

# News Media Policies

## 35. News Media/Spectator Photography Policy

This policy applies to both regular season and state series competition conducted by IHSA member schools.

**Equipment Storage:** No equipment other than that which is hand carried by the photographer is allowed on the playing surface or adjacent to it. All carrying cases, computer equipment, photography equipment and/or other not being carried by the media representative is not to be on the playing surface or adjacent to it.

**Photographer Shooting Zones:** The local manager will determine photographer shooting zones. It is the responsibility of the local manager to insure the safety of participants in the event(s) hosted by the manager's school. The local manager has the responsibility to coordinate the working location(s) for photographers and other media representatives covering the event.

Photographers shall be allowed to work the game/meet under reasonable conditions, as determined by the host school (principal or designee for regular season and contests in state series prior to the state final) or IHSA Office (state finals), and the nature of the activity.

Spectator use of electronic lighting shall not be permitted.

Authorized news media representatives, who have identified themselves to the host school principal (or designee) may be permitted to use electronic lighting equipment throughout the course of a given activity. Such electronic lighting can be either: 1) strobe lights mounted to fixed positions and/or 2) electronic attachments mounted to a camera. The host school should make coaches and game officials aware when permission has been granted for photographers to use electronic lighting.

Host principals (or designee) should confer with the coaches of the teams participating in a contest before giving permission to authorized news media photographers to use strobe lighting mounted to fixed positions.

Host principals (or designee) should confer with game officials and authorized news media photographers before requiring photographers to cease use of electronic attachments because such equipment may be allegedly causing interference with the conduct of the contest.

## 36. News Media General Policies and Procedures

### Policy for Providing Information to News Media

1. **Release of Information About Activities of the Association (Assignment sheets and News Releases concerning a given activity):**
  - a) All News Media outlets on the IHSA mailing list have access to a complete set of assignment sheets, a fact sheet, and the pairings prepared after the seeding meetings at the same time member schools have access to the same material in the activity on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)).
  - b) In addition to the information provided in a), state final qualifying team and individual data and results of the competition in the state final are made available on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)). The ScoreZone also operates during all team state series, updating information in the evening of each day games in the state series are played.
  - c) There is no definite regular schedule of dates for news release packets to media.
  - d) Pre-State Final Data will contain, and depending upon the activity, related notes concerning tickets, pairings data, schedule of events, and up-to-date statistics and lineups will be released as they become available, depending on the timing between the last level preceding the State Final and the State Final. All of this data will also be available on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)) on the respective sport page(s).
  - e) General news releases and mailings of directories, etc. can be scheduled at any time, depending upon production deadlines and the IHSA Office work force schedule. (All directory information is on the IHSA web site.)
  - f) Telephone calls to the IHSA Office about the activities should be directed to the administrator in charge of the activity. If the appropriate staff member is unavailable or, if the number of calls is more than normal about an activity, other staff members are requested to respond to questions from media personnel if called upon to do so, or if specifically requested to by caller from media. In most instances, the appropriate staff member is given calls from media representatives as a matter of standard operating procedure.
- 2) **Eligibility Decisions and Board of Directors Action Concerning Eligibility Decisions**

The IHSA will not comment about an eligibility situation until it has been resolved within the framework of the IHSA Constitution and By-laws, according to the following plan:

#### How Eligibility Decisions are Reached:

- a) Member School requests eligibility determination in writing about student attending that school or student who attended that school and transferred to another member school.
- b) Executive Director, based upon information presented by school involved, and gathered in other manners, renders eligibility decision.
- c) If either school and/or individual(s) involved in the eligibility decision choose to appeal the Executive Director's decision, an appeal takes place.
- d) The appeal can be through a Hearing Officer (fact finder) appointed by the Executive Director to gather additional information which was not available at the initial request for eligibility determination, or a personal appearance before the Board of Directors at its next regularly-scheduled meeting.

- e) All Hearing Officer reports are reviewed by the Board of Directors. If the person involved chooses to appeal through the Hearing Officer and still does not accept the decision rendered by the Board of Directors on the appeal, the person may then appear before the Board of Directors for a final appeal. If the person chooses not to use the Hearing Officer procedure but to go straight to the Board of Directors after receiving a decision from the Executive Director, then that person forfeits the opportunity to use the Hearing Officer.
- f) The decision of the Board of Directors is final and cannot be appealed.

