

# Arkansas Activities Association

## 2011-2012 Media Registration

### Arkansas Newspapers

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#### MAGNOLIA

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#### MENA

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Fax No.: 479-394-1459  
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#### MORRILTON

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Fax No.: 501-354-5629  
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#### MOUNTAIN HOME

KTLO  
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#### NASHVILLE

Southwest Arkansas Radio  
1513 South 4<sup>th</sup> Street  
Nashville, AR 71852  
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Fax No.: 870-845-3680  
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## **OZARK**

KDYN  
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## **ROGERS**

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## **RUSSELLVILLE**

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Phone: 501-279-4886  
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## **SPRINGDALE**

Hog Sports Radio Network

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Fax No.: 479-303-2037  
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Registered Staff Member(s): Dan Storrs,  
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## **SPRINGDALE**

Shiloh High School  
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Phone: 479-751-4523  
Fax No.: 479-756-7109  
Department Head: Larry Puckett  
Registered Staff Member(s): Leo McGriff  
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## **SPRINGDALE**

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Springdale, AR 72762  
Phone: 479-234-5427  
Fax No.: 479-549-4413  
Department Head: Chris Daniel  
Registered Staff Member(s): Chris Shimer  
E-mail: [kvoaradio@live.com](mailto:kvoaradio@live.com)

## **TEXARKANA**

KYGL  
2324 Arkansas Boulevard  
Texarkana, AR 71854  
Phone: 870-772-3771  
Fax No.: 870-772-0364  
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E-mail: [johnwilliams@townsquaremedia.com](mailto:johnwilliams@townsquaremedia.com)

## **WARREN**

Pines Broadcasting  
1253 N. Myrtle  
Warren, AR 71671  
Phone: 870-226-2653  
Fax No.: 870-226-3039  
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Registered Staff Member(s):  
E-mail: [pines.radio@sbcglobal.net](mailto:pines.radio@sbcglobal.net)

## **WYNNE**

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PO Box 789  
Wynne, AR 72396  
Phone: 870-238-8141  
Fax No.: 870-238-5997  
Department Head: Lindell Staggs  
Registered Staff Member(s):  
E-mail: [lindellkwyn@cablelynx.com](mailto:lindellkwyn@cablelynx.com)

## **Out of State Radio**

### **SPRINGHILL, LA.**

KTKC  
226 N. Main Street  
Springhill, La. 71075  
Phone: 317-539-6000  
Fax No.: 318-539-6002  
Department Head: Brad Hughes  
Registered Staff Member(s):

E-mail: [ktkc@krkcfm.com](mailto:ktkc@krkcfm.com)

## **TEXARKANA, TEX.**

KCMC-KGYB-KTFS  
615 Olive Street  
Texarkana, Tex. 75501  
Phone: 903-793-4671  
Fax No.: 903-792-4261  
Department Head: John McCoy  
Registered Staff Member(s):  
E-mail: [johnmccoy@texarkanaradio.com](mailto:johnmccoy@texarkanaradio.com)

## **Arkansas Television**

### **EL DORADO**

Cross Life Church  
1010 Combs Street  
El Dorado, AR 71730  
Phone: 870-863-7626  
Fax No.: 870-863-4581  
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### **HARRISON**

Hometown TV  
400 S. Sycamore  
Harrison, AR 72601  
Phone: 870-741-4891  
Fax No.: 866-316-9942  
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### **JONESBORO**

Channel 15  
PO Box 7006  
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Phone: 870-932-9841  
Fax No.: 870-932-9842  
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### **LITTLE ROCK**

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### **LITTLE ROCK**

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Fax No.: 501-376-1645  
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#### **MORRILTON**

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#### **SPRINGDALE**

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#### **TEXARKANA**

Beech Street Communications KLFI  
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Registered Staff Member(s): Venessa  
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### **Press-Wire Services**

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Associated Press  
10810 Executive Center Dr., Suite 308  
Little Rock, AR 72211  
Phone: 501-225-3668  
Fax. No.: 501-225-3249  
Department Head: Kurt Voigt  
Registered Staff Member(s): Kelly Kissel  
E-mail: [kvoigt@ap.org](mailto:kvoigt@ap.org)  
E-mail: [pebbles@ap.org](mailto:pebbles@ap.org)

### **Governing Bodies**

#### **LITTLE ROCK**

Arkansas Press Association  
411 S. Victory Street  
Little Rock, AR 72201  
Phone: 501-374-1500  
Fax No.: 501-374-7509  
Executive Director: Tom Larimer  
Registered Staff Member(s):  
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#### **LITTLE ROCK**

