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## Media Information & Regulations

**ALL RIGHTS - Audio/Video/Still Photography Rights** – The MHSAA owns the rights to all multimedia (audio-video-still images-Internet) at all levels of its tournaments. Still and video photography is allowed by individual spectators from the seating area of the venue unless the host school district or facility has a previously existing policy that is more restrictive.

The MHSAA has exclusive multimedia arrangements for its Finals events. MHSAA Handbook Regulation II, Section 14(A) reads as follows: “No school may sell or rent videos (DVD, tape, or film) or sell still images of contests which are part of an MHSAA tournament without the permission of the MHSAA.” If a school wishes to authorize an individual(s) to create multimedia content, the principal or athletic administrator must contact the MHSAA for passes and access. Refer to the publication, [MHSAA Multimedia Regulations](#), for more information.

**CREDENTIALS** - The MHSAA issues annual Tournament Media Passes to approved media. Commercial photographers are never issued credentials. In the postseason they should not be granted access to events as the MHSAA has exclusive Finals photography services. In the regular season, it is up to the individual school to make the decision on whether to allow them entry.

**STREAMING - VIDEO (REGULAR SEASON)** – Streaming video during the regular season is allowed by the home/host school in a couple of different ways. If the home/host school is a member of the NFHS Network, they must stream games to the NFHS Network first and foremost. They can also produce a stream to broadcast on a school-controlled page (separate from the NFHS stream). Additionally, NFHS Network members can partner with local media to broadcast regular season home games on the media outlet’s channel/website. Schools that are not members of the NFHS Network can stream regular season home games to a school-controlled webpage. Refer to the [Multimedia Regulations](#) for more information.

**STREAMING - VIDEO (POSTSEASON)** - The broadcast and streaming rights of MHSAA post-season tournament events belong exclusively to the NFHS Network, FanDuel Sports Network (formerly Bally Sports Detroit), the MHSAA, and those media outlets which have pre-arranged to secure those rights. Teams participating in MHSAA Tournaments are prohibited from streaming live video of any portion of an event over the Internet - including using social media platforms or any other method. Likewise, individual spectators are also prohibited from livestreaming video through any means. Participating schools are responsible for informing their students, parents, and other fans of this policy and to assist the MHSAA upon request in enforcing it.

Outlets broadcasting tournament games – audio or video – on over-the-air, cable or internet – live or delayed – must receive advance permission from the MHSAA to originate the event. Tournament managers will receive approval by e-mail for each outlet.

The MHSAA Executive Committee, in December of 2019, approved an addition to the Multimedia Policies that members of the NFHS Network are prohibited from blacking out MHSAA tournament

events broadcast over the NFHS Network or MHSAA.tv. Events that are blacked out restrict the viewing allowed by subscribers to every game of every MHSAA tournament that is available.

**STREAMING – AUDIO & RADIO** – Outlets are required to submit a broadcast application for postseason events with the MHSAA. Approval or denial emails will be sent to both the outlet and host school. Outlets are encouraged to check with the host school before applying to check on space/equipment needs. There is no limit to the number of outlets that may stream audio – as long as the host can accommodate them. In the regular season, outlets do not need to submit broadcast applications but need permission from the host school to provide an audio stream.

**VIDEOTAPING**- Competing schools may videotape games in which that school competes. The tape is not to be used to second-guess decisions made by game/meet officials. Schools wishing to videotape games at other sites may do so without securing advanced permission but must tape from the stands unless press box space is available. Spectators may tape games from their normal seating area but are not to interfere with the view of other spectators or news media personnel covering the activity. A manager is not required to provide electrical hook-ups; or tripod space and may arrange spectator videotaping from a designated location(s). The tape may not be distributed, sold, rented, or loaned for commercial purposes.

**PRESS BOX** - Local schools hosting MHSAA Tournaments should plan to provide all working media wishing to cover an event appropriate working space in a facility which shelters them from the weather at outdoor events (such as a press box) and provides a counter/table space with ancillary accommodations such as electricity; and when available without additional expense to the local site – telephone and internet. More details on press box priority can be found on page 21, Section N of the [Multimedia Regulations](#).

**LOCKER ROOM PRIVACY POLICY** - Using devices of any kind to capture or transmit images is strictly prohibited in locker rooms, dressing areas, training rooms, weigh-in rooms, showers, restrooms, or other areas where there is an expectation of privacy during MHSAA tournament events. Tournament managers or athletic directors that discover such use should move immediately to have the device removed and inform the head coach or athletic director of the identity and nature of the activity of the person involved. Media are never to be allowed in the locker room.

**MICROPHONES** - Other than by MHSAA media partners, game participants (Coaches, Players) may not wear wireless microphone equipment during play. Schools may not make exceptions. This policy includes both regular-season and postseason activity to protect the privacy of participants when game action is not taking place (i.e. sideline conversations, etc.). Game officials are also covered by this policy, with the exception of host sites wishing to provide a microphone to the Referee for the purpose of explaining calls on the public address system or for official-to-official communication.

