



CHAMPIONSHIP MEDIA CREDENTIALING STANDARDS

The National Association of Intercollegiate Athletics (NAIA) takes the media coverage of its championships seriously. Therefore, all media must meet our standards in order to be credentialed for an NAIA Championships event. Every media entity must not only meet this standard, but agree to specific criteria in order to be credentialed to cover an event.

The NAIA requires several items for a member of the media to be credentialed:

1. The person or persons must be an ACTIVE journalist representing a media outlet (newspaper, television, website, social media outlet, etc.) in an official capacity for the event
 - a. ACTIVE means that you actively work for this outlet and are working for them for the specified event
2. The journalist must adhere to (and display adherence in all previous reporting to) specific basic journalistic actions including, but not limited to:
 - a. Fact checking with multiple sources
 - b. Double confirmation of information from a confidential source
 - c. Not reporting hearsay, rumors or conjecture as fact and clearly defines the reporting as such
 - d. Reporting quotes only from sources that have agreed to such attribution
 - e. Reporting only what sources have agreed to have published
 - f. Respecting a sources' wish of anonymity (not for attribution), off the record or on background
 - g. Not reporting any private contact information of an individual or entity without expressed written consent
3. The journalist must purport themselves with professionalism at all times and not present a hostile environment to a person or entity involved in any capacity with the championship
 - a. Includes but not limited to neutrality (not applicable to broadcasters for a specific school only while on the air)
 - b. Not cheering or visibly in favor of one team or the other
 - c. Respecting the quiet demeanor of the press box or press row
 - d. Respecting the ruling of the NAIA Statisticians
 - e. Airing any disagreement with the NAIA Media Coordinator or NAIA Championship Manager in a private setting
4. The journalist agrees to receive approval for interviews through the school SID (or onsite school representative), or the NAIA Media Coordinator on-site
5. The journalist agrees to not live video stream any game play of any event on any platform for any length of time. The NAIA is the [rights holder](#) to all live broadcasts
6. The journalist agrees that the NAIA may revoke a credential at any time for any of the above specified violations, or any event or occurrence that the NAIA deems egregious that is not specifically spelled out above

7. The journalist understands that by violating any of the above terms, they may be banned from any and all future NAIA events
 - a. The NAIA may consider reinstating a credential in such cases where the above violations have been resolved over a period of time and a good faith effort to correct such actions that have been an issue in the past, have been resolved to the satisfaction of the NAIA
8. The journalist understands that their credential is non-transferrable and is only approved for the use of the event specified in the application

