

Memo



Date: November 2, 2012
To: NMOA Volleyball & Basketball Officials
From: Dusty Young - NMAA Associate Director, Director of Media Relations
Re: Flash Photography

It has come to our attention that there may be some confusion regarding flash photography during NMAA sanctioned events. The Multimedia Regulations as listed within the NMAA Media Policy Manual states the following regarding flash photography in Section 3.D.1:

(The complete manual can be viewed on the NMAA website at www.nmact.org under ABOUT NMAA/Communications/Media)

D. The following regulations apply to both regular season and NMAA championship contests. They also apply to all photographers/videographers approved for credentials, and those individuals representing the participating schools for non-commercial purposes.

*1. USE OF ELECTRONIC FLASH/STROBES – Photographers **MAY** use electronic flash/strobe cameras during the progress of a sporting event as long as, in the opinion of the contest officials, the flash does not hinder the actions of or endanger the contestants. The final decision as it relates to electronic flash/strobe equipment rests with the judgment of the site management and contest officials when NMAA staff is not present at an event.*

IMPORTANT -- *When determining whether or not the use of electronic flash/strobe equipment represents a hindrance to an event, do not evaluate the situation while looking directly at the strobe, but rather by taking the view of the game participant or the official who is focusing on the action, not the strobe, and is not aware of when the strobe is about to go off. Strobes properly positioned **DO NOT** pose a threat to the conduct of most contests. If, after careful consideration, the strobe is determined to be a problem, game management should work with the photographer using the strobe to review the strobe's placement, flash strength and direction. Sometimes, adjusting a strobe so that the flash bounces off the walls or ceilings will correct any potential problems.*

- a. The only sports in which the use of electronic flash/strobe equipment is prohibited are: Spirit and Swimming & Diving.*
- b. Requests to use strobe lights mounted to fixed positions shall be made well in advance of the contest.*
- c. As a courtesy, contest managers or the NMAA should inform participating coaches and contest officials that photographers have been approved to use strobe lights in fixed positions.*
- d. Strobes should be placed in corner or ceiling positions, and should never be placed in the direct line of a basket in basketball or focal point common to that sport.*
- e. Camera-mounted strobes must always be positioned similarly as fixed strobes. A camera operator with an on-board strobe shall shoot outside the edges of the free throw lane in basketball, for example.*

Per these regulations, it is important for officials to know that flash photography MAY in fact be used during volleyball and basketball games if it is in compliance with the above media policy.

If you have any questions regarding this matter, please contact me via e-mail or at one of the numbers listed below.

Thank you,

Dusty Young
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