**How Media is Informed of Eligibility Decisions:**

- a) It is the general policy of the Association not to report in a news release to the media the results of eligibility decisions which do not require review or action by the Board of Directors, except where there is determined to be a compelling public interest. Eligibility decisions which are reviewed by the Board of Directors, or acted upon by the Board, will be released to the member schools and news media in a general news release after the respective Board of Directors meeting. These releases are placed on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)) as soon as they are finalized.
  - b) Following each Board meeting, (such eligibility) decisions by the Board of Directors which are to be communicated to the public shall be announced simultaneously to the member school(s), any other parties involved, and to the news media.
  - c) If an eligibility case is not reviewed or acted upon by the Board of Directors, only after all parties involved in the decision have been informed, and the Association has substantiated that all parties have been informed, will the Association respond to questions about an eligibility decision.
  - d) The Association will respond to questions about eligibility cases contained in the news release of Board meetings released to member schools and the news media following the respective Board of Directors meeting.
  - e) The official representative of the member school involved or the person(s) involved may release information about the eligibility case as they see fit. Once the Association has substantiated knowledge of the decision by all parties involved, it will then entertain questions and respond.
- 3) **How Board of Directors Activity Decisions are Released**
- a) It is the policy of the Association to prepare a news release following each Board meeting and to distribute it to the member schools and the news media via the internet through the IHSA web site ([www.ihsa.org](http://www.ihsa.org)). In addition, the Association may release to the major news media via fax machine the news release of the meeting.
  - b) Administrative staff members are at liberty to respond to questions concerning decisions of the Board of Directors once the news release of the meeting has been prepared and distributed.
  - c) Members of the Board of Directors are at liberty to respond to questions concerning decisions of the Board of Directors once the news release of the meeting has been prepared and distributed.
- 4) **Legislative Process**
- a) The legislative process of the Association involves two meetings of the IHSA Legislative Commission, review of proposals to change the Constitution and By-laws submitted by principals of the member schools at the annual Town Meetings, and ultimately a vote on proposals recommended to be placed on the annual ballot by the Legislative Commission in late November.
  - b) The ballots are counted in the IHSA Office in January. The results of the annual balloting are available on the IHSA web site the date the ballots are counted.

## 37. Policies Regarding News Media Credentials and Working Assignments for IHSA State Series

Please note that the following policies apply only to competition conducted by IHSA member schools during the IHSA-sponsored state tournament/meet series in a given activity. It is generally assumed that IHSA member schools will choose to incorporate these general policies into their conduct of regular season competition, but member schools are not obligated to adhere to the policies outside of state series competition.

**A. For Non-State Final Tournaments/Meets:**

**1. Rules and Regulations for Local Site:**

IHSA establishes rules and regulations concerning the issuance of press credentials, seating locations, parking privileges, photo access and other regulations concerning the use of equipment by the news media in covering state series competition at all levels. The news media shall be informed of such rules and regulations either by the IHSA Office or by Local Managers. Local Managers are obligated to provide space for working news media personnel at state series competition.

If members of the news media do not abide by the rules and regulations established by the Local Manager for the IHSA meet/tournament being conducted, their credentials may be rescinded and/or they may jeopardize their opportunity to secure credentials in the future.

**2. Criteria for Issuing Credentials:**

Credentials are issued only to media representatives covering the news of the event. Working Press credentials will not be issued to representatives from recruiting/scouting services. Companies requesting working press credentials must establish credibility as a news site. The local manager and/or IHSA Office, respectively, shall determine the news credibility of each request for credentials.

**3. Working Media Guidelines:**

Working Media/Photographers shall be allowed to work the tournament/meet under reasonable conditions as determined by the IHSA in conjunction with the News Media Advisory Committee and the nature of the activity.

Electronic flash equipment is allowed for game action at outdoor State Finals unless the number of photographers using the equipment interferes with the conduct of the competition. Electronic flash equipment use at indoor State Finals must be approved in advance by the Local Manager. The Local Manager, in conjunction with the IHSA, shall have the authority to require photographers to cease using electronic flash equipment because of its interference with the conduct of the competition, or facility lighting is previously deemed adequate.

Equipment Storage: No equipment other than that which is hand carried by the photographer is allowed on the playing surface or adjacent to it. All carrying cases, computer equipment, photography equipment and/or other that cannot be held by the media representative is not to be on the playing surface or adjacent to it. Note: The Local Manager is asked to work with the photographers and media personnel to provide a secure storage facility.

