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**MULTIMEDIA
REGULATIONS**

2022-23



**MICHIGAN HIGH SCHOOL ATHLETIC ASSOCIATION
MULTIMEDIA RULES & REGULATIONS
2022-23 SCHOOL YEAR**

PURSUANT TO MICHIGAN ATTORNEY GENERAL OPINION #5348, 1978, "THE MICHIGAN HIGH SCHOOL ATHLETIC ASSOCIATION, A PRIVATE NONPROFIT ORGANIZATION CORPORATION, MAY ESTABLISH AND COLLECT FEES FOR BROADCASTING STATE HIGH SCHOOL TOURNAMENT GAMES SPONSORED BY THE ASSOCIATION."

MULTIMEDIA POLICIES

This policy applies to all activities in which multimedia rights are granted by the Michigan High School Athletic Association, Inc. (MHSAA). Address correspondence to:

Broadcast Services Coordinator

MHSAA

1661 Ramblewood Drive

East Lansing, MI 48823

Phone: 517-332-5046

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NEW In 2022-23 Multimedia Regulations

Schools can distribute video of regular season interscholastic contests in sports under MHSAA jurisdiction the following ways:

- Through the NFHS Network
- Through a school-controlled webpage
- Through an approved local media outlet provided the home/host school is a member of the NFHS Network. (page 10)

Points of Emphasis In 2022-23 Multimedia Regulations

- No media of any kind (traditional, student, school, etc) is ever allowed in the locker room of a team during MHSAA tournament play. (page 20)

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Qualification

- A. All parties requesting broadcast rights and credentials to MHSAA Tournaments must:
1. Be a Limited Liability Corporation or bona fide company registered to do business as a media outlet in the state of Michigan. **Proof of business status must be furnished upon request.**
 2. Carry its own liability insurance and will hold harmless the MHSAA, tournament venues and all associated parties for any damages, injuries, illness or death occurring while covering an MHSAA tournament event. Proof of coverage must be furnished upon request.

Application Procedure

- A. Application to originate must be made with the MHSAA office. The MHSAA office will notify local tournament managers after receiving the Broadcast Application that an outlet is approved by sending a confirmation to the manager via e-mail, and a copy of that confirmation to the outlet. Outlets are required to follow-up with the tournament manager(s) at the site(s) from which they wish to originate to finalize arrangements for press/photo passes and seating.
- B. Outlets must list on their application the team(s) they are following and the sites at which they wish to originate. Sponsors must be in compliance with Part D of the General Multimedia Regulations.
- C. Applications must be filed electronically and be prepaid, using the form found on the MHSAA Website.
- D. A form must be executed between the manager of the applicant and the MHSAA, for each sport and at each level of competition for all tournaments.
- E. Applications received by the MHSAA office within 24 hours prior to the start of the event may incur a \$50 late fee. All outlets, including network affiliates, may be subjected to late fees.

Rights Fee Policies

- A. All rights fees must be prepaid before an outlet's application will be approved, either by credit card, company check or certified check. Personal checks will not be accepted. Bounced checks will incur a \$50 fee and a suspension of Tournament broadcasting privileges. A complete list of rights fees may be found in this document on page 16.
- B. Outlets are required to provide a rate card to document advertising rates and a list of sponsors (when applicable) upon request.
- C. Outlets which originate games without submitting the necessary contract and rights fees to the MHSAA will be prohibited from further originations until the contract, rights fee and late fee are received by the MHSAA office.
- D. The rights fees paid by outlets originating games covers the original broadcast and all secondary use of content after its original audio or video distribution; including if they wish to sell audios or videos of the same game – either on disk, tape or by Internet download (Podcast).
- E. If the team(s) an outlet is following in the tournament is eliminated, and that outlet has paid in advance to originate at that site(s), the outlet may contact the MHSAA in writing for a refund.
- F. Audio broadcasting outlets may have rights fees waived in selected or all MHSAA tournaments by becoming affiliated with the MHSAA Championship Network, according to the following conditions:
1. An affiliate will qualify for year-long rights fee waiver by (A) carrying the network origination of at least four games in any combination of the Girls and/or Boys Basketball Finals network feed; (B) airing the

weekly *This Week In High School Sports* program at least once a week in a broadcast of a high school sporting event that the station originates; and (C) payment of a one-time annual processing fee of \$100.00 at the time it applies for its waiver. Outlets must apply no later than the Friday following Labor Day at the beginning of the school year to receive the waiver.

a. The *This Week In High School Sports* program will be an MP3 downloadable file which will be available by Tuesday afternoon each week. The first program will be available Week One of the football season, running through the final week of the winter sports season.

2. Outlets participating in the rights fee waiver program must still make formal application for all games they wish to originate and be in compliance with all other regulations.

3. Network outlets must carry the feed of all four games of the Basketball Finals it has committed to on the same outlet used for high school broadcasts it originates. EXAMPLE -- If an outlet simulcasts its regularly scheduled games on its AM and FM signals, then the network games shall be carried as a simulcast. If a station carries daytime games on the AM signal and nighttime games on the FM signal to maximize audience potential, then the network games shall be carried in that manner.

4. Affidavits of performance will be required to verify that all network programming to which the outlet had committed was broadcast.

General Multimedia Regulations

A. Exclusive origination privileges for one or more tournament games or to cover a specific team will not be granted to any one outlet.

B. The MHSAA holds exclusive ALL-PLATFORM NETWORKING DISTRIBUTION rights for AUDIO, and VIDEO for all Semifinal and Final games in all activities. No outlet will be allowed to feed another its origination of any Semifinal or Final contest without the written permission of the MHSAA. If you are interested in taking an audio network feed for any Final contest, contact the MHSAA for additional information. Network audio feeds via Internet are FREE and generally include availabilities for local advertisements to be sold by individual outlets. Outlets joining the MHSAA Championship Network which carry the weekly program *This Week In High School Sports*, plus a minimum of four of the eight games from the Girls Basketball Finals and/or the Boys Basketball Finals, and pay a one-time annual processing fee of \$100 are eligible for a rights-fee waiver for originating postseason tournament contests locally.