Arkansas Broadcasters Association  
2024 Arkansas Valley Drive, Ste 403  
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Phone: 501-227-7564  
Fax No.:  
Department Head: Doug Krile  
Registered Staff Member(s):  
E-mail: [doug@arkbroadcasters.org](mailto:doug@arkbroadcasters.org)

### **Freelance**

#### **Fort Smith**

Walter Woodie – Freelance  
2107 Wedgewood Blvd  
Fort Smith, AR 72903-4244  
Phone: 479-452-3909  
E-mail: [wfwoodie@swbell.net](mailto:wfwoodie@swbell.net)  
E-mail: [woodie@vbsd.us](mailto:woodie@vbsd.us)

#### **HAYTI, MO.**

SEMO Sports Review  
106 North 4<sup>th</sup> Street  
Hayti, Mo. 63851  
Phone: 873-359-1185  
Fax No.:  
Department Head: Al Jackson  
Registered Staff Member(s):  
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#### **SPRINGDALE**

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### **Magazines**

#### **BENTON**

VYPE  
3509 Clover Hill Lane  
Benton, AR 72015  
Phone: 501-315-7776  
Fax No.: 501-778-9941  
Department Head: Nate Olson

Registered Staff Member(s): Grant Merrill  
E-mail: [nate.olson@vype.com](mailto:nate.olson@vype.com)

#### **BENTON**

Hooten's Arkansas Football  
808 S. Market  
Benton, AR 72015  
Phone:  
Fax No.:  
Department Head: Chris Hooten  
Registered Staff Member(s):  
E-mail: [arkfootball@sbcglobal.net](mailto:arkfootball@sbcglobal.net)

#### **LITTLE ROCK**

Arkansas Sports.360.com  
122 E. Second Street  
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Phone: 501-920-1136  
Fax No.: 501-375-7933  
Department Head: Jim Harris  
Registered Staff Member(s): Bill Paddock,  
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### **Internet – Media**

#### **ALMA**

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Registered Staff Member(s): Johnny  
Griffin, Shawn Griffin, Doug Daniel  
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#### **BRYANT**

BryantDaily.com  
404 White Blossom Cr.  
Bryant, AR 72022  
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Fax No.:  
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Registered Staff Member(s): Rick Nation,  
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#### **CLARKSVILLE**

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Fax No.: 479-754-5518  
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#### **GREENWOOD**

Greenwood Dog Pound  
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Fax No.:  
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Registered Staff Member(s): Patrick  
Crumbly, Richard White, Charlie Caster,  
Mike Gilham, Tom Gilbert, T.J. Adams

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[bvaughn@greenwooddogpound.com](mailto:bvaughn@greenwooddogpound.com)

**HOT SPRINGS VILLAGE**

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Hot Springs Village, AR 71909  
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**LITTLE ROCK**

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Registered Staff Member(s): David  
Harten, Jennifer Godwin

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**WHITE HALL**

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White Hall, AR 71612  
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Fax No.: 870-325-7081  
Department Head: Luke Matheson  
Registered Staff Member(s): Jimmy Jones,  
Justin Manning, Sherri Matheson  
E-mail: [luke@arkansasvarsity.com](mailto:luke@arkansasvarsity.com)

**OFFICIAL TEAM  
PHOTOGRAPHER**

**LifeTouch**  
**Little Rock Office**  
6701 W. 12<sup>th</sup>, Suite 9  
Little Rock, AR 72204  
Phone: 501-664-5550  
Fax No.: 501-614-9219

Department Head: Ralph Pack  
E-mail: [rpack@lifetouch.com](mailto:rpack@lifetouch.com)

**Rogers Office**

308 N. 24<sup>th</sup>  
Rogers, AR 72756  
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Fax No.: 479-631-2053  
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E-mail: [pmartin@lifetouch.com](mailto:pmartin@lifetouch.com)

**OFFICIAL ACTION  
SPORTS PHOTOGRAPHER**

NWA Photography  
PO Box 2244  
Fayetteville, AR 72712  
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Fax No.: 479-973-0215  
Department Head: Tom Ewart  
E-mail: [tom@nwaphoto.com](mailto:tom@nwaphoto.com)

# ARKANSAS ACTIVITIES ASSOCIATION NEWS MEDIA DEPARTMENT

**Contact:** Wadie Moore ([wadie@ahsaa.k12.ar.us](mailto:wadie@ahsaa.k12.ar.us))  
**Contact:** Nicole Cunningham ([nicole@ahsaa.k12.ar.us](mailto:nicole@ahsaa.k12.ar.us))  
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**Office Fax:** 501-955-2600  
**Website:** [www.ahsaa.org](http://www.ahsaa.org)

## 2011-2012 Media Credential Policy

All media outlets must register with the Arkansas Activities Association before receiving post-season press credentials. Media credentials will be mailed prior to regional and state events, with the exception of the State Basketball Finals, which will be picked up on site.