**POSTGAME INTERVIEWS** -- Coaches should be readily available to meet with the media shortly after the conclusion of a contest. It is recommended that approximately five minutes after the game, managers provide a location other than the team locker rooms for post-game interviews with coaches and/or players the coach may wish to designate for interviews. Locker room access should never be allowed to media. Inasmuch as many media outlets are often on deadline following contests, interviews should be granted before any lengthy team meetings occur.

**MEDIA DRONE POLICY** - The use of unmanned aerial vehicles ("UAV"), also known as drones, is not allowed by media for any purpose at MHSAA tournament venues. Tournament management shall refuse admission or entry to anyone attempting to use a UAV; and if necessary, tournament management shall remove anyone attempting to use a UAV and/or confiscate the UAV until the event has been completed. For purposes of this policy, a UAV is any aircraft without a human pilot aboard the device. An exception to this policy may be made in specific cases for MHSAA broadcast partners, provided the management of the tournament facility permits the presence of UAVs for broadcast purposes under the control of the MHSAA. (Schools may use drones in accordance with the updated drone policy found in the PSTI).

**PHOTOGRAPHERS** – still and video – may be granted appropriate access to shoot (i.e. sidelines, baselines), if they are from an accredited media outlet. Schools participating in the Finals of baseball, football, lacrosse, soccer, softball, basketball, competitive cheer, ice hockey, volleyball and team dual wrestling will be allowed one media. Team video is not considered "media." No media credential will be issued for Team Video. Those passes will be available in the same manner as a coach or team admin pass. Depending on the sport/venue, the Team Video pass may be restricted to a specific part of the facility. For example, a specific platform at the Breslin Center or Ford Field. These passes will have those designated areas marked on them. Because of the large number of teams involved in individual events (bowling, cross country, golf, gymnastics, skiing, swimming & diving, tennis, track & field, individual wrestling), no passes and access will be authorized for schools.

**PHOTOGRAPHY - FLASH** - 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 MHSAA staff is not present at an event.

*IMPORTANT* -- When determining whether 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. The only sports in which the use of electronic flash/strobe equipment is prohibited are competitive cheer, gymnastics, and diving. Requests to use strobe lights mounted to fixed positions shall be made well in advance of the contest. As a courtesy, contest managers or the MHSAA should inform participating coaches and contest officials that photographers have been approved to use strobe lights in fixed positions. 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. 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.

Photographers for other sports shall be placed in positions in accordance with National Federation of State High School Associations National Rules:

- In football, photographers shall be positioned behind the restraining line, which is two or more yards from the sidelines and end zones. In addition, photographers shall not be positioned in the team boxes between the 25-yard lines.
- In softball, photographers are prohibited from being in live ball areas. The allowance for a designated media area in softball has been discontinued by NFHS Rules. In baseball, if a designated media area is used, it shall be established before the game begins, shall be a lined area and shall be considered a dead ball area, even if unoccupied.
- In soccer, photographers should not be positioned within two yards of any sideline or endline.
- In basketball, rules prohibit anyone from being between the lines of the free throw lane behind the basket. Some venues and events will have designated areas where photographers may shoot from. Game officials and host management have the authority to remove any member of the media for not staying in their designated area in any sport.
- In lacrosse, photographers are not allowed behind the endlines except in stadium structures where permanent seats exist. In those venues with permanent seats behind the goals, photographers must be behind any protective netting along the endlines. Additionally, photographers and media are not allowed within or immediately behind the bench area or table area, nor are they allowed within the limit lines at any time during a contest.

**RESULTS/SCORE REPORTING** – Tournament results should be reported to the MHSAA immediately after games, not the next morning. Scores of bracketed tournaments should be entered in the Score Center on the MHSAA web site or emailed to [results@mhsaa.com](mailto:results@mhsaa.com). Results of other tournaments can be sent to the MHSAA sports director, as well as [results@mhsaa.com](mailto:results@mhsaa.com). Host schools are responsible for informing local media and the major daily newspapers.

**SOUVENIR PROGRAM POLICIES** - Teams winning Regional titles in selected sports must fill out and e-mail program information and a team photograph to the MHSAA office to be used in the souvenir program for the Semifinals and the Finals in the event the team qualifies for Final round play. Program information kits are available on the respective sports pages of the MHSAA Web Site. Those sports are as follows: Baseball, boys and girls basketball, girls competitive cheer, football, ice hockey, boys and girls soccer, softball, girls volleyball, team dual wrestling. Complete directions for filling out and submitting information and photographs is included with each kit. All program information and photographs must be submitted by e-mail.

**MERCHANDISING/PROMOTION POLICIES** - *Use of MHSAA Logo* – The MHSAA logo and acronym are registered trademarks. MHSAA tournament trophy designs are also copyrighted. Use of these legally protected marks requires written permission of the MHSAA. Contact the MHSAA Communications Director for additional information.

**INFORMATION FOR DISTRICT/REGIONAL/QUARTERFINAL TOURNAMENTS** - Teams competing in MHSAA District, Regional and Quarterfinal tournaments shall provide, upon request, team rosters, photographs and other information as necessary, to local tournament managers so that a souvenir program may be assembled for the event.