C. The MHSAA or its designee shall be the only group allowed to originate all Final games in a sport in any medium.

D. No beer, wine, liquor, marijuana, lottery, gambling, sports betting, casino or tobacco sponsorship or other advertising that is not compatible with the mission or the message of high school sports as determined by the MHSAA will be permitted. No tavern or other establishment whose primary business is serving or distributing alcoholic beverages will be accepted for sponsorship. This includes messages from distributors promoting responsible consumption of alcoholic beverages. Messages promoting anti-drunk driving groups such as Students or Mothers Against Drunk Driving, however, are acceptable. Combination businesses such as convenience or drug stores, hotels or restaurants which may dispense or distribute alcoholic beverages may be acceptable sponsors, but no part of advertising messages shall refer to the dispensing or distribution of alcoholic beverages, beer, wine, tobacco or to a bar, cocktail lounge, or other facility dispensing alcoholic beverages. No audio mention or visual reference to any of the above shall be made by an outlet from the time of the commercial break preceding the game until after the final commercial break following the game. Additionally, advertisements in any of the following categories are not all allowed without prior consent from the MHSAA: advocacy (one that advocates a political, religious or controversial public position), firearms, 900 phone numbers, contraceptives, tattoo parlors and body piercings, "R" and "NC-17" rated movies, "M" rated video games, adult entertainment, performance-

enhancing substances, “high-risk” investments, “high-risk” business opportunities and “high-risk” health offerings.

E. Permission for access and origination is granted with the understanding the Host Tournament School Board has no preexisting, written regulations prohibiting such an origination; applies such regulations equally; and the arrangements are agreeable with the host site manager. Host sites also reserve the right to issue fewer passes than the maximums described in this document on a space-available basis.

F. OUTLETS ARE RESPONSIBLE FOR THEIR OWN TRANSMISSION INSTALLATIONS. TOURNAMENT HOSTS ARE NOT REQUIRED TO PROVIDE TELEPHONE, INTERNET OR OTHER TYPES OF TRANSMISSION ACCESS FOR OUTLETS TO USE FOR ORIGINATING GAMES. Outlets should verify transmission line arrangements prior to game time and have equipment in readiness before the game.

G. All production/transmission equipment and personnel are to be placed in a position where they do not interfere with or cause injury to paying spectators or game participants; or as prohibited by contest rules, MHSAA policy or local published codes. No equipment is permitted in team locker rooms except by the MHSAA and its designees.

H. All costs, including installations, wire charges, Internet access charges, electrical charges, etc., incurred by outlets in connection with playoff originations are to be met by the outlets concerned. There is to be no expense to the MHSAA or to local tournament managers in connection with such originations other than making available working space and issuing media credentials for working individuals according to the guidelines found in this document.

I. Outlets may display only one banner at a tournament venue, and only on a space-available basis. Ideally, banners, when permitted, should be displayed at the station’s origination location, and this banner may only be displayed while the outlet is originating. The banner may not display logos or names of advertisers sponsoring the outlet’s origination.

J. No live interviews may be conducted on the playing surface, except by MHSAA Network personnel or its designees.

K. 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.

L. Game participants (Coaches, Players, Officials) may not wear technology capable of recording video or audio during play, per NFHS playing rules. This policy includes both regular-season and postseason activity. Examples include but are not limited to eyeglasses that can record video, a small camera mounted to a helmet, etc.

M. Outlets are reminded that athletic staff representatives of NCAA-member schools (All Divisions) are not to appear as commentators or guest interviews during high school athletic event broadcasts (including regular-season contests). This is a violation of NCAA rules. **UNDER NO CIRCUMSTANCES ARE NCAA-MEMBER SCHOOL COACHES (All Divisions) ALLOWED TO APPEAR ON ANY BROADCAST, as**

violations could result in penalties to the NCAA school involved, or jeopardize the eligibility of athletes participating in the game being originated. This is NOT an MHSAA rule -- It is included in the broadcast regulations to inform you and to prevent violations from occurring.

N. Outlets shall provide a minimum of 90 seconds per audio or video game originated for promotional messages provided by the MHSAA. These messages shall be at least 30 seconds in length, with recommended insertion order for one in each of the first and second half of each contest, with the final message to be aired during a pre-game, halftime or postgame segment. These messages must also be included in any secondary use/distribution of an origination. Outlets are required to provide affidavits of performance from each game originated to document this regulation upon request. Scripts and audio or video messages to fulfill this requirement are available from the MHSAA Website. Failure to provide these messages could result in an outlet being prohibited from originating future tournament contests.

O. Outlets are asked to read a disclaimer once during each origination, indicating that it has been granted the rights to originate the game(s) by the MHSAA. A script or audio message to fulfill this request is available from the MHSAA Website.

General Content Capturing Policies – Still & Motion Images, Audio

A. The Representative Council of the Michigan High School Athletic Association has passed a regulation addressing the sale of still and motion images from MHSAA postseason tournament events by member schools:

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.”

B. The following regulations shall apply to authorized representatives of participating schools at MHSAA postseason tournament events capturing content (still and motion images, audio recreations, or any combination):

1. Content shall be exclusively for the school's publication, promotional, educational or public relations uses; and shall remain the property of the school, not of the individual photographer.
2. Content may not be sold.
3. Content may be displayed and be available for Internet download at no cost.
4. Content must be made available at no cost to the MHSAA upon request for publication, promotional, educational or public relations uses.
5. Schools participating in the Finals of baseball, football, lacrosse, soccer, softball, basketball, competitive cheer, ice hockey, volleyball and team dual wrestling will be allowed two credentials:
 - a. One for still image photography.
 - b. One for video. Depending on the sport/location – the video credential may be restricted to certain parts 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.
 - c. Because of the large number of teams involved for individual events (bowling, cross country, golf, gymnastics, skiing, swimming & diving, tennis, track & field, individual wrestling), no passes and access will be authorized for schools.
 - d. In general, school passes will be provided with other information at the time a team qualifies for the Finals. No requests made at Finals sites for access and passes will be honored.
 - e. Content captured by video in section 5.(b) is subject to the same regulations described in A, and B 1-4 of this section.
 - f. Student media may make separate application for passes as provided for in the MHSAA Media Credential Policies. A faculty/staff member responsible for the student media outlet must make the application.

g. School photographers granted passes and access are subject to the same policies and restrictions as all other media, which includes no team bench or team locker room access.

h. The MHSAA reserves the right to reduce the number of photo passes given to member schools, or to not issue school photo passes at all if available space at a tournament venue is limited.