Photographer Shooting Zones: The local manager will determine photographer shooting zones for events hosted by the manager's school/facility. It is the responsibility of the local manager to insure the safety of participants in the event(s) hosted by the manager's school. The local manager has the responsibility to coordinate the working location(s) for photographers and other media representatives covering the event.

#### 4. Criteria for Site Selection:

If a Local Manager — in IHSA judgment — prohibits working news personnel from performing their job function, or does not fulfill requirements of the IHSA in the area of reporting information to news media or the IHSA Office, then the school may jeopardize its ability to serve as host for state series competition in that activity.

Stations approved to originate broadcasts and/or telecasts shall be provided weather-protected facilities. Stations shall be responsible for approved construction costs. (See respective policy for details).

#### 5. Informing Schools of Responsibilities:

IHSA shall inform personnel at its member schools of the important public relations responsibility each member school has in cooperating with the local and area news media in the reporting of results of activities participated in by members of the school's interscholastic squads.

#### 6. Issuing Working Press Credentials:

All Local Managers must take into consideration the requirements for working press space when developing seating allocations in facilities to be used as the site of the tournament/meet. It is mandatory that more space be reserved than is required for a regular season contest.

**Positions Assigned:** Personnel from approved radio stations, television stations and/or newspapers shall be assigned seating locations that allow for the best possible view of the contest, as well as the least interaction with spectators, location shall be assigned based upon the date of the organization's request for credentials.

Criteria for approval follows:

IHSA will honor only legitimate requests written on company stationery for credentials (**except for Boys Class 1A, 2A, 3A and 4A Basketball**) using the form contained in the Media Center on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)). Credentials or tickets for spouses, friends, etc., will not be provided by IHSA. Persons accompanying media personnel to the tournament/meet in the state series will be admitted to the facility only with a ticket of admission. No special seating will be made available for spouses, friends, etc.

Radio stations/cable systems approved to originate broadcasts and/or telecasts shall be provided weather-protected facilities. Radio stations/cable systems shall be responsible for approved construction costs. (See respective policy for details).

- a) **Originating Radio Stations.** In allocating space for radio stations approved in advance to originate live and/or tape delayed broadcast of the tournament/meet by the Local Manager (or IHSA Office where necessary) priority is given: 1) to the station(s) which cover their hometown competing teams; 2) the station(s) representing the site of the host school; 3) then to the stations which cover the geographic region involving the site and competing teams; 4) and finally to other stations. Assignment of best locations in the facility, too, shall be based upon priority outlines above. Allocation of space will be dependent upon the facility.
- b) **Originating Television Stations.** In allocating space for television stations approved in advance by the Local Manager and/or IHSA Office to televise the complete activity (either live or tape delayed) priority is given: 1) to stations covering their hometown competing teams; 2) to the stations representing the host school; 3) then to stations which cover the geographic region involving the competing schools and host site; 4) and finally to other stations.
- c) **Internet Exclusive Media.** Internet organization requests will be reviewed by the IHSA on a case by case basis. Individual team or school websites, recruiting websites and websites whose primary purpose is to sell photos or video footage will not be considered.
- d) **All Other News Media.** All other requests for credentials from newspapers, from internet organizations, from radio stations not originating a play-by-play of the contest but wishing to cover the contest, and from working newspaper photographers or television spot news photographers shall be honored dependent upon the following priority: 1) media serving the site of the state series tournament/meet; 2) media covering each of their hometown competing teams; 3) media covering the geographical region involving the host site and the competing teams; 4) media representing the team(s) scheduled to meet the survivor of this level of state series competition at the next level in the series; 5) and finally to all other media.
- e) **Acknowledging Credential Requests.** It is the responsibility of the person(s) requesting credentials to follow-up with the proper respective manager to verify receipt of and approval for legitimate requests for press credentials. This applies throughout the respective state series from the first level of competition through the state final level.
- f) **Parking.** Facilities should be reserved for vehicles from originating television stations, for originating radio stations, for over-the-air and/or cable television stations sending film crews to shoot highlights for approved internet sites, and for daily or weekly newspapers provided credentials by the local manager for which space remains in an area designated for reserved parking. This is to be interpreted that if there is not space available in the reserved parking area for all media personnel covering the tournament/meet, the above priority will be in effect and the Local Manager is not obligated to provide reserved parking for all media.

#### 7. Required Team Sport Coaches Press Conference(s):

This policy applies in the state series in Baseball, Basketball, Football, Soccer, Softball, Volleyball, Water Polo and Wrestling (dual team).

