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Experience NAIA

Passion. Tradition. Basketball.

Media Kit

Kansas City, Mo. | March 14-20, 2018



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2018 NAIA Media Information

81st annual NAIA Division I Men's Basketball National Championship | March 14-20
Kansas City, Mo. | Municipal Auditorium
NAIAhoops.com | #NAIADIMBB | #NAIASlam | #PlayNAIA

- Championship Quick Facts
 - 2018 Theme: Experience NAIA. Passion. Tradition. Basketball
 - Thirty-two (32) teams and over 500 athletes come to Kansas City trying to win five (5) games in seven (7) days for the national title
 - There are 94 NAIA Division I men's basketball programs
 - Championship qualifiers & bracket will be announced on Wednesday, March 7 (late afternoon) with live selection show on [NAIA Facebook](#)
 - Host Conference: Heart of America Athletic Conference (Heart). Minimum of three (3) teams qualify for the championship, possibly as many as five (5) teams may qualify through the automatic and at-large berth selection process
 - First 30 games video-streamed live at NAIANetwork.com. Championship game televised live on ESPN3 and simulcast on NAIANetwork.com at 7 p.m. CDT on March 20
 - Average attendance is 40,000 fans each year
 - 81st annual event
 - Longest continuous running collegiate national championship – longer than NCAA & NIT tournament.
 - 2018 will mark 54th overall year, 17th-straight, at Municipal Auditorium in downtown Kansas City, Mo.
 - Overall, the 2018 championship will be the 73rd in Kansas City
 - 54 years at Municipal (1937-1943; 1945-1974; 2002-present - there was no tournament held in 1944 due to World War II)
 - 19 years (1975-93) at Kemper Arena
 - Event was held for 8 years (1994-2001) in Tulsa, Okla.
 - 5 years (1994-1998) at Mabee Center
 - 1 year (1999) at Donald W. Reynolds Center
 - 2 years (2000-2001) at Convention Center
- All-Championship Tournament Team
 - After the championship game, the NAIA's media coordination committee will coordinate the selection of the All-Tournament team, which includes the Most Outstanding Player. The team will be announced after the game via the public address system and in the Media Workroom.
 - The All-Tournament team will consist of 10 players, of which the MVP is included in that 10-member team.
 - Other award winners recognized:
 - Chuck Taylor Most Valuable Player Award
 - Charles Stevenson Hustle Award
 - Dr. James Naismith-Emil S. Liston Sportsmanship Award
 - Men's Basketball Player of the Year
 - Rawlings-NAIA Division I Men's Basketball Coach of the Year
 - NAIA-NABC Division I Men's Basketball Coach of the Year (must be NABC member)

- Charles A. Krigel Award: given to the coach of the team that best exhibits respect, civility, integrity and fair play, the qualities that define sportsmanship
 - Chuck Walden Memorial Trophy: given to Honorary Coaches of championship team
 - Frank Cramer Award: given annually to the person or persons who has done the most for the basketball championship during a period of years
 - Go to the Championship Record Book to see all-time award winners list (pages 28-30) | [CLICK HERE](#)
- Broadcast Rights
 - The NAIA owns exclusive rights for all broadcast mediums related to all NAIA National Championship events. When the NAIA produces any form of a broadcast, no institution, conference or entity is allowed to produce content in any form.
 - Radio / Audio Internet Broadcast Rights
 - All stations requesting radio / audio Internet streaming rights for any round / game of the NAIA championship tournament shall be required to submit a completed media credential application form by [CLICKING HERE](#)
 - In addition to filling the form out, the media entity is required to cover a rights fees payable to the NAIA | [CLICK HERE](#)
 - There are three (3) acceptable payment methods for the broadcast rights fees
 - Checks made payable to "NAIA" and given to NAIA Media Coordinator Chad Waller prior to each game
 - On-Line credit card form, which must be filled out prior to each game | [CLICK HERE](#)
 - Cash
 - Live Video-Streaming
 - No outside entity is allowed to produce live video-streaming content. The NAIA and Stretch Internet owns exclusive rights to produce live video and audio content.
 - It is permissible to capture TV/Video content for replay usage (ie, for highlights, B-roll). There is no broadcast rights fee associated with this usage
 - Television
 - No outside entity is allowed to produce live TV content. Stretch Internet owns exclusive rights to produce live content.
 - It is permissible to capture TV/Video content for replay usage (ie, for highlights, B-roll). There is no broadcast rights fee associated with this usage
- Championship Terms
 - First reference of event, use "2018 NAIA Division I Men's Basketball National Championship".
 - Second reference is "Division I Men's Basketball National Championship" or "DI Men's Basketball Championship".
 - You are not allowed to use the terms such as "Final Four" "Elite Eight" or "Sweet Sixteen" because those are copyrighted.
 - Semifinals are referred to as the "Fab Four"
 - You are allowed to reference the event as a tournament, but ONLY when you combine the word "tournament" with a national championship. For example, it is permissible to

reference as the national championship tournament, but only when those terms are used together.

