2020-21
NSAA MEDIA MANUAL

"NSAA activities ... the other half of education"

Nebraska School Activities Association

Office Location: 500 Charleston Street, Suite 1 - Lincoln, Nebraska 68508
Telephone: 402-489-0386 | Website: www.nsaahome.org
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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:
Jeff Stauss
Assistant Director
Nebraska Schools Activities Association
500 Charleston Street, Suite 1
Lincoln, Nebraska 68508-1119
Phone: 402-489-0386
Email: istauss@nsaahome.org

2020-21 – NSAA Media Manual - Points of Interest

Professional Conduct & Neutral Coverage
As members of the media, you are representing your media organization. Team attire (i.e. booster buttons, school team shirts, etc.) will not be permitted by members of the media while covering NSAA Championship events. Cheering directed toward a specific school or participant will not be allowed. Our goal is to maintain equity in the competitive environment. Continued failure to comply with these expectations can impact future requests NSAA media credentials.

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.

Generic NSAA Media Credentials
Every media outlet granted NSAA media credentials will receive two blank, generic passes to use during the 2020-21 activities year. These generic passes are to be utilized with scrutiny for freelance employees or additional crew members to cover a specific activity. Abuse of generic NSAA media credentials will affect future requests credentials.

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 on page 6. Please be sure that payments are made to the NSAA within 30 days of receipt, as noted in this manual. Non-payment or delays in payment will impact future requests for championship broadcasts and NSAA media credentials.
2020-21 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 Credential Policy

Credentials Application Deadline: The NSAA will NOT issue media credentials after October 1, 2020.

Media credentials are only available for purposes of 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 2020-21 academic 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 2020-21 media pass to be used at any NSAA Sub-District, District, District Final, Playoff, and State Championship competitions in NSAA activities during the 2020-21 school year.
2. All regular season competition admittance is at the discretion of the host event director and school.
3. Credentials are issued to media organizations for individual(s) who are in a working capacity at respective events.
4. A media outlet can only request an official NSAA Media Credential for its staff who regularly cover NSAA activities.
5. All media personnel will be expected to have their current NSAA credentials on them at all times. These 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 for admittance.
6. Every media outlet granted NSAA media credentials will receive two blank, generic passes to use during the 2020-21 activities year. These generic passes are to be utilized with scrutiny for freelance employees or additional crew members to cover a specific activity. Sports editors/editor-in-chief’s of the individual media outlets are responsible for the use and possession of these passes. The NSAA will not print any more than the two allotted generic passes for a media outlet throughout the activity year.

Please Note: Abuse of generic NSAA media credentials will affect future requests for credentials.

7. Credentials for New Employees: Please notify the NSAA immediately upon any changes among your full-time staff and appropriate procedures for credentials.
8. Internet-based media must meet the following criteria to be considered eligible for NSAA credentials:
   A. High school sports content on the site is available without restrictions or subscriber/fee 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 do not have your NSAA Media Credentials, please check with your editor/director before calling the NSAA office.

Lost Credentials
Please notify Alicia McCoy (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 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 only those media members that require a closer view (photography & interviews).

In the designated media area, media personnel will be able to check out a NSAA media vest, when required. Logistical information will be communicated to media outlets 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 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 Twitter 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, or live text-based broadcasts shall be permitted, provided ample 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: Coverage requests are to be submitted to the NSAA office three days prior to each respective Championship, when feasible.
7. 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.
8. NSAA State Championships: The NSAA is no longer ordering additional telephone lines for broadcasts at NSAA Championship venues. The NSAA will notify media outlets of the technology available at each venue prior to the event.
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.
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**