- a) The order in which coaches (and/or players) will be required to participate in post contest interviews-press conferences will be: 1) (Only) Television for reporter/film crew, then; 2) (Combined) Print and radio.
- b) Immediately following the conclusion of a contest, the coach(es) involved in the contest will first be interviewed by television reporters and/or film crews on the site of the competition or in a designated area adjacent to the site of the competition. After approximately two (2) minutes of television taping (per station), the coaches involved then will be taken to the designated interview room (area). (TV reporters also may participate in the required press conference for radio and print media.)

- c) Each host school shall make available a room, designated area, etc., for a post-game/meet press conference involving the head coach of each team participating in each game/meet in the respective team sport state series.
- d) Both coaches in these team sports are required to participate in a post-game/meet press conference in the designated area or room, etc., in all levels of competition in the team sport state series. If a coach has an obligation to participate in a post-game live radio show, it shall be conducted following the television taping in (b.) above.
- e) Procedure for such press conferences for all levels through state final will be: a) first coach to appear (winning head coach); and b) second coach to appear (losing head coach). At the state final, coaches in the championship game/match will talk to the media on the field/court after the game and trophy presentation. There will be no formal press conference.

#### 8. Television/Internet Limits:

Acceptance of working credentials constitutes an agreement by over-the-air stations or cable systems to abide by the following regulations furnished by the Illinois High School Association (IHSA):

- a) Any person or entity ("User") wishing to obtain media credentials for IHSA-sanctioned events ("Events") must agree to comply with the following guidelines regarding use of footage, videotape excerpts, and/or highlights ("Highlights") from the Events whether such Highlights are personally shot or obtained by some other means.
- b) User may broadcast, cablecast, air, televise, netcast, cybercast or display Highlights only in a "bona fide newscast" or approved IHSA media outlet website. "Bona fide newscast" is defined as a half hour or one hour program that is regularly scheduled and includes news, weather and sports, e.g., the 9:00 p.m. and 10:00 p.m. newscasts on broadcast television stations. Entertainment and commercial uses of Highlights are not considered "Bona Fide Newscasts" and shall not be permitted without the express, written consent of IHSA.
- c) User may display highlights of an Event in progress as part of a Bona Fide Newscast so long as such highlights are not live excerpts.
- d) Highlights may not exceed 30 seconds per Event or 2 minutes of running time total in any one Newscast.
- e) Highlights may only be used, subject to the above guidelines, up to 48 hours after the Event.
- f) Any Display of Highlights must provide a visual graphic phone to the company/station which owns the television rights to the state final event for a duration of five (5) seconds over all Highlights. The IHSA Television Network approval must be obtained from the IHSA Office.)
- g) User may Display "wrap-around" coverage or other on-site commentary/coverage only on the same terms which apply to User's Display of Highlights.
- h) No television station or any other person or entity may incorporate, superimpose, or "burn-in" into any Highlights a logo, trademark, advertisement, scoreboard or other graphic without prior written permission of IHSA.
- i) These requirements apply for all IHSA state series events.
- j) Highlights may not be sold or transferred in any way, nor may they be used commercially, for on-air promotion or in any other manner not specifically set forth above without the express written consent of IHSA.
- k) User may not hang signage at any Event.
- l) The IHSA may revoke or refuse to issue credentials to any person or entity failing to comply with these guidelines.

#### B. For State Final Tournaments/Meets:

**1. Developing Rules and Regulations for State Final Sites:** IHSA shall promulgate rules and regulations concerning the issuance of press credentials, seating locations, parking privileges, and other regulations concerning the use of equipment by the news media in covering the state final competition. The news media shall be informed of such rules and regulations by IHSA Office. The IHSA is obligated to provide space for working news media personnel at state final tournaments/meets and to provide reasonable rules regarding work press arrangements at these sites.

**Note:** It is the responsibility of the host school (institution) working with the IHSA to provide all necessary and proper press box facilities. All press boxes must be open and fully operational well enough in advance of the start of the competition each day so that the media can handle its responsibilities. Personnel operating such press box facilities shall operate the facility and perform functions of the facility as outlined in the instructions to the media covering the (given) state final. Should such facilities not operate as required, IHSA may consider an alternate site for the State Final.