The Media Credential Working Pass will be issued for the sole purpose of providing facility access to an accredited news agency's salaried employee who has a legitimate working function in connection with a post-season regional/state AAA event. The AAA will issue post-season media credentials to registered members of the Arkansas Press Association, the Arkansas Broadcasters Association and sports related magazines.

The credential will be approved only for authorized representatives of the company to which it was issued. It is not transferable. Unauthorized use of that credential shall cause the person(s) and/or company responsible to forfeit future press privileges.

Acceptance of a Media Credential Pass constitutes agreement by the bearer and the organization to which it was issued to abide by the instructions of this notice and that which is placed on the AAA website.

**This media policy is for the categories of Newspaper, Radio, Television, Internet, Magazines and School Yearbook/Newspaper Personnel.**

**Media credentials for Internet sites will be considered on an individual basis. The following Internet sites will not be granted credentials:**

- \* **Personal page Internet site publishers**
- \* **Agate Internet sites**
- \* **Sites that do not produce original content on a daily basis are left up to the discretion of the AAA**
- \* **Paid subscription based Internet sites**
- \* **Internet sites associated in any way with the promotion of alcohol, tobacco, political election issues/candidates or lewd subject matter as determined by the AAA**
- \* **Any other Internet site deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the AAA**

**Media credentials for Magazines will be considered on an individual basis. Magazines must furnish, upon request, samples of previous issues. The following Magazines will not be granted credentials:**

- **Magazines associated in any way with the promotion of alcohol, political election issues/candidates or lewd subject matter as determined by the AAA**
- **Any other magazine deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the AAA**

**Member schools must submit a letter from the school's principal requesting media credentials for School Yearbook/Newspaper Personnel for post-season media credentials. This request must be submitted three calendar days prior to the beginning of the event. The credentials are intended for use by students in their school's journalism program and should include newspaper, yearbook and broadcast journalism. Once approved media credentials will be mailed to the school's principal.**

**High school media credentials will not be considered for parents, booster clubs, spirit groups or other coaches to take pictures or footage of the contest.**

**Photos taken by school representatives during an event may not be sold or used in any capacity outside of the purpose(s) of their school's yearbook and /or newspaper.**

### **2011-12 Media Passes/Parking:**

1. Media Credential Passes are issued only to registered newspapers, wire services (Associated Press), radio stations, television stations, approved internet sites and sports related magazines.
2. The AAA will not issue media credentials to recruiting services or unauthorized websites.
3. The AAA will issue parking passes for state championship event where press parking is available.

### **Newspapers:**

1. The Media Credential Pass is issued to daily and weekly newspapers. The sports editor of each news agency must complete the Media Registration Form and file it with the AAA office.
2. There are a limited number of passes available to out-of-state newspapers, which must follow the same guidelines as in-state newspapers.
3. Reporters working for a national/state wire service agency such as the Associated Press will be listed under newspaper.

### **RADIO**

1. Signal Media/Signal Radio Network (KABZ-FM, Little Rock) has the Radio Broadcast Rights for the 2011-2012 school year.
2. Radio stations with hometown rights approved by the AAA will be granted approval throughout the post-season if they have met all qualifications and a school administrator has signed off on the broadcast rights form.
3. A radio station with hometown rights cannot share the live or delayed feed with a sister station or any other station, where such feed would interfere with the hometown rights of another station.
4. Multiple radio stations can claim hometown rights only with the approval of a member school. That right has to be in place prior to the start of a school year.
5. **Radio stations, which do not have hometown rights, but have been granted rights to a post-season event, will have to pay a \$50.00 fee to broadcast regional/state events through the semifinal round. Radio stations without hometown rights cannot broadcast the final round.**

6. Any station with dual companies (radio and television) must register as a dual company and pay separate fees for post-season athletic events.
7. **A radio station with hometown rights will be allowed to pick up one (1) school in its area if the school that the station has hometown rights to fails to reach the postseason. The station must receive signed approval of the second school. If the school that provides the hometown rights is eliminated in the early rounds of postseason play, the radio station will have to pay the normal fee of \$50.00 to pick up a second school from that point.**

## TELEVISION

1. Any television station or cable company wishing to broadcast, on a delayed basis of any regional or state event must have approval of the Arkansas Activities Association if they have met all qualifications and a school administrator has signed off on the broadcast rights form. **In the broadcast policy the term delayed shall be interpreted to mean that a game may be televised no sooner than the day following the contest.**

**Removed: A commercial delayed (next day only) broadcast of a regional game is \$25.00**

2. All state tournament games and playoff games (delayed) through the quarterfinals are \$35.00.
3. Semifinal and final games (delayed) at the state level is \$50.00
4. A charge of \$10.00 will be made for each non-commercial delayed broadcast except for a broadcast by a local school district or a television station or cable company that has broadcast one-half of a school's scheduled away games or all of their home games.
5. Any live broadcast must be negotiated separately with the AAA office. All fees must be paid prior to telecast.