<table>
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<th>ACTIVITY</th>
<th>SUB-DISTRICTS, DISTRICTS &amp; PLAYOFFS</th>
<th>NSAA STATE CHAMPIONSHIP</th>
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<tr>
<td>Football</td>
<td>30 Second PSA/Playoff Game</td>
<td>$75/Final Game</td>
</tr>
<tr>
<td>Basketball/Volleyball Softball/Baseball/Soccer</td>
<td>30 Second PSA/Game</td>
<td>$60/Game (8 game fee max)</td>
</tr>
<tr>
<td>Individual/Dual Wrestling</td>
<td>30 Second PSA/Session</td>
<td>$75/day</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>30 Second PSA/Session</td>
<td>$75/day</td>
</tr>
<tr>
<td>ALL Other Activities</td>
<td>30 Second PSA/Contest</td>
<td>$50/contest</td>
</tr>
</tbody>
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*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 12/1/2020  
*Winter Season Activities:* Invoices sent the week of 3/15/2021  
*Spring Season Activities:* Invoices sent the week of 5/31/2021

**Please Note:** Non-payment or delays in payment 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.

**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, Fox, 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-District, District, 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”. Requests must be submitted to the host school director and NSAA office a minimum of three (3) days prior to the event. A request does NOT signify approval.

Media outlets 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 prior to the event.
7. Broadcasters 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.
8. Broadcasters are responsible for the respective broadcast fee listed in the “Live Video Broadcast Procedure and Rate Card” 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:

**NSAA Live Video Broadcast Rate Card & Procedures**

<table>
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<th>Groups</th>
<th>Where to Submit Forms</th>
<th>Web Stream/Telecast Rates</th>
<th>Payment Process</th>
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<tbody>
<tr>
<td>Local Media</td>
<td>The NSAA Live Video Broadcast Request Form must be submitted by any requesting group (3) days prior to the contest to both the host school administration &amp; the NSAA Office.</td>
<td>Web Stream - $150/contest</td>
<td>Payable to the <strong>host school</strong>.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Live Telecast - $250/contest</td>
<td></td>
</tr>
<tr>
<td>Student Groups</td>
<td>Web Stream - $0/contest If NFHS Network ONLY is used</td>
<td></td>
<td>Payable to the <strong>host school</strong>.</td>
</tr>
<tr>
<td>(NFHS SBP, Striv, etc.)</td>
<td>Web Stream - $100/contest If independent platform is used</td>
<td></td>
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<tr>
<td></td>
<td>Live Telecast - $1,500/contest</td>
<td></td>
<td>Invoiced from and payable to the <strong>NSAA</strong>.</td>
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<tr>
<td></td>
<td>Web Stream – Football &amp; Basketball – $250/contest</td>
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<tr>
<td></td>
<td>Web Stream – all other activities – $150/contest</td>
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*Fees for 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 live streamed by the NFHS Network. All semifinal host schools will be emailed information on this process prior to the contest.***

**NSAA Postseason & State Championships:**

Live broadcasting, webcasting, social media broadcasting (Facebook Live, Periscope, etc.), videotaping or televising from NSAA State Championship sites is prohibited without the expressed permission of the NSAA.
### NSAA Championship Events Dates