C. The following regulations shall apply to authorized media representatives covering MHSAA tournament events for news-gathering purposes:

1. If an outlet has a demonstrated history of selling content (still and motion images, audio recreations, or any combination) and content-related products for commercial purposes, secondary use of the content created during the news-gathering process may be repositioned for commercial purposes under the following conditions:

a. Any content used for commercial purposes must be made available at no cost to the MHSAA and the participating member school(s) upon request for publication, promotional, educational or public relations uses.

b. Motion Images – An outlet is limited to the use of three minutes of single-game action in team sports (i.e., basketball) and a combined total of 20 minutes daily of action in individual sports (i.e., track, gymnastics, swimming) without the necessity to file a Multimedia Distribution Application and the appropriate rights fees.

c. Audio Recreations – An outlet is limited to the use of three minutes of game action without the necessity to file a Multimedia Distribution Application and the appropriate rights fees.

d. No sale, distribution or promotion of the availability of content from the media outlet will be allowed at an MHSAA tournament venue, including parking areas, entrances and other common areas.

2. An outlet will not be given media passes exclusively for creating content for commercial purposes.

D. Commercial/individual vendors WILL NOT be granted passes or appropriate access to MHSAA Tournaments at ANY level.

1. Neither the MHSAA, nor tournament managers, are responsible for being proactively on the lookout for and penalizing commercial/individual vendors who are found to be in violations of these terms and conditions. However, if a rogue vendor is discovered, that party will be subject to any and all applicable MHSAA rules and regulations and fees, plus any other penalties deemed appropriate by the MHSAA.

E. These following regulations apply to both regular-season and MHSAA tournament 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 MHSAA 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: competitive cheer, gymnastics and 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 MHSAA 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.

2. PHOTOGRAPHER PLACEMENT – Photographers shall be placed in positions in accordance with National Federation of State High School Associations National Rules. In the sport of football, for example, 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. Also, in the sport of 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.

Audio Specific Policies – Complete Game Origination

- A. Outlets desiring to originate broadcasts of individual games at the Boys Basketball and Football Finals involving teams from their local market must broadcast a minimum of three playoff games OR broadcast regular-season games on a consistent basis in that market.
- B. Outlets are limited to two (2) credentials if space allows for all MHSAA Tournament contests.
- C. Space permitting, outlets may set up at their broadcast location during the game preceding their broadcast, and may only occupy that position through the end of the session.
- D. If two or more outlets are included in a hook-up or chain commercial broadcast of a tournament game prior to the finals (other than an AM/FM/Internet simulcast by the same station), the rights fee for broadcasting as indicated on page 16 of this document shall be paid by each outlet involved.
- E. If space restricts the number of originating outlets, tournament management must provide space for at least one outlet for each participating school, based on the input of the administration of each participating school.

Video Specific Policies –Complete Game Origination

IMPORTANT - MHSAA HANDBOOK and Multimedia Regulations addressing the distribution of live video also pertain to the streaming of live video on social media platforms, such as Facebook, Periscope, Twitter and Instagram. All applicable rights fees and use limitations shall prevail.

A. The Representative Council of the Michigan High School Athletic Association passed a regulation effective August 1, 1989, prohibiting live video originations of regular-season athletic events involving member schools. The regulation was modified, effective December 9, 2021, to read as follows:

Regulation II, Section 14(B) reads as follows:

- “1. Schools may distribute live REGULAR SEASON video – or grant on a complimentary or fee basis to either a profit or nonprofit entity the rights to distribute live REGULAR SEASON video – of any regular season interscholastic event in which any MHSAA member school is a participant in any MHSAA tournament sport as long as the home/host school is a member of the NFHS Network.
2. Delayed video distribution of regular season events involving any MHSAA member school in any MHSAA tournament sport may begin immediately after the completion of the live event.
3. Video of MHSAA postseason tournament contests may be distributed according to policies and procedures established by the MHSAA for its tournaments, including restrictions on live video streaming through social media.”

Schools can distribute video of regular season interscholastic contests in sports under MHSAA jurisdiction the following ways:

- Through the NFHS Network
- Through a school-controlled webpage
- Through an approved local media outlet provided the home/host school is a member of the NFHS Network.

The rights for all MHSAA postseason events belong to the MHSAA/NFHS Network. Schools **cannot** distribute video to a school-controlled webpage in the postseason. Media outlets wishing to purchase the broadcast rights of a contest must contact the MHSAA at least 5 days prior to the contest.

MHSAA member schools playing at out-of-state schools which participate in the NFHS Network’s School Broadcast Program are also approved to play in contests with live streaming video. School Broadcast Program participants are required to live stream all MHSAA dual tournament events occurring on their campus; and the archived video may not be blacked out from viewing by the public following the event.

Schools not participating in the School Broadcast Program (NFHS Network) may live stream regular season home games on a school-controlled website. Such as the school’s Facebook or YouTube page. No MHSAA tournament games are to be livestreamed in this manner. Tournament games can only be streamed on the NFHS Network or with media outlets that have pre-arranged to purchase those rights.

Live originations are permitted of regular-season events and MHSAA tournaments by the MHSAA’s year-round contracted video partners.

Approval for video distribution of interscholastic contests in sports under MHSAA jurisdiction on a live basis may be granted to a school by the MHSAA Executive Director when the following conditions are met: a. MHSAA member schools participating in the School Broadcast Program are automatically approved for this waiver. MHSAA member schools playing at out-of-state schools which participate in the NFHS Network’s School Broadcast Program are also approved to play in contests with live streaming video. School Broadcast Program participants are required to live stream all MHSAA dual tournament events occurring on their campus; and the school archived video may not be blacked out from viewing by the public following the event. (MHSAA Executive Committee, December 2019)

B. There shall be no video distribution of any MHSAA sponsored tournament event except by MHSAA designees or by contractual agreement with the MHSAA. The sole exception is for authorized representatives of broadcast companies recording video only for the purpose of newscast highlights, with no more than three minutes of such footage from a single game, or a combined total of 20 minutes of action from an individual event (i.e., wrestling-track-gymnastics) being broadcast. Footage shot away from the playing surface (e.g., of coaches, cheerleaders, spectators, interviews, etc.) is not included in this regulation. The regulation does not apply to footage shot for season-ending highlights presentations, video yearbooks, documentaries, etc. The access for such productions shall be negotiated between the originating party, the MHSAA and/or its designee; the rights fees for such productions are listed in this document. Contact the MHSAA Director of Broadcast Properties for additional information. The MHSAA reserves the right to limit the number of such licensing agreements it issues, and may deny licensing at its sole discretion for any reason whatsoever.

