



michigan high school athletic association

Mark Uyl, Executive Director

1661 Ramblewood Drive • East Lansing, MI 48823-7392 • 517-332-5046 • Fax 517-332-4071 • Web mhsaa.com

TO: MHSAA Member Schools/Media Outlets  
FROM: Mark Uyl, Executive Director  
DATE: December 9, 2021  
SUBJECT: Live Video Distribution

The MHSAA Executive Committee approved a proposal to allow for local media companies with a proven history of covering the MHSAA to livestream regular-season games/events. This proposal does not change any of the postseason restrictions. Here's a rundown of the key points of that action:

- The home/host school of the game/event to be streamed live MUST be an NFHS Network partner school.
- Local media is defined as any entity with an annual MHSAA tournament credential. Parents/spectators/uncredentialed media are NOT allowed to livestream.
- Schools that are not NFHS Network partners are still allowed to stream to a school-controlled website, such as the school's YouTube page or school's Facebook page.
- Media outlets must contact a school ahead of time to gain permission to live stream. This includes any radio/audio broadcasts that wish to add video.

These changes go into effect immediately. The Multimedia Regulations will be updated fully before next school year.

Here are a few additional points to consider:

- This change does not affect postseason streaming. All postseason regulations remain the same: the NFHS Network controls those rights, so only the NFHS can distribute live video of tournament games unless a third party purchase those broadcast rights from the MHSAA.
- Players/coaches are not allowed to wear microphones/cameras during game play.
- If you are an NFHS Network school, you can utilize platforms like LiveBarn and Trackwrestling for your home events at venues with those installed.
- We recommend that schools do not enter into any exclusive agreements with a media outlet.

Some examples and FAQs follow. Neither schools nor media outlets need the permission of the MHSAA to stream, but we are available to answer questions. In order to stream you need two things:

1. The home or host school must be an NFHS Network member.
2. An agreement between the school and outlet to cover that game/event.

## **FAQs Regarding Regular-Season Livestreaming**

### **Who can livestream?**

Any school that is an NFHS Network member is eligible to have their home regular-season games shown live by a local media outlet.

### **What defines local media outlet?**

A local media outlet is one that has a proven history of covering the MHSAA and has been approved for an annual Tournament Credential. If an outlet does not have a credential but thinks they would be approved for one – they should contact the MHSAA.

### **Where can those media outlets distribute live video?**

Video can be streamed online or aired on local television.

### **What about schools that are not NFHS Network members? Where can they stream?**

There are no changes for those schools. Non-network schools can continue to stream their home games to a school-controlled webpage, like the school's YouTube or Facebook page. But those schools cannot have a media outlet come in and stream the game to a site the school does not control. Media outlets can produce the stream that goes to the school-controlled page.

### **How do I know if a school is a Network partner or not?**

A list of partner schools can be found at:

<https://www.mhsaa.com/Portals/0/documents/SBP/NFHS%20Members%20for%20Web.pdf>

### **I am a media outlet and would like to stream a game. What should I do?**

Contact the home school. If it is an NFHS Network school AND gives you permission – you are fine to produce that livestream. If it is a Network school but does not grant you permission, you CANNOT stream. If it is NOT an NFHS Network school – you CANNOT stream.

### **Do I also need permission from the away school/team?**

No. Permission from the home school is all that is needed.

### **I am a member school and have a Pixellot in my gym. Can a media outlet livestream from my baseball field, where there is no Pixellot?**

Yes. As long as you are a Network school, a media outlet can stream any of your events – even from venues that don't have a Pixellot installed.

### **I am a Network school with a Pixellot installed in my gym. A local media outlet is approved to stream a basketball game. Should I turn my Pixellot off?**

NO! This would violate your arrangement with the Network. Simply allow your Pixellot to stream the game like normal on the NFHS Network, while allowing the media outlet to produce a separate stream for their platform. The media outlet stream is in addition to the Pixellot, not in place of it.

### **I am a Network school and would like to use LiveBarn for hockey and/or Trackwrestling for Wrestling. Is this allowed?**

Yes. If you are a Network school, you can utilize platforms like LiveBarn and Trackwrestling for your home games/events. In addition to those, a local media outlet could also stream the event.

**Can a parent/spectator stream the game to their personal Facebook or YouTube page?**

No. Only local media outlets have that ability. The parent/spectator could produce the stream for the school's controlled website and would need to work with the school on that.

**A local media outlet would like to be the exclusive provider of our regular-season games. Should I agree to that?**

We do not recommend limiting the number of media outlets you approve to stream an event, provided you have space for more than one. Also, if the event is being played at a venue with a Pixellot unit, the Pixellot must stream to the NFHS Network. You cannot turn off the Pixellot because a media outlet is also streaming.

**Our District controls a TV channel. Can we still broadcast games?**

Yes, there is no change to this provision. District channels can broadcast games. Outlets separate from the District but that air District content along with non-school content (community, government, local/public access) would be considered a media outlet that would need permission to broadcast games from a Network member school.

**A media outlet would like our coach or player to wear a microphone or camera during play. Is that ok?**

NO! It is against NFHS playing rules and MHSAA regulations to wear a microphone or camera during a game/event.

**How does this affect postseason livestreaming?**

It doesn't. There is no change to our postseason regulations. The rights to all postseason games/events belong to the MHSAA/NFHS Network.

**Does this affect audio streaming/broadcasts?**

No. Audio streaming for the both the regular season and postseason remain the same. A producer of an audio stream could now add video in the regular season, but would have to meet the criteria listed; must be an NFHS Network school and must have permission from the school.

**Can I charge a media outlet a rights fee to stream my game?**

Yes. That is between the home school and the media outlet to determine.

**Can a media outlet charge viewers to watch its stream/broadcast?**

Yes. Again, that is something the outlet and school should agree on ahead of time.

**What happens if a non-Network school has its game/event streamed by a local media outlet?**

The media outlet that streams the game/event would risk losing its annual MHSAA Tournament Credential.

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