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<tr>
<th>State NSAA Championship</th>
<th>Event Dates</th>
<th>Location(s)</th>
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<tr>
<td>Girls Golf</td>
<td>October 12-13</td>
<td>Class A - Norfolk - Norfolk Country Club&lt;br&gt;Class B - Scottsbluff – Scotts Bluff Country Club&lt;br&gt;Class C - Columbus - Elks Country Club</td>
</tr>
<tr>
<td>Softball</td>
<td>October 14-15-16</td>
<td>Hastings - Bill Smith Complex</td>
</tr>
<tr>
<td>Boys Tennis</td>
<td>October 15-16</td>
<td>Class A - Omaha - Koch Family Tennis Center&lt;br&gt;Class B - Lincoln - Woods Tennis Center</td>
</tr>
<tr>
<td>Cross Country</td>
<td>October 23</td>
<td>Kearney - Kearney Country Club</td>
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<tr>
<td>Volleyball</td>
<td>November 5-6-7</td>
<td>Lincoln - Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools</td>
</tr>
<tr>
<td>Football Finals – 6-Man</td>
<td>November 20</td>
<td>Kearney - UNK Cope Stadium</td>
</tr>
<tr>
<td>Football Finals – 8 &amp; 11-Man</td>
<td>November 23-24</td>
<td>Lincoln - UNL Memorial Stadium</td>
</tr>
<tr>
<td>Unified Sports, Bowling</td>
<td>December 7</td>
<td>Lincoln - Sun Valley Lanes</td>
</tr>
<tr>
<td>Bowling</td>
<td>DATE(S) TBD</td>
<td>LOCATION TBD</td>
</tr>
<tr>
<td>Play Production</td>
<td>December 9-10-11</td>
<td>Norfolk - Johnny Carson Theatre</td>
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<tr>
<td>Dual Wrestling</td>
<td>February 6</td>
<td>Kearney - Buffalo County Fairgrounds</td>
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<tr>
<td>Individual Wrestling</td>
<td>February 18-19-20</td>
<td>Omaha - CHI Health Center</td>
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<tr>
<td>Swimming &amp; Diving</td>
<td>February 25-26-27</td>
<td>Lincoln - Bob Devaney Sports Center</td>
</tr>
<tr>
<td>Girls Basketball</td>
<td>March 4-5-6</td>
<td>Lincoln - Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools</td>
</tr>
<tr>
<td>Boys Basketball</td>
<td>March 11-12-13</td>
<td>Lincoln - Pinnacle Bank Arena, Bob Devaney Sports Center, Lincoln Public Schools</td>
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<tr>
<td>Speech</td>
<td>March 18-19</td>
<td>Kearney - University of Nebraska at Kearney</td>
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<td>Journalism</td>
<td>April 26</td>
<td>Norfolk - Northeast Community College</td>
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<td>Soccer</td>
<td>May 12-15, 17-18</td>
<td>Omaha - Creighton University, Morrison Stadium</td>
</tr>
<tr>
<td>Baseball</td>
<td>May 15, 17-20</td>
<td>Class A - Lincoln - Haymarket Park &amp; Den Hartog&lt;br&gt;Class B - Papillion - Werner Park &amp; Fricke Field</td>
</tr>
<tr>
<td>Girls Tennis</td>
<td>May 20-21</td>
<td>Class A - Omaha - Koch Family Tennis Center&lt;br&gt;Class B - Lincoln - Woods Tennis Center</td>
</tr>
<tr>
<td>Unified Sports, Track &amp; Field</td>
<td>May 21</td>
<td>Omaha - Omaha Burke Stadium</td>
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<tr>
<td>Track &amp; Field</td>
<td>May 21-22</td>
<td>Omaha - Omaha Burke Stadium</td>
</tr>
<tr>
<td>Boys Golf</td>
<td>May 25-26</td>
<td>Class A - Norfolk - Norfolk Country Club&lt;br&gt;Class B - Columbus - Elks Country Club&lt;br&gt;Class C - Kearney - Kearney Country Club&lt;br&gt;Class D - North Platte - Lake Maloney Golf Course</td>
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### State Championship Accommodations & Parking Passes

The NSAA will make efforts to accommodate each media outlet 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 or 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.

Each school/team participating in the State Championship will have student media passes available at a designated media entrance. The NSAA will communicate entrance/event details to each participating school/team via email to the Activity Director and Journalism Adviser. Student media will be required to show a Student ID or license at the communicated sign-in area to receive the proper credentials. These credentials will provide those student media members access to designated media areas for the remainder of the NSAA Championship event.

If more than two students from a participating school/team will be serving as student media at an NSAA Championship event, a switch or rotation of the credentials can be made during halftime (or an appropriate break) of the game/contest. Only student media with credentials will be allowed in designated media areas. Lost credentials will not be replaced.

Student media will be subject to the same guidelines as the professional media and will be expected to treat media rights 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 stand back when other teams are competing.