C. For MHSAA sponsored tournament events televised live by Bally Sports Detroit, the following regulations shall apply to the use of video being shown for the purpose of distributing/showing highlights on regularly-scheduled television newscasts or posting through any online platform:

1. Highlights of a game in progress may be shown, but these highlights must come from the Bally Sports Detroit broadcast. There is a three-minute limit on footage used. No exceptions will be allowed.
2. For postgame reports, any locally-shot or Bally Sports Detroit game action highlights may be shown with the total action footage used not to exceed three minutes.

D. For MHSAA sponsored tournament events not being televised live by Bally Sports Detroit, the following regulations shall apply to the use of video being shown for the purpose of distributing/showing highlights on regularly-scheduled television newscasts or posting through any online platform:

1. Highlights of a game in progress may be shown, but there is a three-minute limit on footage used. No exceptions will be allowed.

E. A delayed video origination is one which begins after the completion of the live event, and includes more than three minutes of game-action footage. Provisions of this agreement permit the viewing of the stated game(s) an unlimited number of times.

F. The MHSAA Executive Committee has authorized the MHSAA staff to decide on a case-by-case basis, considering potential conflicts with other tournament sites and expected attendance, whether or not live video originations should be permitted of MHSAA Tournament contests before the Finals level.

G. Only one multiple-camera origination will be permitted from a tournament center per game. If two or more outlets wish to originate a multiple-camera telecast of an MHSAA tournament event, the following terms shall apply:

1. The MHSAA or its **year-round contracted video partners** have the first right of refusal until 5 p.m. (Eastern time) the Monday the week that game is to be played or the first business day following any necessary qualifying game. **This origination is exclusive.**
2. If the MHSAA or its **year-round contracted video partners** choose not to originate the game, the outlet of the home team as designated by the brackets drawn for the tournament (not necessarily the host site) has the right of first refusal until 5 p.m. (Eastern time) the Monday the week that game is to be played or the first business day following any necessary qualifying game.
3. The outlet of the visiting team as designated by the brackets drawn for the tournament must apply by 5 p.m. (Eastern time) the Monday the week that game is to be played or the first business day following any necessary qualifying game, in the event the MHSAA or its **year-round contracted video partners** or the outlet following the home team does not request the rights to the game.

4. If no party described in H-1,2,3 requests the rights to the game, then the first outlet requesting the rights to the game after 5 p.m. (Eastern time) the Monday the week that game is to be played or the first business day following any necessary qualifying game may be granted the rights.

5. The outlet granted the rights to originate the game under H-2-4 must provide upon request to other outlets which also applied to originate the contest the other outlet's choice of the following:

a. A video "split" of the feed so that the other outlet may use its own announcers and graphics on a space-available basis.

b. A video of the game suitable for airing.

6. The outlet granted the rights to originate the game has the first airing rights to the game, provided it is aired within four (4) business days of the event taking place. Other outlets may broadcast their copy/version of the same contest following the first airing of the game by the outlet granted the rights to originate the game or on the fifth business day following the game.

7. If two outlets wish to originate a single-camera telecast of an MHSAA tournament event, the second outlet may be accommodated on a space-available basis at the discretion of the tournament manager.

8. All additional outlets must pay the applicable per game rights fee to the MHSAA, and follow all other regulations.

H. No local originations or split feeds are permitted for contests being originated by the MHSAA or its **year-round contracted video partners**.

I. MHSAA Finals in all sports are not available for local origination. Arrangements to re-air Finals programs must be made directly with Bally Sports Detroit and/or the NFHS Network.

J. MHSAA member schools which are not a part of the School Broadcast Program are prohibited from streaming live video of any portion of a tournament event over the Internet - including using social media platforms like Periscope and Facebook – or any other method. Likewise, individual spectators are also prohibited from streaming video through any means as a condition of admission. 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 in cooperation with Tournament Managers.

School Broadcast Program Specific Policies

A. Participants in the School Broadcast Program through the NFHS Network may stream all athletic events live, regular-season and postseason, including games that do not involve their school which may take place on their campus, to the NFHS Network.

B. Traditional School Broadcast Program participants are asked to live stream all MHSAA Tournament games that take place on their campus when possible, including those not involving their school to the NFHS Network. Traditional SBP schools are also allowed to live stream MHSAA Tournament games not taking place at their school wherever their team is a participant to the NFHS Network.

C. Pixellot School Broadcast Program participants are required to schedule and stream all MHSAA Tournament events taking place on their campus where a unit is installed.

D. In the event of a game involving a Traditional SBP participant as the visiting team, and a Traditional or Pixellot SBP participant as the host; only the host SBP program shall be permitted to stream the game, unless its Traditional program is unable to. If they are unable, the visiting SBP would have the option, followed by the Pixellot unit.

E. Traditional School Broadcast Program and Non SBP participants may be assigned to cover contests during the regular season and MHSAA Tournaments for the NFHS Network, for which the program will be paid an honorarium.

General Multimedia Regulation Interpretations

- A. **COMMERCIAL PURPOSE** – When any content (still or moving image, audio description, or any combination) created at an MHSAA Tournament event is distributed for the purpose of being sold by the originating party, regardless of the amount of money being charged (including donations). If a monetary exchange is required between the originating party and a party wishing to obtain the content, Commercial Purpose exists.
- B. **SECONDARY USE** – Any use of content created at an MHSAA Tournament event following its original purpose (i.e. newsgathering, live distribution of audio or video on primary platform) shall be considered Secondary Use. Examples of Secondary Use include, but are not limited to, the following: Radio/Television over-the-air outlets streaming the event live on their website; repositioning of still or video images for Commercial Use (sales) following their editorial use; and making audio/video originations available after their initial distribution (live or appointment-based) for on-demand access. Rights fees paid to the MHSAA gives an outlet all Secondary Rights uses.

Audio Regulation Interpretations

- A. **THREE-GAME MINIMUM OR REGULAR-SEASON INVOLVEMENT** -- In order to qualify to originate an individual game or games at the boys basketball or football finals, an outlet must have broadcast at least three tournament games involving teams from its local market. This regulation is not team specific. If an outlet is unable to broadcast tournament games due to scheduling conflicts with the broadcast of a sporting event as part of a previous commitment to which the outlet cannot make an exception, the three-game minimum may be waived, provided the outlet can document having broadcast regular-season games involving teams from its local market on a consistent basis.
- B. **PUBLISHED RATE CARD** -- The published one-minute advertising rate of the station for the game(s) to be broadcast shall apply to rights fees. This information must be submitted by the outlet. IF THE OUTLET'S ONE-MINUTE RATE VARIES IN ACCORDANCE WITH THE TIME OF DAY THE GAME IS TO BE BROADCAST, THE HIGHEST RATE SHALL BE USED. BOOSTER CLUB RATES ARE APPLICABLE ONLY IF HIGHER THAN THE ONE-MINUTE ADVERTISING RATE. Outlets will not be allowed to broadcast until this information is made available to the MHSAA.
- C. **COMMERCIAL OUTLETS** -- Those outlets that accept payment for advertising of any programming shall be considered commercial outlets, even if a broadcast is not sponsored.
- D. **NON-COMMERCIAL OUTLETS** -- Those outlets which are not advertiser supported. Among those outlets are public broadcasting and school-operated stations.