- Coach Quotes
 - One quote will be available to the media and SIDs within 60 minutes after the completion of every game. The quote will be dictated and located in the written Game Recap. This recap will be printed out and found in the Media Workroom and also emailed out to media and SIDs. If you wish to receive the digital version of the quotes, send a request to Chad Waller, NAIA Media Coordinator, at cwaller@naia.org.
- Credentialing
 - Application process: All working media members who wish to gain access to the media area are required to submit an application by [CLICKING HERE](#).
 - Application deadline: March 11 (Sunday), 1 p.m. EST
 - Credential confirmation communication: By March 12 (Monday) at 8 a.m. EST, all media members will receive a confirmation or denial email from the NAIA office and Media Coordinator Chad Waller.
 - Distribution: Credentials will not be mailed. Recipients must present a government-issued photo ID and verify that they are full-time, salaried employees of the media agency. The host media coordinator will provide a sign-in sheet for individuals to sign and confirm receipt of credentials at pick-up location.
 - Credentials can be picked up by either of these methods: 1) in Municipal Auditorium Media Room (downstairs underneath court) on Tuesday, March 13 from 1 - 3 p.m. or 2) at media check-in tables on the west side lobby of Municipal Auditorium off of Central Street at street level (**change in location from previous events**). Media check-in hours are the following – hours are subject to change without advanced warning:
 - Wednesday, Thursday (March 14-15): 8:30 a.m. – 7 p.m.
 - Friday (March 16): 8:30 a.m. – 11:30 a.m.
 - Saturday (March 17): 11:30 a.m. – 4 p.m.
- Game Statistics
 - Official printed box scores will be available in the Media Workroom within 15 minutes after each game. If you wish to receive the digital version of the game statistics, send a request to Chad Waller, NAIA Media Coordinator, at cwaller@naia.org. The statistics will include the first half and second half box scores and complete play-by-play.
- Internet Availability
 - There will be password-protected wireless internet in Municipal Auditorium and the Media Workroom. Signs will be posted on the password. DO NOT distribute the password to non-media members.
 - There is one (1) work-station computer that has wired internet and a printer for media usage in the Workroom. There are no internet hard-lines in the arena. If you are a broadcast radio team (radio, internet), there is no wired line available. You are required to bring a wireless card if you plan on doing an internet audio broadcast.
- Interview Protocol
 - Interview requests for NAIA President/CEO Jim Carr or other NAIA staff members should be directed to Chad Waller, NAIA Media Coordinator, at cwaller@naia.org.
 - Interview requests for student-athletes prior to the National Championship should be directed to the institution's Sports Information/Communications basketball contact.

- Interview request for student-athletes at the event should be directed to Chad Waller, NAIA Media Coordinator, at cwaller@naia.org.
 - For postgame interviews, the NAIA abides by the 10-minute cooling-off period immediately after the game is completed. Please work with Chad Waller, the NAIA Media Coordinator for these postgame interviews.
- Live Championship Statistics
 - Live stats of all games can be found via the DakStats website. Information will be provided at a later date...
 - Logos & Photos
 - The NAIA National Office maintains an extensive library of logos and strict guidelines regarding the use of these marks. The Association and championship logos can be obtained by request in both EPS and PNG format. Please contact Chad Waller, NAIA Media Coordinator, (cwaller@naia.org), with any requests and for additional information (Photos & Logos are for use by accredited media ONLY).
 - Media Areas
 - Primary Arena Media Entrance (**change in location from previous events**): West entrance of Municipal Auditorium off of Central Street at street level.
 - Media check-in hours are the following – hours are subject to change without advanced warning:
 - Wednesday, Thursday (March 14-15): 8:30 a.m. – 7 p.m.
 - Friday (March 16): 8:30 a.m. – 11:30 a.m.
 - Saturday (March 17): 11:30 a.m. – 4 p.m.
 - Media Workroom: The Workroom is located in the basement of Municipal Auditorium directly underneath the court. (use the “B” button if using the elevator). Media guides, press releases, updated statistics and notes, and other information will be available in the media workroom. The workroom hours are as follows.
 - Wednesday, Thursday, Friday: open from 8:30 a.m. until 1 hour after the final game of the day is completed.
 - Saturday: open from 11 a.m. until 1 hour after the final game of the day is completed.
 - Sunday: not open
 - Monday: open from 4 p.m. until 1 hour after the final game of the day is completed.
 - Tuesday: open from 4 p.m. until 1 hour after the final game of the day is completed.
 - Media Seating in Arena: Space on press row is limited to working print and broadcast media only. Seats will be assigned, marked with a place card on the table and updated throughout the day. Media need to be aware that there may be a media member assigned to the same seat after your game is complete – in these cases, you are asked to leave your seat roughly 15 minutes after the game and use the Media Workroom in the basement.
 - Print Media / SIDs: seating will be on the mezzanine level (not courtside) in sections 109, 110 and 111 on the north side of the Auditorium.
 - Radio / Audio Internet media: seating will be courtside. A team of 2 people from each Radio / Audio Internet entity is permitted. The crew can begin to sit at their assigned space starting at halftime of the contest prior to your team playing and need to clear their space by halftime of the contest after your team