The member school is ultimately responsible for the conduct of its selected student representative. 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 accommodations 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](http://www.nsaahome.org/media). *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:

- **Darran Fowler**  
  Hastings Tribune  
  dfowler@hastingtribune.com

- **Stu Pospisil**  
  Omaha World Herald  
  stu.pospisil@owh.com

- **Kevin Zadina**  
  Seward Independent  
  kevinzadina@sewardindependent.com

- **Kevin Sjuts**  
  KOLN/KGIN 10/11 (Lincoln)  
  sports@1011now.com

- **Jeff Motz**  
  KFOR/lincolnprepsports.com  
  lincolnprepsports@yahoo.com

- **Craig Eckert**  
  Platte River Radio (Hastings)  
  generalmanager@kkpr.com

- **Brandon Aksamit**  
  News Channel Nebraska  
  brandon@newschannelnebraska.com

- **Ron Powell**  
  Lincoln Journal Star  
  rpowell@journalstar.com

- **Cory Kopsa**  
  KRFS Radio (Superior)  
  ckradio@yahoo.com

- **Denniss Derossett**  
  Nebraska Press Association  
  dderossett@nebpress.com

- **Jim Timm**  
  Nebraska Broadcasters Association  
  jim@ne-ba.org

- **Eric Allgood**  
  Striv – Student Network (Henderson)  
  taylor@striv.tv

- **Jeff Stauss**  
  NSAA Staff  
  jstauss@nsaahome.org

- **Alicia McCoy**  
  NSAA Staff  
  amccoy@nsaahome.org
2020-21 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: 

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.

☐  ☐  ☐

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 2020-21 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 October 1st, 2020 to: Alicia McCoy, Administrative Assistant - 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.
I certify the following employees, who possess a 2020-21 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: ________________________________________________________

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 3rd/4th 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) – 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 state championship events for personal or commercial gain is prohibited without the expressed permission of the NSAA.

**Broadcasters must possess a 2020-21 NSAA Media Credential to be admitted to the contest site. No additional passes will be available on-site.

The Nebraska School Activities Association (NSAA) is actively engaged in efforts to mitigate and respond to the spread of COVID-19. It is impossible to eliminate all risk and the NSAA cannot guarantee that people present at NSAA events will not be exposed to and become infected with COVID-19. Individuals that attend NSAA events knowingly and voluntarily assume all risk related to exposure to COVID-19.
2020-21 NSAA Tape-Delayed Video Broadcast Request Form

Please submit this form three (3) days prior to proposed event to:

Alicia McCoy (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: __________________________________________________

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: __________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

Sub-District, Districts, Playoffs & State Championships: Application due three days prior to event

Submit via email to Alicia McCoy (amccov@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 state championship events for personal or commercial gain is prohibited without the expressed permission of the NSAA.

**Broadcasters must possess a 2020-21 NSAA Media Credential to be admitted. Additional passes will be available on-site.

The Nebraska School Activities Association (NSAA) is actively engaged in efforts to mitigate and respond to the spread of COVID-19. It is impossible to eliminate all risk and the NSAA cannot guarantee that people present at NSAA events will not be exposed to and become infected with COVID-19. Individuals that attend NSAA events knowingly and voluntarily assume all risk related to exposure to COVID-19.
2020-21 NSAA Live Video Broadcast Request Form
Sub-District, Districts & Playoffs: Please 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
STUDENT BROADCAST GROUP (NFHS Student Broadcast Program, Striv) ______
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 state championship events for personal or commercial gain is prohibited without the expressed permission of the NSAA.

*Broadcasters must possess a 2020-21 NSAA Media Credential to be admitted. Additional passes will not be available onsite.

The Nebraska School Activities Association (NSAA) is actively engaged in efforts to mitigate and respond to the spread of COVID-19. It is impossible to eliminate all risk and the NSAA cannot guarantee that people present at NSAA events will not be exposed to and become infected with COVID-19. Individuals that attend NSAA events knowingly and voluntarily assume all risk related to exposure to COVID-19.