Video Regulation Interpretations

- A. **ONE MULTIPLE-CAMERA ORIGINATION PER SITE** - Only one production unit and set of cameras is allowed at a site. Additional announcer set-ups are permissible should the originating unit provide a "split feed" to another outlet desiring the game video and desiring to use its own announcers, provided the local site can accommodate the personnel.
- B. **SCHOOL ORIGINATIONS** - School-operated/originated originations must apply for rights to MHSAA Tournament games in the same manner as other outlets, and do not own the broadcast rights to MHSAA Tournament games involving their team or games being played in their building.
- C. **FINALS NOT AVAILABLE FOR LOCAL ORIGINATION** - The MHSAA philosophy regarding the video broadcasting of its championship games is that all games of a final be originated and distributed statewide. To have individual local origination of single contests at tournament finals presents logistical problems, and would not be fair to participants in other games not being originated.

D. TWENTY-MINUTE STANDARD FOR NON-DUAL EVENTS COVERAGE – An outlet covering an MHSAA Tournament in non-dual events is limited to 20 minutes of action daily which it may broadcast video on a delayed basis without being subject to a right fee. An outlet may broadcast 20 minutes total daily, of each division of an event. For example, for the MHSAA Individual Wrestling Finals, an outlet could broadcast 20 minutes daily from each division of competition. Another example would be at the MHSAA Girls Competitive Cheer Finals, an outlet could broadcast up to 20 minutes of action of the entire competition in a division. Interviews and footage of non-action activities (i.e., awards, grand marches, etc.) do not count against the 20-minute standard. Non-dual events, for the purposes of this interpretation are: Bowling, competitive cheer, cross country, golf, gymnastics, skiing, swimming & diving, tennis, track & field, and individual wrestling.

E. **THREE-MINUTE STANDARD FOR TEAM DUAL COVERAGE** – An outlet covering an MHSAA Tournament in team dual competition (head to head) competition is limited to broadcasting 3 minutes of action footage per competition on a delayed basis. Interviews and footage of non-action activities (i.e., awards, grand marches, etc.) do not count against the 3-minute standard. Team dual events, for the purposes of this interpretation are: Baseball, basketball, football, ice hockey, lacrosse, soccer, softball, volleyball, and team dual wrestling.

Michigan High School Athletic Association Rights

A. All tournament contests are the property of the MHSAA, which reserves the right to reject any or all applications for broadcast coverage privileges of tournament games at its sole discretion.

B. The MHSAA reserves the right to terminate any origination at any time or to prohibit future originations by an outlet if, in its judgment, an unfair or biased account of the teams or officials involved in a game is being or has been given; or in the event that previous originations by an outlet has been in poor taste or incompatible with the educational dignity of the event or institution from which it originates; or if outlets do not comply with the regulations stated herein.

C. The MHSAA reserves the right to approve or reject any product or service which desires to sponsor a broadcast or its tournament game at its sole discretion, or prohibit originations which do not include 90 seconds of time for MHSAA public service messages.

D. The MHSAA shall not be responsible for any unlawful or negligent acts by any unauthorized or permitted radio, television, cable, Internet, still or video imaging, or print outlet, any of their employees or agents. These outlets and/or their agents shall hold MHSAA harmless from any accident claims which arise from such causes, but not limited to, malfunction of equipment, collapse of platforms or tables, or any structure or device which is the property of or under the care of these outlets or agents.

E. The MHSAA retains ownership of all press credentials and reserves the right to revoke the credentials of any media outlet or representative for conduct unbecoming the good nature of the contests.

F. Outlets with outstanding billed rights fees payments will be prohibited from originating MHSAA postseason tournament events until such fees are paid.

G. Outlets shall provide to the MHSAA, upon request, a copy of any originated game material (audio, video images, still images) in a format of the MHSAA's choosing at no cost to the MHSAA. The MHSAA reserves the right to use the audio, video or still images for educational or promotional purposes.

H. The use of unmanned aerial vehicles ("UAV"), also known as drones, is prohibited for any purposes by any persons 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.

Summary Of MHSAA-Member School-Originating Outlet Relationships

The following is a summary of the relationship between the MHSAA office, MHSAA member schools and tournament site hosts, and media outlets originating MHSAA postseason tournament contests.

A. When submitting an application and rights fees to originate an MHSAA postseason tournament event, the ORIGINATING OUTLET is purchasing the right to originate it. The payment of rights fees does not entitle the outlet the right to determine any of the logistical matters related to the origination, or access to areas or individuals. All logistical issues are to be worked out between the originating outlet and the administration of the host venue in advance of the event, with the host venue having the final say when the two sides cannot mutually agree.

B. The MHSAA OFFICE has the role of communicating to the manager of the host venue that an originating outlet has been cleared for originating the event, and to assist in resolving any issues prior to the event itself. The rights fee paid by the originating outlet to the MHSAA helps cover the Association's costs of administering the tournament.

C. MHSAA MEMBER SCHOOLS and NON-SCHOOL TOURNAMENT SITE HOSTS assist the originating outlet by describing how they can accommodate the origination, including the placement of equipment and logistics related to the setup and tearing down of origination equipment. While an event is taking place, the administration of the site shall have the final say on all issues when the two sides cannot mutually agree.

D. In all instances, clear communication is necessary. Never should any matters regarding the setup of equipment or permission to originate at a venue still be unresolved on the day of an event.

ALL applications must be prepaid. All applications must be submitted online through the MHSAA Website.

