMENT – Photographers for other sports shall be placed in positions in accordance with National Federation of State High School Associations National Rules. In the sport of football, for example, photographers shall be positioned behind the restraining line, which is two or more yards from the sidelines and end zones. In addition, photographers shall not be positioned in the team boxes between the 25-yard lines. Also, in the sports of Baseball and Softball, photographers are prohibited from being in live ball areas. If a designated media area is used, it shall be established before the game begins, shall be a lined area and shall be considered a dead ball area. In soccer, photographers should not be positioned within two yards of any sideline or endline. Some venues and events will have designated areas where photographers may shoot from. Game officials and host management have the authority to remove any member of the media for not staying in their designated area in any sport.

#### **4.0 AUDIO SPECIFIC POLICIES – COMPLETE GAME ORIGINATION:**

A. Outlets desiring to originate broadcasts of individual games at the Basketball and Football Championships involving teams from their local market must broadcast regular-season games on a consistent basis in that market.

B. Outlets are limited to the number of credentials they may receive; see section 1.0 for credential limits.

C. Space permitting, outlets may set up at their broadcast location during the game preceding their broadcast, and may only occupy that position through the end of the session.

D. If space restricts the number of originating outlets, event management must provide space for at least one outlet for each participating school, based on the input of the administration of each participating school.

E. Radio stations will confine their remarks to an actual description of the games and the action in connection with them and that announcers will make no comments in regard to the judgment

of game officials or coaches during any broadcast originating from the game/contest site. Violation of this clause will result in the station not being permitted to continue its broadcast.

#### **5.0 VIDEO SPECIFIC POLICIES – COMPLETE GAME ORIGINATION:**

A. Video of NMAA postseason championship contests may be distributed according to policies and procedures established by the NMAA for its championships.

B. There shall be no video distribution of any NMAA championship event except by NMAA designees or by contractual agreement with the NMAA. The sole exception is for authorized representatives of broadcast companies recording video only for the purpose of newscast highlights, with no more than one minute of such footage from a single game, or a combined total of five minutes of action from an individual event (i.e., Wrestling-Track-Swimming) being broadcast. Footage shot away from the playing surface (e.g., of coaches, cheerleaders, spectators, interviews, etc.) is not included in this regulation. The regulation does not apply to footage shot for season-ending highlights presentations, video yearbooks, television/ movie documentaries, etc. The access for such productions shall be negotiated between the originating party, the NMAA and/or its designee. Contact the NMAA Communications Director for additional information. The NMAA reserves the right to limit the number of such licensing agreements it issues, and may deny licensing at its sole discretion for any reason whatsoever.

1. For post-game reports, any game action highlights may be shown with the total action footage used not to exceed one minute.

2. For internet purposes, the shelf life of the highlights shall not exceed one year from the conclusion of the contest.

3. For team sports, highlights must not incorporate more than two (2) consecutive plays at any point from the contest.

#### **6.0 DATA STREAMING SPECIFIC POLICIES:**

A. Outlets wishing to stream data in real time from an NMAA championships venue are limited to statistical information and text describing game events as it occurs. Video of the event may be posted in accordance with Section 5.0 of Video Specific Policies in this document.

B. The streaming of data in real time is not allowed at events at any level of any championship in any sport where the NMAA or its designee is originating real time data, audio or video.

C. Blogs posted periodically by accredited media throughout a contest, including text and still images, are not considered real-time streaming for the purposes of these regulations and are allowed.

## **7.0 GENERAL MULTIMEDIA REGULATIONS INTERPRETATIONS:**

A. COMMERCIAL PURPOSE – When any content (still or moving image, audio description, data or any combination) created at an NMAA championship event is distributed for the purpose of being sold by the originating party, regardless of the amount of money being charged (including donations). If a monetary exchange is required between the originating party and a party wishing to obtain the content, Commercial Purpose exists.

B. SECONDARY USE – Any use of content created at an NMAA championship event following its original purpose (i.e. newsgathering, live distribution of audio or video) shall be considered Secondary Use. Examples of Secondary Use include, but are not limited to, the following: Repositioning of still or video images for Commercial Use (sales) following their editorial use; and making audio/video originations available after their initial distribution (live or appointment-based) for on-demand access.

## **8.0 VIDEO REGULATION INTERPRETATIONS:**

A. FIVE-MINUTE STANDARD FOR INDIVIDUAL EVENTS COVERAGE – An outlet covering an NMAA championship in individual events is limited to five minutes of action daily. An outlet may broadcast five minutes total daily, regardless of the number of classes/divisions being covered. For example, for the NMAA Wrestling Championships, an outlet could broadcast five minutes daily combined from all three divisions of competition, from a single division of competition, or any combination. Another example would be at the NMAA Track & Field Championships, an outlet could broadcast five minutes of action. Interviews and footage of non-action activities (i.e., awards, etc.) do not count against the five-minute standard. Individual events, for the purposes of this interpretation are:

