



Pickleball Australia Association

Media and Live Streaming Policy

Related policies:

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Policy Brief and Purpose

Pickleball Australia Association Ltd. (PAA) recognises the importance of media coverage, live streaming, and broadcasting to facilitate the promotion and growth of pickleball. PAA is committed to providing access to pickleball events and matches for a wider audience. The Media and Live streaming policy governs the use of media and live streaming in PAA sanctioned and recognised events and activities. The purpose of this policy is to ensure that all live streams and media coverage are professional, ethical, in line with the values of PAA, and result in a consistent and professional image for the sport.

Principles

Media coverage, live streaming, and broadcasting are valuable for the promotion of pickleball. The coverage must maintain PAA standards of quality and professionalism. Coverage must not interfere with the event itself or cause disruption to play and/or attendees. Coverage must be completed in a respectful manner.

Policy

This policy outlines the guidelines and expectations for live streaming and media coverage of PAA sanctioned and recognised events.

Live streaming and media coverage guidelines

***Coverage:** All forms of media inclusive but not exclusive to live streaming, videography, photography and interviews.

- PAA must be notified in advance of any intended coverage*
- PAA reserves the right to approve or deny any request for coverage of an event.
- All coverage must clearly state the source of the content and credit PAA and other pickleball organisations as required from time to time.



- Coverage must be done in accordance with PAA's and guidelines, principles, and any additional event-specific expectations.
- All coverage must be conducted with the consent of the subject/s.
- PAA reserves the right to discontinue any coverage at any time if it is deemed inappropriate or disruptive.
- The use of flash photography, tripod-mounted cameras, or other distracting equipment may be restricted during competition play.

Media Access:

- PAA events and matches are open to media representatives from accredited media organizations, including print, broadcast, and online media.
- All media representatives must complete the PAA media accreditation process, which includes providing the following information:
 - Name and contact information.
 - Organization name and contact information.
 - Purpose and intended use of coverage.
- Accreditation is granted on a per-event basis and is subject to the PAA media accreditation terms and conditions.
- Media representatives must comply with the PAA media guidelines and any additional event-specific media guidelines.

Broadcast Quality

- PAA strives to provide high-quality broadcasts of its events and activities. To achieve this, PAA may impose broadcast standards, including but not limited to minimum camera and audio quality, for media outlets and live streamers who wish to cover PAA events.

Intellectual Property Expectations

- All audio and visual content produced at PAA, or their delegated authority, events or related activities are the property of PAA.
- Any use of the content must be approved by PAA, or their delegated authority, and must include proper credit to PAA.
- Any unauthorized use of the content, including copying, broadcasting, or publishing, is prohibited and may result in legal action.
- Coverage of PAA events cannot be used for commercial purposes without prior written consent from PAA.
- All intellectual property rights of PAA events, including but not limited to logos, trademarks, and copyrighted material, must be respected.

Copyright

- PAA respects the rights of all copyright holders and expects all participants, including media outlets, to respect the copyright of others.
- The unauthorized use of copyrighted material is prohibited and may result in legal action.

Digital Safety

- PAA is committed to promoting digital safety and protecting the privacy of its participants, fans, and followers.
- The use of inappropriate or harmful content, including but not limited to bullying, harassment, hate speech, and sexually explicit content, is prohibited and may result in legal action.



Participants Agreement

- All participants, including players, coaches, officials, and spectators, are expected to comply with the terms of this policy and all other PAA policies and guidelines.
- Participants who do not comply may be subject to discipline, including but not limited to disqualification, suspension, or expulsion.

Permissions

Minors:

- PAA requires that all minors obtain the consent of their guardians or parents before participating in any media-related activities, including but not limited to interviews, photos, and live streaming.

Players and Coaches

- All players and coaches must give consent before participating in media related activities including but not limited to interviews, photos, and live streaming.
- PAA requires that all players and coaches obtain the consent of their respective organizations or teams before participating in any media-related activities.

Live Streaming Advice.

All sanctioned tournaments must include the following advice on the Pickleball Brackets or similar software application

- Live video and audio of matches will be recorded and broadcast online. Recording equipment at match may record your image, voice and other identifying features. Please observe appropriate standards of behaviour, conduct and language in or around the live streaming devices, whose presence will be marked by signage at the match.
- By proceeding to attending or participating in this tournament, you are consenting to the recording and use of the information more publicly, as described.

Sponsorship and Promotion

- PAA may allow sponsors to promote their products and services during PAA events and activities via media coverage platforms.
- PAA reserves the right to approve or reject any promotions that are deemed inappropriate or harmful to the image of PAA .
- The coverage must not include any commercial advertising or sponsorship messages, unless approved by PAA in advance.

Conclusion

PAA recognizes the importance of media and live streaming in promoting and growing the sport of Pickleball in Australia. The organization is committed to providing access to Pickleball events and matches to a wider audience and will work to ensure that media and live streaming is carried out in a manner that is consistent with the interests of the sport and its participants.

By adhering to this policy, PAA aims to provide a positive and professional experience for all participants, attendees, and viewers of its events. Any violation of this policy may result in the discontinuation of live streaming or media coverage and may result in further consequences.

Note: This policy should be reviewed and updated regularly to ensure it remains relevant and in line with PAA's evolving needs and values.