MHSAA TOURNAMENT AUDIO SCHEDULE OF FEES (Effective Aug. 1, 2022)

The following fee structure shall apply to all tournament games sponsored by the MHSAA. Commercial radio stations and audio streaming websites shall multiply their one-minute advertising rate for the game(s) to be originated by the following:

Pre-Districts (Football Only)

One Game – 3.75 (Minimum fee \$40)

Districts

One Game -- 3.75 (Minimum fee \$40)

Two or more games, one site – 7.25 (Minimum fee \$75)

Regionals

One Game – 4.0 (Minimum fee \$45)

Two or more games, one site -- 7.5 (Minimum fee \$80)

Final Round -- All Sports*

Per Game – 4.25 (Minimum fee \$50)

*Includes quarterfinal, semifinal and final games

Non-Commercial Outlets: \$30 per game -- all levels

Tape-delayed originations: One-half the above rates

**This rate structure gives outlets all rights:
Original broadcast, secondary distribution,
resale.**

Outlets are required to provide a rate card to document advertising rates upon request

MHSAA TOURNAMENT VIDEO SCHEDULE OF FEES (Effective Aug. 1, 2017)

The following fee structure shall apply to all tournament games sponsored by the MHSAA whenever an outlet uses more than three minutes of game-action footage of dual team competition, or 20 minutes daily of individual competition. The fees listed are for each game at each site which are not originated by the MHSAA or its television partners:

ALL TOURNAMENTS, prior to Finals, Basketball Quarterfinals/Semifinals, Baseball/Football/Ice Hockey/Softball/Girls Volleyball Semifinals, and Team Wrestling Quarterfinals/Semifinals – Commercial & Non-Commercial Outlets:

	<u>Delayed</u>	<u>Live</u>
Over-the-air television and local cable systems from a participating team market	\$250*	\$1,000
Regional Sports Networks/Regional cable channels carried in multiple markets	\$1,500	\$15,000
National cable channels	\$2,500	\$25,000
Internet distribution only by local outlets from a participating team market	\$250*	\$1,500

*** This rate structure gives outlets all rights: Original broadcast, secondary distribution, resale, highlights videos.**



**MICHIGAN HIGH SCHOOL ATHLETIC ASSOCIATION
MEDIA CREDENTIAL POLICIES
2022-23 SCHOOL YEAR**

- A. The MHSAA does not issue credentials for regular-season events involving member schools. Member schools and leagues and conferences establish their own policies for such events. Member schools and leagues and conferences may choose to model their regular-season policies based on MHSAA postseason tournament policies; and to honor MHSAA Tournament Media Passes at their regular-season events.
- B. The MHSAA media policies and procedures for its postseason tournaments should be followed by tournament site managers except in those occasions where physical limitations make it impossible to do so.
- C. All media outlets requesting credentials to MHSAA Tournaments must:
1. Be a Limited Liability Corporation or bona fide company registered to do business as a media outlet in the state of Michigan. **Proof of business status must be furnished upon request.**
 2. Carry its own liability insurance and will hold harmless the MHSAA, tournament venues and all associated parties for any damages, injuries, illness or death occurring while covering an MHSAA tournament event. **Proof of coverage must be furnished upon request.**
- D. The MHSAA will issue to all media outlets it designates, MHSAA Tournament Media passes which may be used by employees in a working role to cover MHSAA postseason tournament events.
1. Passes will be issued primarily in the Fall of the school year, prior to the first postseason events.
 - a. The sports editor or sports director must make the original request and all subsequent requests for additional or replacement passes.
 2. Each outlet will go online through the MHSAA Website to provide the names of those employees it wishes to have passes issued for.
 - a. Each outlet must provide a “mug” shot (head and shoulders image) of each employee it requests a pass for.
 3. Member schools may choose, but are not required, to honor MHSAA Tournament Media passes for regular-season events.
- E. Media outlets using MHSAA Tournament Media passes are subject to the following maximums on a space-available basis as determined by the site manager when covering events:
1. **Originating Radio/Audio** - 2 for all events – No sideline reporter passes will be issued.
 2. **Non-Originating Radio** - 1 only if from market of participating team, or from market of tournament site
 3. **TV Origination & Newsgathering Crews** – 3 maximum
 4. **Daily Newspapers** - 3 Press/2 Photo for papers of 40,000+ circulation with team in event; 2 Press/2 Photo for other dailies with team in event; 1 Press/1 Photo for all other dailies
 5. **Weekly Newspapers** - 2 Press/1 Photo for papers with team in event; 1 Press/1 Photo for weeklies from market of tournament site
 6. **Websites meeting criteria as described in (F)** - 1 Press/1 Photo

F. Internet Outlet Credentialing – Internet Outlets must be determined to be primarily a news-gathering organization, with an emphasis on regularly-scheduled event coverage. The outlet must also have a demonstrated history and reputation for providing sustained game coverage of high school sports. In addition:

1. Coverage must be original content which can only be generated by the access created by the granting of the pass. The distribution of in-game scoring updates on any platform – including social media - does not meet the standard necessary for the granting of a pass. Likewise, outlets which primarily aggregate existing reports of events on any platform, will not meet the standard necessary for receiving a pass.
2. The Outlet’s website must be broad-based in nature. The site shall not be primarily a personal page, fan based site, or player ranking-evaluation-recruiting-exposure site.
3. Any video posted by an Outlet is subject to all of the Video Specific Policies included in the MHSAA Multimedia Regulations, including the limit of three minutes of video from a single contest.
4. The Outlet may not display advertising or content on any page associated with its high school sports coverage that is not compatible with the mission or the message of high school sports as determined by the MHSAA.

No beer, wine, liquor, marijuana, lottery, gambling, sports betting, casino or tobacco sponsorship or other advertising that is not compatible with the mission or the message of high school sports as determined by the MHSAA will be permitted. No tavern or other establishment whose primary business is serving or distributing alcoholic beverages will be accepted for sponsorship. This includes messages from distributors promoting responsible consumption of alcoholic beverages. Messages promoting anti-drunk driving groups such as Students or Mothers Against Drunk Driving, however, are acceptable. Combination businesses such as convenience or drug stores, hotels or restaurants which may dispense or distribute alcoholic beverages may be acceptable sponsors, but no part of advertising messages shall refer to the dispensing or distribution of alcoholic beverages, beer, wine, tobacco or to a bar, cocktail lounge, or other facility dispensing alcoholic beverages. No audio mention or visual reference to any of the above shall be made by an outlet from the time of the commercial break preceding the game until after the final commercial break following the game. Additionally, advertisements in any of the following categories are not all allowed without prior consent from the MHSAA: advocacy (one that advocates a political, religious or controversial public position), firearms, 900 phone numbers, contraceptives, tattoo parlors and body piercings, “R” and “NC-17” rated movies, “M” rated video games, adult entertainment, performance-enhancing substances, “high-risk” investments, “high-risk” business opportunities and “high-risk” health offerings.