played. There will be analog lines with only dial-in capabilities at no cost. If you need to dial out, you will be responsible for any charges.

- Photographers / Videographers: Photographers are asked to store their equipment in the Media Workroom in the basement. There will be ample space, power and internet in the Workroom. All special requests (i.e., placing a remote camera on the backboard) must be approved by the NAIA Media Coordinator.
 - Interview Area: There is a NAIA backdrop set up in the west hallway on court level for media to use. This is an area where teams and championship personnel, so there may be minimal noise. If a media member needs a quiet space, contact the NAIA Media Coordinator, Chad Waller, for assistance.
 - Hospitality Area: Complimentary beverages, meals and light snacks will be provided throughout the event.
 - Photography / Videography Area: Credentialed photographers are permitted on Municipal Auditorium court level at the baselines ONLY. You are required to sit or kneel – no standing is allowed. You are required to stay on or behind the baseline lettering “Kansas City.”
 - Off-limits: Locker rooms and warm-up area are off limits to all media. Media must request permission from NAIA Media Coordinator, Chad Waller, to gain access to these areas.
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- Media Coordination Contacts
 - Chad Waller (primary), Director of Athletics Communications & Media: cwaller@naia.org; 816-595-8119 (office); 218-766-0159 (cell)
 - Paige Salveter, VP of Marketing: psalveter@naia.org; 816-595-8147 (office)
 - Jen Saab, Director of Membership Communications: jsaab@naia.org; 816-595-8108 (office)
 - Media Evaluation
 - To help improve the championship in the future, please complete a survey that will be sent to you by the NAIA National Office, or email your feedback to Chad Waller, NAIA Media Coordinator, at cwaller@naia.org
 - Media Gift
 - Each media member will receive one (1) complimentary gift at check-in.
 - Media Guide
 - A complimentary copy of the official media guide will be distributed to each member of the media after check-in. The copy may be picked up in the Media Room. An on-line version will be made available on NAIAhoops.com.
 - Media Hotel
 - For interested media, there is a preferred list of hotels with an NAIA discount. Contact Bryton Curtis for details at bcurtis@naia.org
 - Media Parking
 - Complimentary parking for media is reserved at the parking garage located on the northwest corner of 13th & Broadway. You may have to park first and then request a parking pass once you check-in at the media entrance. You will then use that parking pass when you exit the parking garage.
 - Officiating Questions