Cross Country, Swimming & Diving, Wrestling, Golf, Tennis, Track & Field

B. ONE-MINUTE STANDARD FOR TEAM COVERAGE – An outlet covering an NMAA Championship in team competition (head to head) is limited to one minute of action footage per competition. Interviews and footage of non-action activities (i.e., awards, etc.) do not count against the one-minute standard. Team events, for the purposes of this interpretation are:

Football, Volleyball, Soccer, Basketball, Spirit, Baseball, Softball

C. For internet purposes, the shelf life of the highlights shall not exceed one year from the conclusion of the contest.

D. For team sports, highlights must not incorporate more than two (2) consecutive plays at any point from the contest.

## **9.0 SPONSORSHIP:**

A. No beer, wine, liquor, lottery, gambling, sports betting, casino or tobacco sponsorship will be permitted of specific coverage dedicated to high school interscholastic activities/ athletics. No tavern or other establishment whose primary business is serving or distributing alcoholic beverages will be accepted for sponsorship. This includes messages from distributors promoting responsible consumption of alcoholic beverages. Messages promoting anti-drunk driving groups such as Students or Mothers Against Drunk Driving, however, are acceptable. Combination businesses such as convenience or drug stores, hotels or restaurants which may dispense or distribute alcoholic beverages may be acceptable sponsors, but no part of advertising messages shall refer to the dispensing or distribution of alcoholic beverages beer, wine, tobacco or to a bar, cocktail lounge, or other facility dispensing alcoholic beverages.

## **10.0 ACCOMMODATING THE MEDIA:**

One of the things that defines high school sports as unique from all other levels of youth sports is the daily media coverage of our games. For most of our participants, this is the only time in their lives their name will be in the newspaper, or the only time their name will ever be called by a local radio or television announcer for playing the games they love.

As athletic administrators, we have a role in seeing that our student-athletes are recognized for their efforts by providing the details of our athletic events to the media, and by properly accommodating media when they attend our events.

First, it should be stated that no single school or single sport has a right to receive media coverage. Even in the smallest communities, automatic coverage is not a given. Media outlets are driven by advertising dollars, circulation, viewership/listenership numbers, and by providing coverage of what interests most of the community they serve. Regardless, schools need to service all sports equally in terms of their promotion to the media.

In discussing coverage issues with the media each summer, we have found the same themes to be sounded, themes which will help schools receive the maximum coverage possible.

### **Before The Season**

- Be sure you provide a list of schedules, including starting times, for all sports for the upcoming season well in advance of the first event. Some smaller newspapers may also run subvarsity schedules -- check with your sports editor to see if the outlet is interested in the information. You should also check to see if e-mailing the information is preferred.
- Once team rosters are available, provide that information to your local outlets. Having a roster handy will increase the chances of your students' names being spelled correctly in stories.
- Find out the timetable your local outlets have for receiving event reports on game nights. Be sure the individuals responsible for calling in results know the deadlines, and the consequences if they don't meet them. Find out if submitting results for information-intensive sports like Swimming and Track can be done by e-mail.

### **For Home Events**

- Set up a working press area that is protected from the elements. Make sure it has counter space for notebooks, laptop computers and broadcasting equipment; and electrical outlets. Access to telephones and the internet is desirable, but may not always be feasible.
- Press boxes are called that for a reason. Don't turn what should be a working area into a skybox for school administrators, boosters and other non-workers.
- Be sure you provide visiting media access to your facilities on a reasonable timetable. This includes marking off seats for media who have made advance arrangements with you, so they are not made to arrive early to be guaranteed working space; and providing them the time following a contest if they are on deadline to write their report, and transmit it back for the following day's paper. Every effort should also be made to accommodate those media who do not call in advance; but it would not be inappropriate for you to request that courtesy if they plan on making return trips to your school.
- Providing rosters and statistics about your team is an appreciated courtesy.
- While not required, complimentary coffee, soda, or bottled water in the press area is appreciated.
- Some photographers may wish to set up strobe lighting in your indoor venues. Such lighting, properly set up, does not affect play. Be sure the strobes are not set up in a manner which creates a safety hazard with cords and light stands being in the way of spectators. Strobes are allowed at NMAA post-season championship venues in all sports except Spirit and Swimming & Diving.
- Be sure photographers visiting your venue are aware of where they can -- and cannot -- work.

### **Following An Event (Home or Away)**

- Unless you are absolutely certain a media outlet was at the event, be sure it is given a telephone call. Television stations often send a single camera out on a given night with the assignment of getting footage of several games. You can't assume they were there at game's end.
- Be sure the call is made to your local media in a timely manner. The closer you call to deadline, the more chances increase of getting a shorter report, or not having your score on the TV report's graphics. Call as soon as the game is over.
- Be sure you have accurate information about both teams. This includes first and last names for key players, season records, and key statistics. Schools which make up such information quickly get found out by their local media.
- Be sure the coach is available for interviews. After a brief cooling-off period the coach should be prepared to meet with the local media. Some coaches oblige

interviews as they're walking off the playing surface, but it would not be impolite to ask a reporter to wait until after the coach has had a brief postgame meeting with the team.