5. The Outlet shall, upon request, submit Certifiable Website traffic numbers for the past calendar year.
6. The Outlet should contact the MHSAA at least two weeks in advance of the event credentials are being requested for to provide time for due diligence to be performed.
7. Each Outlet’s eligibility for credentials is subject to an annual review.

G. Specialty Publication Credentialing – Specialty publications must be determined to be primarily a news-gathering organization, with an emphasis on regularly-scheduled sports event coverage. The publication must also have a demonstrated history and reputation for providing sustained game coverage of high school sports. Credentials will not be issued for speculative publication purposes. The publication should contact the MHSAA at least two weeks in advance of the event credentials are being requested for to provide time for due diligence to be performed.

H. Member School Student Media Credentialing – The MHSAA believes the opportunity to experience the benefits of high school sports are not limited to the student-athletes taking part between the lines, and encourages student media coverage of events. To provide accountability, requests for student media coverage **must be made by the faculty advisor of the print or multimedia outlet, and the passes must be used by students**. The following limits shall apply for the following team sports – basketball, baseball, competitive cheer, football, ice hockey, lacrosse, soccer, softball, volleyball, team dual wrestling:

1. Print/Internet – One reporter and one photographer – Separate yearbook and newspaper requests will

be denied

2. Audio – Two credentials for students for football and one for a faculty engineer on a space-available basis; two for all other sports, plus one for a faculty engineer on a space-available basis
3. Because of space limitations and the number of schools involved, credentials will not be issued for sports not listed above (bowling, cross country, golf, gymnastics, skiing, swimming, tennis, track, individual wrestling).

I. Member School Non-Student Media Credentialing – Schools may contact the MHSAA office to inquire about credentials for non-student media.

J. Non-Media Credential Requests – During MHSAA Tournaments, no media credentials or courtesies shall be provided to the following:

1. College or professional coaches or scouts
2. Scouting, recruiting, or exposure services, publications or Websites; and their writers and photographers
3. Commercial/individual photographers/videographers and their companies
4. College media covering potential or signed recruits

K. The MHSAA reserves the right to grant or deny any credential request for any reason whatsoever.

L. Advance Notification – Media should always contact the tournament center they wish to cover MHSAA Tournament events at in advance of the event to obtain information about coverage at that particular site, and to make the tournament manager aware of their intent. There are five MHSAA Final events that all media – including those holding MHSAA Tournament Media Passes (indicated with an ♦) – must submit an application to cover through the Media page of the MHSAA Website so that appropriate seating and other arrangements can be made:

1. Lower Peninsula Cross Country (Nov. 5) (4 p.m. Thursday the week of the Finals)
2. Boys Soccer (Nov. 5) (4 p.m. Thursday the week of the Finals)
3. Girls Volleyball (Nov. 19) (4 p.m. Wednesday the week of the Finals)
4. L.P. Girls Swimming & Diving (Nov. 18-19) (4 p.m. Wednesday the week of the Finals)
5. 8-Player Football (Nov. 18 or 19) (4 p.m. Wednesday the week of the Finals) ♦
6. 11-Player Football (Nov. 25-26) (4 p.m. Monday the week of the Finals) ♦
7. Team Dual Wrestling (Feb. 24-25) (4 p.m. Wednesday the week of the Finals)
8. Individual Wrestling (March 3-4) (4 p.m. Monday the week of the Finals) ♦
9. Girls Competitive Cheer (March 3-4) (4 p.m. Wednesday the week of the Finals)
10. L.P. Boys Swimming & Diving (March 10-11) (4 p.m. Tuesday the week of the Finals)
11. Ice Hockey (March 11) (4 p.m. Noon Tuesday the week of the Finals)
12. Girls Basketball (March 18) (4 p.m. Wednesday the week of the Finals) ♦
13. Boys Basketball (March 25) (4 p.m. Wednesday the week of the Finals) ♦
14. Track & Field (June 3) (4 p.m. Wednesday the week of the Finals)
15. Girls & Boys Lacrosse (June 10) (4 p.m. Thursday the week of the Finals)
16. Baseball-Softball (June 17) (4 p.m. Wednesday the week of the Finals)
17. Girls Soccer (June 16-17) (4 p.m. Thursday the week of the Finals)

Tournament site managers are under no obligation to allow access to any media party which has not made advance arrangements.

M. Conditions of MHSAA Tournament Credentials – By requesting, accepting and using MHSAA Tournament Media Passes, the party the passes are issued to agrees to the following:

“This working credential is issued by the Michigan High School Athletic Association to a representative of an accredited media organization recognized by the MHSAA for the sole purpose of providing access to cover this tournament event. It is issued subject to the following conditions:

“1.) Bearer of this credential agrees that he/she is engaged in a legitimate working function for an accredited media organization, and that the credential shall be used solely for news and editorial coverage (bona-fide news purposes) of this tournament event.

“2.) Bearer of this credential is creating content at this tournament event exclusively for the accredited media organization represented, for purposes consistent with its normal publication and business functions. Media outlets using freelance photographers must have an arrangement with them where the outlet retains the rights to all images shot for its normal publication and business functions, and does not allow the selling of images beyond the outlet's normal policies. The MHSAA does not issue photography credentials strictly for freelance purposes or to commercial photographers other than its licensed vendors for selected events.

“3.) The MHSAA reserves the right to request content created by the accredited media organization to which this credential is issued for its publication, promotional, educational or public relations uses. The accredited media organization to which this credential is issued is required to provide content created to the MHSAA at no cost to the MHSAA upon request if the accredited media organization is engaged in the secondary use of content created in the news-gathering process for commercial purposes.

“4.) Bearer of this credential agrees that the accredited media organization and bearer shall indemnify, defend and hold the MHSAA and all agents thereof harmless from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorney fees and expenses) incurred by, arisen from, or in connection with:

- Any injuries or illness resulting from acts or omissions by the bearer or some third party to whom the bearer directly or indirectly distributed news and editorial content or photographs/electronic images;
- Any cameras, wires, cables, computers, telephones or any other equipment brought to the premises by the bearer.

“5.) Bearer assumes all risk and danger incidental to this tournament event and releases the MHSAA and all agents thereof from any and all liabilities resulting from such cases.