## PHOTOGRAPHY

1. All photographers are required to have a Media Credential Pass issued by the AAA office.
2. The Arkansas Activities Association is the owner of its rights, events and the copyright holder of AAA events. Still photography, filming, videotaping and audio recording must be approved by the AAA office.
3. Members of the media are authorized without paying a fee, to take still photographs and take short film, video and audio clips of AAA regional/state events for print and electronic news coverage.
4. Under no circumstance may still photographs, films, videos or audio tapes, in full or in part, be used for any commercial purpose, unless authorized by the AAA, and a rights fee has been paid to the AAA.
5. **The AAA does not issue media credentials to commercial photographers. Media credentials are intended for media purposes only.**

## INTERNET

**Any non-broadcasting station wishing to broadcast on the internet any regional or state event must have approval of the Arkansas Activities Association if they have met all qualifications and a school administrator has signed off on the broadcast rights form.**

#### **Delayed Broadcast – Fee Per Event**

- 1. All state tournament games and playoff games (delayed through the quarterfinals) is \$35.00 per game**
- 2. Semifinal and final games (delayed) at the state level is \$50.00 per game**
- 3. There is no charge for member schools or non-profits**
- 4. Hometown rights are honored throughout the post-season**

#### **Live Broadcast (Audio) – Fee Per Event**

- 1. All state tournament games and playoff games through the quarterfinals are \$35.00**
- 2. The fee for semifinal and final games at the state level is \$50.00 per game.**
- 3. Hometown rights are honored throughout the post-season**
- 4. There is no charge for member schools or non-profits**

#### **Live Video – Fee Per Event**

- 1. Hometown Rights Only**
  - a. Early Rounds - \$75**
  - b. Semifinal Round - \$150**
  - c. Final Round - \$250**

#### **Newspaper Website publication (delayed) – Fee Per Event**

- 1. All state tournament games and playoff games (delayed through the quarterfinals) is \$35.00 per game**
- 2. Semifinal and final games (delayed) at the state level is \$50.00 per game**
- 3. There is no charge for member schools or non-profits**
- 4. Hometown rights are honored throughout the post-season**

#### **Newspaper Website publication (live) – Fee Per Event**

- 1. Hometown Rights Only**

- a. **Early Rounds - \$75**
- b. **Semifinal Round - \$150**
- c. **Final Round - \$250**

### **INTERNET REQUIREMENTS FOR BROADCAST**

1. **If this is the final game/event the station/production company will provide a copy of the game broadcast in DVD format to the AAA within 15 days of the game date.**
2. **The company must provide competent and professional-like announcers and broadcasting.**
3. **The company will run two (2) produced public service announcements – provided by the AAA – during each broadcast.**
4. **That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising alcoholic beverages, tobacco or adult service products that is contrary to the principles of educationally based activities.**
5. **Live webcasts (video or audio) must be approved at least 24-hours in advance of the events by the Arkansas Activities Association.**

## **Arkansas Activities Association's Distinguished Service Award Winners**

### **DISTINGUISHED SERVICE AWARD:**

To be eligible for this award, the recipient must have contributed in an official capacity or have made a special contribution in the area of news media service to the Arkansas Activities Association, its member schools and the students attending them, for a period of a minimum of three (3) consecutive years.

#### **Previous DSA Winners**

1997 – Leland Barclay, Fort Smith  
 1998 – Jim Bailey, Democrat-Gazette  
 1998 – Harry King, Associated Press  
 1988 – Jim Elder, ARN  
 1999 – Paul Eells, KATV  
 2000 – Orville Henry, Donrey Media  
 2001 – Jerry McConnell, Gazette, Democrat  
 2002 – Joe Mosby, Conway Log Cabin

2003 – Robert Yates, Arkansas Democrat-Gazette  
 2004 – James Williams, Texarkana Gazette  
 2005 – Randy Rainwater, Signal Radio Network  
 2006 – Frank Lightfoot, White Hall Journal  
 2007 – Harold Jameson, Magnolia Banner News  
 2008 – Steve Sullivan, KATV  
 2009 – Walter Woodie, Fort Smith  
 2010 – Donna Stephens, Conway  
 2011 – Michael Harrison, Conway