- If it is deemed necessary to get an interpretation from an official regarding a specific play or occurrence during a contest, a “pool reporter” shall be named by the NAIA media coordinator or championships staff member. Interpretations are not given if the situation in question is a judgment call. The pool reporter shall accompany the media coordinator and/or championships staff member to the official’s locker room to receive an interpretation in order to enhance the public’s understanding of activities that occurred during the contest. The NAIA media coordinator will be responsible for disseminating the information to the rest of the media present.
- Photography Services
 - For media entities wishing to obtain official photography through the championship service provider, Referee Photo is contracted and licensed by the NAIA. There is a cost associated with this. To obtain photos and more information, [CLICK HERE](#).
- Record Books
 - Championship tournament records and history – [CLICK HERE](#)
 - Slam Dunk and 3-Point Contest history – [CLICK HERE](#)
 - Regular-Season records | [CLICK HERE](#)
- Schedule | [CLICK HERE](#)
 - Games start at 9 a.m. on March 14, 15, 16 (First and Second Rounds) and last game is scheduled to tip at 10 p.m. on March 14 and 9:15 p.m. on March 15 & 16. There are eight (8) games scheduled each day March 14, 15 and 16.
 - Quarterfinals on Saturday, March 17 occur at Noon, 2 p.m., 5:30 and 7:30. The Slam Dunk and 3-Point Content is scheduled for 4 p.m.
 - Semifinals on Monday, March 19 occur at 6 and 8 p.m.
 - National Championship final on Tuesday, March 20 occurs at 7 p.m. and broadcast live on ESPN3
- Schedule of Media Events
 - [CLICK HERE](#) for entire game schedule
 - Team practices that occur prior to Day 1 will occur at various gyms in the KC metro area. Contact Chad Waller (cwaller@naia.org), NAIA Media Coordinator, if interested in attending.
 - Champions of Character School Visits
 - Each institution will be appearing at a pre-determined Kansas City area elementary school prior to the championship. If media wish to attend for interview/B-roll purposes, direct your requests to Chad Waller, NAIA Media Coordinator, at cwaller@naia.org
 - Parent & Youth Clinic: Saturday, March 17 (9-11 a.m.)
 - Media welcome to attend at the Little Theater in Municipal Auditorium
 - Special Needs Clinic: Sunday, March 18 (3-5 p.m.)
 - Media welcome to attend at Municipal Auditorium.
 - Event where kids with special needs will get opportunity to interact with basketball teams as well as enjoy instructional stations and entertainment
 - Team practices for the semifinal teams on Sunday, Monday and Tuesday (March 18-20) are open to credentialed media. All practices are held at Municipal Auditorium.
 - Sunday schedule (March 18)
 - Winner of Saturday Noon Game – 11 a.m.
 - Winner of Saturday 2 p.m. Game – Noon
 - Winner of Saturday 5:30 p.m. Game – 1 p.m.

- Winner of Saturday 7:30 p.m. Game – 2 p.m.
 - Monday schedule
 - Winner of Saturday Noon Game – 10 a.m.
 - Winner of Saturday 2 p.m. Game – 11 a.m.
 - Winner of Saturday 5:30 p.m. Game – Noon
 - Winner of Saturday 7:30 p.m. Game – 1 p.m.
 - Tuesday schedule
 - Winner of Monday 6 p.m. Game – 11 a.m.
 - Winner of Monday 8 p.m. Game – Noon
- Scout Seating / Credentialing
 - In order for scouts to be credentialed, it is required to email Bryton Curtis (bcurtis@naia.org) by Friday, March 9 at 5 p.m. CDT.
 - Scout seating will be on the mezzanine level in section 128 on the south side of the Auditorium.
- Social Media Hashtags and Platforms
 - The NAIA would appreciate your help in promoting its social media platforms during the 2018 NAIA Division I Men's Basketball National Championship
 - When interacting, please use one of the three NAIA approved accounts
 - Twitter: @NAIA - <https://twitter.com/NAIA>
 - Facebook: PlayNAIA - <https://www.facebook.com/PlayNAIA?ref=hl>
 - Instagram: playnaia - <http://instagram.com/playnaia>
 - National Championship Hashtags - #NAIADIMBB #NAIASlam #PlayNAIA
- Social Media & Blogging Policy
 - A credentialed media member may blog or provide updates via social media during any NAIA championship event, provided that such posts do not produce in any form a "real-time" description of the event (i.e., any simulation or display of any kind that replicates or constitutes play-by-play of a material portion of an event, other than periodic updates of scores, statistics or other brief descriptions of the event) as determined by the NAIA in its sole discretion. If the NAIA deems that the credentialed media member is producing a real-time description of the contest, the NAIA reserves all actions against the credentialed media member, including but not limited to, the revocation of the credential.
- Student-Athlete Experience Event – March 13 | Children's Mercy Park | Kansas City, Kan.
 - Media are invited to attend the NAIA Student-Athlete Experience Event (Fan Rally) at Children's Mercy Park, home of Sporting KC, in Kansas City, Kan. This free event is open to the public and is a great chance to get player autographs, pictures and meet all of the teams. There will be food and beverage available as well as plenty of fun entertainment. The festivities begin at 5:00 p.m. [CLICK HERE](#) for more information.
 - If you wish to attend this Event, RSVP to Chad Waller (cwaller@naia.org) by Sunday, March 11 at Noon CT.
- Style, Logo and Branding Guide
 - Learn about certain NAIA guidelines related to fonts, colors, styles and formats on all digital assets. [CLICK HERE](#) to access the guide.
- Subscribe to Email News Updates

- [CLICK HERE](#) to sign up for sport-specific and championship sport news, released by the NAIA National Office.
- Video Highlights Available
 - Raw video from each game will be available in the Media WorkRoom. More information to come closer to the event.