“6.) Bearer of this credential agrees to all MHSAA Multimedia Regulations, including those regarding the regulations of live streaming over social media; placement of cameras; restricting locker room access at all Tournaments; and prohibiting interviews on the playing surface at selected MHSAA Finals, including, but not limited to, basketball and football.

“7.) Bearer agrees that this credential is not transferable, may be revoked at any time at the sole discretion of the MHSAA and will automatically terminate if any term hereof is breached. In cases deemed unique by the MHSAA, these policies and any other MHSAA media policies may be amended. The accredited media organization and/or bearer that breaches the conditions of use of this credential is subject to legal liability as well as all costs incurred in enforcing the terms of these conditions including but not limited to reasonable attorney fees.”

N. Press Box Seating Arrangements – Local schools hosting MHSAA Tournaments should make arrangements 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, 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. When space is at a premium, Tournament Managers may wish to follow this **recommended** formula for seating media:

- Reporter for the primary local newspaper covering the home team (as determined by the home team AD - 1 seat)
- Reporter for the primary local newspaper covering the visiting team (as determined by the visiting team AD-1 seat)
- Audio broadcast of the primary outlet covering the home team (as determined by the home team AD-2 seats)
- Audio broadcast of the primary outlet covering the visiting team (as determined by the visiting team AD-2 seats)
- Reporter for the secondary local or regional/statewide newspaper covering the home team (as determined by the home team AD – 1 seat)

- Reporter for the secondary local or regional/statewide newspaper covering the visiting team (as determined by the visiting team AD – 1 seat)
- Video broadcast of the MHSAA Network and its television partners, or of the outlet granted the rights to the event (Local outlet as determined by the home team AD) – 2 seats in press box, 2 camera positions on press box roof/camera platform or at top of stands.
- Repeat rotation to accommodate additional newspaper and originating audio outlets as needed.

Accommodating The Media

One of the things that defines high school sports as unique from all other levels of youth sports is the daily media coverage of our games.

For most of our participants, this is the only time in their lives their name will be reported in the media, or the only time their name will ever be called by a local radio or television announcer for playing the games they love.

As athletic administrators, we have a role in seeing that our student-athletes are recognized for their efforts by providing the details of our athletic events to the media, and by properly accommodating media when they attend our events.

First, it should be stated that no single school or single sport has a right to receive media coverage. Even in the smallest communities, automatic coverage is not a given. Media outlets are driven by advertising dollars, circulation, viewership/listenership numbers, and by providing coverage of what they determine interests most of the community they serve. Regardless, schools need to service all sports equally in terms of their promotion to the media.

In discussing coverage issues with the media each summer, we have found the same themes to be sounded, themes which will help schools receive the maximum coverage possible.

Before The Season

- Be sure you provide a list of schedules, including starting times, for all sports for the upcoming season well in advance of the first event. Some local outlets may also run subvarsity schedules -- check with the sports editor/director to see if the outlet is interested in the information. You should also check to see how they prefer to receive the information.
- Once team rosters are available, provide that information to your local outlets. Having a roster handy will increase the chances of your students' names being spelled correctly in stories.
- Find out the timetable your local outlets have for receiving event reports on game nights. Be sure the individuals responsible for submitting results know the deadlines, and the consequences if they don't meet them. Find out if submitting results for information-intensive sports like swimming and track can be done by e-mail.

For Home Events

- Set up a working press area that is protected from the elements. Make sure it has counter space for notebooks, laptop computers and broadcasting equipment; and electrical outlets. Access to the Internet is desirable, but may not always be feasible.
- Press boxes are called that for a reason. Don't turn what should be a working area into a skybox for school administrators, boosters and other non-workers.
- Be sure you provide visiting media access to your facilities on a reasonable timetable. This includes marking off seats for media who have made advance arrangements with you, so they are not made to arrive early to be guaranteed working space; and providing them the time following a contest if they are on deadline to write their report, and submit it for distribution. Every effort should also be made to accommodate those media who do not call in advance; but it would not be inappropriate for you to request that courtesy if they plan on making return trips to your school.
- Providing rosters and statistics about your team is an appreciated courtesy.
- While not required, complimentary coffee, soda, or bottled water in the press area is appreciated.

- Some photographers may wish to set up strobe lighting in your indoor venues. Such lighting, properly set up, does not affect play. Be sure the strobes are not set up in a manner which creates a safety hazard with cords and light stands being in the way of spectators. Strobes are allowed at MHSAA postseason tournament venues in all sports except competitive cheer, gymnastics and diving. See pages 8 & 9 of the MHSAA Multimedia Regulations for additional information.
- Be sure photographers visiting your venue are aware of where they can -- and cannot -- work.

Following An Event (Home or Away)

- Unless you are absolutely certain a media outlet was at the event, be sure you contact them by phone, email or text message. Television stations often send a single camera out on a given night with the assignment of getting footage of several games. You can't assume they were there at game's end.
- Be sure the contact is made to your local media in a timely manner. The closer you call to deadline, the more chances increase of getting a shorter report, or not having your score on the TV report's graphics. Call as soon as the game is over.
- Be sure you have accurate information about both teams. This includes first and last names for key players, season records, and key statistics. Schools which make up such information quickly get found out by their local media.
- Be sure the coach is available for interviews. After a brief cooling-off period, the coach should be prepared to meet with the local media. Some coaches oblige interviews as they're walking off the playing surface, but it would not be impolite to ask a reporter to wait until after the coach has had a brief postgame meeting with the team. Interviews should be conducted outside the locker room.
- Be sure you make that contact, win or lose. Don't earn a reputation with your local media for calling only when you win; the only losers in that case are your kids.

Media Responsibilities

This is a two-way street in many respects. However, with dozens of schools in its coverage area sometimes, it is difficult for a media outlet to get out and cover all the schools and teams. Some of the media's responsibilities when covering your events include:

- Calling in advance. You can best plan for servicing media at games when you know they're coming. In your preseason communication with your local media, request their help by asking them to call you in advance when they know they're coming to your venue.
- Compliance with game management. The more you can do to communicate in advance with the media what the do's and don'ts are at your athletic venues, the more you reduce the likelihood of questions being raised or confrontations taking place. The media does have the responsibility to respect game management when such requests are initially made in a respectful manner.

Conclusion

The school-media partnership, providing student-athletes and teams with recognition for their once-in-a-lifetime participation in educational athletics, is what helps make our games unique. Cooperation and good sportsmanship on both sides of this partnership will give our youngsters memories which will last forever.