

## **DIAA Media Policy 2021-2022**

### **State Tournament Events**

The DIAA Media Policy is in effect for State Tournament Events only. Individual member schools may have their own media policy for the regular season.

#### **Media Email List**

Media personnel wishing to receive press releases and information regarding DIAA events must submit their name, media outlet, phone number and email address to DIAA Coordinator of Interscholastic Athletics, Stephanie Mark at [stephanie.mark@doe.k12.de.us](mailto:stephanie.mark@doe.k12.de.us)

#### **Tournament Media Credentials**

1. Media personnel wishing to cover DIAA events must request working credentials from the DIAA Office. DIAA credentials are only valid for DIAA state tournament events. Individual member schools are responsible for issuing credentials for regular season events. Credential requests received after the deadlines below will not be guaranteed to be received by requestor prior to the DIAA state tournament event for that season.
  - Fall Tournaments – October 16th
  - Winter Tournaments – January 29th
  - Spring Tournaments – April 30th
2. DIAA will provide credentials to representatives of an accredited media organization recognized by DIAA for the sole purpose of providing access to cover a DIAA tournament event. Because of demand, credentials will be issued on a priority system. Facility size is a determining factor. All requests may not be honored. **To request credentials, complete the [Credentials Request form](#).**
3. DIAA credentialing is for use solely in connection to news and editorial coverage of the event. Any non-editorial, commercial or other unauthorized use of any transmission, picture, film, videotape, audiotape, writing, drawing or other depiction of any game, game action, game information, player interview or other stadium activity, and any non-editorial or commercial use of the DIAA mark or logo is prohibited without prior specific approval of the DIAA Executive Director.
4. Any credentialed individual (including newsprint, internet, new media, television, radio and school personnel) for a DIAA event may not produce any form of "real-time" accounts or descriptions of the event. Real-time accounts or descriptions are any coverage that provides continuous play-by-play, live and real-time statistics or continuous detailed descriptions of the event. Periodic updates, scores and statistics are acceptable. Determination of periodic compared to real-time accounts is at the sole discretion of the DIAA and DIAA has the right to revoke credentials at any point during the event.
5. The DIAA may deny or revoke credentials for noncompliance with DIAA policies; and for conduct for which there are reasonable grounds to believe violate state or federal law, or constitute a breach of professional ethics.

#### **Broadcasting and Photographing**

1. DIAA retains exclusive rights to the permission to broadcast and photograph all tournament games and no party may do so without the consent of the DIAA Executive Director. The DIAA must be contacted, in writing or by e-mail, for permission to cablecast, telecast, web cast (video stream) live or on a delayed basis, or photograph a state tournament event or any part of a State Tournament Event. The NFHS Network is the exclusive broadcast rights holder of DIAA postseason events. Any individual streaming of a contest is strictly prohibited and is in direct violation of DIAA's contract with the NFHS Network. Any violation of the NFHS Network's exclusive rights may result in legal action by the NFHS Network.
2. Broadcast agreements are available upon request and will be awarded to those companies that meet DIAA state tournament broadcast criteria. Questions or concerns can be directed to the DIAA Executive Director at 302-857-3365.
3. All broadcasting/photography must be in accordance with current NFHS Rules for that sport. All access to the field, course, and court area for the purposes of videotaping or photography will be conducted according to the current NFHS rules for that sport. Persons photographing or videotaping a state tournament event, and stations cable casting, telecasting, or web casting (video streaming) a state tournament event must remain in the areas that have been designated for spectators, sports photographers, schools, cable/television stations, or Internet video broadcasters. If that area is not known to them, they must seek out a DIAA Tournament Committee member to be shown the designated area.
4. Persons cable casting, telecasting, photographing, videotaping, or web casting (video streaming) a state tournament event shall not stand on any unsafe or potentially hazardous physical object or facility.
5. Persons cable casting, telecasting, photographing, videotaping, or web casting (video streaming) a state tournament event shall not interfere with the visibility and comfort of spectators, shall not present a safety hazard to spectators, and shall not disrupt, disturb, or interfere with the competition or with an individual competitor.
6. In the interest of public safety, the use of unmanned aircraft systems (drones) for broadcast or photographic purposes is prohibited during a DIAA state tournament event. Unmanned aircraft systems may not operate in airspace over host school grounds or facilities conducting DIAA events.

### **Photograph Reproduction**

1. Photography of DIAA state tournament events is strictly for the purpose of news and editorial coverage of the event. ONLY those photos that appear in an actual newspaper or publication that the credential member of the media represents may be sold upon request. No other photographs or any other visual material taken at a DIAA event may be sold without express written consent of the DIAA. The actual newspaper or publication means a publication printed on paper and distributed to the homes of subscribers or sold at newsstands, or a news website or application operated by the organization that publishes such newspaper or publication.
2. Freelance photographers who are not affiliated with a bona fide media outlet will not be credentialed for state tournament contests.
3. School personnel may photograph and/or video contests for school use only in publications such as yearbooks, school websites, school newsletters, etc. provided they have received permission from the DIAA Executive Director.
4. Spectators, who have purchased a ticket, are permitted to photograph and/or video contests for personal use only. No image of any contest may be reproduced without the written consent of the student-athlete being photographed. Photographs and/or videos taken by spectators may not be sold.
5. No other photographs or any other visual material taken at a DIAA event may be sold without express written consent of the DIAA.

### **Media Entrance**

Members of the media must display current DIAA Media credentials to gain access to all state tournament events. Bags and equipment may be inspected for security purposes.

### **Press Area**

A designated press area will be made available for members of the media to view and report on State Tournament Events when available or possible. Members of the media should contact the site coordinator prior to an event for access to phone lines, Ethernet or wireless networks.

### **Costs Associated with Broadcasting Events**

The cost to broadcast on radio, delayed web stream or delayed telecast of all DIAA Tournament Events can be found in the Tournament Manual for that sport. Manuals are found on the DIAA website under the Handbooks, Manuals and Media 'Quick Link'.