- Be sure you call, win or lose. Don't earn a reputation with your local media for calling only when you win; the only losers in that case are your kids.

### **Media Responsibilities**

This is a two-way street in many respects. However, with dozens of schools in its coverage area sometimes, it is difficult for a media outlet to get out and cover all the schools and teams. Some of the media's responsibilities when covering your events include:

- Calling in advance. You can best plan for servicing media at games when you know they're coming. In your preseason communication with your local media, request their help by asking them to call you in advance when they know they're coming to your venue.
- Compliance with game management. The more you can do to communicate in advance with the media what the do's and don'ts are at your athletic venues, the more you reduce the likelihood of questions being raised or confrontations taking place. The media does have the responsibility to respect game management when such requests are initially made in a respectful manner. The school-media partnership, providing student-athletes and teams with recognition for their once in-a-lifetime participation in educational athletics, is what helps make our games unique. Cooperation and good sportsmanship on both sides of this partnership will give our youngsters memories for their scrapbooks which will last forever.
- Information on Social Media. Social Media is the present and future way of communication with the public for updates on their favorite school. Scores, stats, still images and videos posted on social media are free for public viewing and are not the sole property of one individual or organization. The more we work together, the better coverage and exposure we can give New Mexico student-athletes across the state.

# NMAA Application

## Working Media Credentials

### 2016-2017 Championships



*NMAA OFFICE USE*

Date Received: \_\_\_\_\_

Date Issued: \_\_\_\_\_

*Please PRINT Neatly*

Name of Media Outlet: \_\_\_\_\_

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

City, State, ZIP: \_\_\_\_\_

Telephone Number: (\_\_\_\_) \_\_\_\_-\_\_\_\_ Fax Number: (\_\_\_\_) \_\_\_\_-\_\_\_\_

E-Mail: \_\_\_\_\_

School/Schools You Will Be Covering: \_\_\_\_\_

Name(s) of Individual(s) to Use Credential(s): \_\_\_\_\_

**We will be covering NMAA State Championships Events as (Check One):**

- Weekly Newspaper   
  Daily Newspaper   
  Radio Station (Class A-3A)   
  Internet/ Website  
 Bi-Weekly Newspaper   
  TV News   
  Radio Station (Class 4A-6A)

**Media passes shall be granted under the follow conditions:**

This working credential is issued by the New Mexico Activities Association to a representative of an accredited media organization recognized by the NMAA for the sole purpose of providing access to cover NMAA sanctioned events. It is issued subject to the following conditions:

- 1.) Bearer of this credential agrees that he/she is engaged in a legitimate working function for an accredited media organization, and that the credential shall be used solely for news and editorial coverage (bona-fide news purposes) of NMAA sanctioned events.
- 2.) Bearer of this credential is creating content exclusively for the accredited media organization represented, for purposes consistent with its normal publication and business functions. Media outlets using freelance photographers must have an arrangement with them where the outlet retains the rights to all images shot for its normal publication and business functions, and does not allow the selling of images beyond the outlet's normal policies. The NMAA does not issue photography credentials strictly for freelance purposes or to commercial photographers other than its licensed vendors for selected events.
- 3.) The NMAA reserves the right to request content created by the accredited media organization to which this credential is issued for its publication, promotional, educational or public relations uses. The accredited media organization to which this credential is issued is required to provide content created to the NMAA at no cost to the NMAA upon request if the accredited media organization is engaged in the secondary use of content created in the news-gathering process for commercial purposes.
- 4.) Bearer of this credential agrees that the accredited media organization and bearer shall indemnify, defend and hold the NMAA and all agents thereof harmless from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorney fees and expenses) incurred by or in connection with:
  - 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.
- 5.) Bearer assumes all risk and danger incidental to all events and releases the NMAA and all agents thereof from any and all liabilities resulting from such cases.
- 6.) Bearer agrees that this credential is not transferable, may be revoked at any time at the sole discretion of the NMAA and will automatically terminate if any term hereof is breached. In cases deemed unique by the NMAA, these policies and any other NMAA 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 attorney fees.

**Media Credential Limits:**

- Weekly & Bi-Weekly Newspapers will be limited to **two** media credentials.
- Radio Stations (covering A-3A schools) will be limited to **three** media credentials.
- Radio Stations (covering class 4A-6A schools), TV News Stations & Daily Newspapers will be limited to **four** media credentials.
- Website credential limits will be examined on a case by case basis.

**Signing and requesting NMAA media credentials recognizes understanding, agreement and knowledge of all NMAA Multimedia regulations. The complete NMAA Multimedia Regulations Manual can be found at [www.nmaact.org](http://www.nmaact.org).**

Name of Sports Editor/ Director: \_\_\_\_\_ (*ONE PER OUTLET*)

Signature of Sports Editor/ Director: \_\_\_\_\_ Date: \_\_\_\_\_