**Criteria for Issuing Credentials:** Credentials are issued only to media representatives covering the news of the event. Working Press credentials will not be issued to representatives from recruiting/scouting services. Companies requesting working press credentials must establish credibility as a news site. The local manager and/or IHSA Office, respectively, shall determine the news credibility of each request for credentials. It is recommended that media outlets inform host schools of their intent to cover an event and discuss their respective need with the host management. Failure to do so could result in that media outlet being refused media access.

**Positions Assigned:** Stations approved to originate broadcasts and/or telecasts shall be provided weather-protected facilities. Stations shall be responsible for approved construction costs. (See respective policies for details.)

**Issuing Single-Event Press Credentials:** IHSA will honor only legitimate written requests on company stationery for credentials. Credentials or Tickets for spouses, friends, etc., will not be provided by IHSA. Persons accompanying media personnel to the state finals will be admitted to the facility only with a ticket of admission. No special seating will be made available for spouses, friends, etc.

**2. General Media Passes:** IHSA will create a General Media Pass to be used by all media which will be good for all IHSA state final events, except for the Class 1A, 2A, 3A and 4A Boys Basketball State Final Tournaments. The General Media pass will entitle the official representative of the company named on the respective tag admittance to each eligible state final event. These General Media Passes will be issued by IHSA to the major media which regularly cover IHSA events. The number of these passes to be issued to a given news media outlet will be determined by the IHSA Office. Companies which receive General Media passes need not apply in writing on company stationery for state final passes (except Boys Basketball) unless the request is for additional passes over and above the number issued by the IHSA Office or for replacement of lost passes. The cost to your company to replace each pass is \$5.00. General Media passes will initially be issued to daily newspapers. General Media Passes may also be issued to semi-weekly newspapers, weekly newspapers, cable television stations, some over-the-air commercial television stations, radio stations, internet originators and member school television and radio stations by written request to the IHSA only. The IHSA shall individually review each request and grant passes accordingly.

**3. Boys Basketball Requirements:** The General Media Pass will not be good for the Boys State Final Basketball Tournaments and related event(s)

Working Press Credentials for these tournaments will be issued by the IHSA Office, according to the following plan:

- a) Only requests on the official Boys Basketball Credential Order Form found on-line in the Media Center of the IHSA web site ([www.ihsa.org](http://www.ihsa.org)) ordered on or before the published deadline(s) will be considered.
- b) Each media outlet requesting and receiving credentials for the respective event shall provide the IHSA Office, by no later than April 1, with proof of coverage. Failure on the part of a media outlet to provide the required documentation shall result in the suspension of its eligibility for credentials to future boys basketball state finals. For daily and weekly newspapers, tear sheets are required. For cable and commercial television outlets, a videotape of the news program(s) in which videotape taken at the respective state final was used is required. For radio stations, an audio cassette tape of the play-by-play and/or news program(s) in which the audio recorded at the respective state final was used is required.
- c) Requests for credentials must be received prior to the Wednesday of each state final. Requests received after the deadline for each respective state final will not be processed.
- d) There will be a limit to the number of passes issued to any single media outlet as determined by IHSA, except for originating radio stations. The criteria will include but not be limited to the following:
  - 1) Circulation (daily and weekly newspapers), Subscribers (cable television), Market Size (commercial television), Audience (radio).
  - 2) Local representation in the respective event.
  - 3) Space available for working press at the respective event.
  - 4) Previous coverage of IHSA events by the media outlet
  - 5) Media outlet's previous history of coverage documentation (as described in No. 2 above).

**Note:** It is easier for the IHSA Office to fill credential requests in the week(s) preceding the state finals than the week of the state final(s). Please request for all anticipated needs. Credentials can always easily be canceled at any time after they have been requested.

**4. Single-Event Press Credentials,** for all state finals except Class 1A, 2A, 3A and 4A Boys Basketball, shall be issued by the IHSA Office according to the following criteria, and providing the respective eligible media outlet requests credentials in writing on company stationery.

**General Deadline:** No credential will be filled after the Wednesday immediately preceding the respective state final, except in the case of media covering a local team advancing to the respective state final.

**How To Order:** When ordering single-event working press passes for any state final, you must submit to the IHSA Office in writing the name(s) of your staff member(s) who will be using each working press pass. Each person must have proper company identification and a valid driver's license to present to the state final site staff when they pick up the credentials. Working press passes will be presented only to properly identified members of your staff. Your request for working press credentials must be in writing on company stationery and must be submitted only via mail or fax. E-mail requests will not be accepted. It must be received in the IHSA Office no later than the Wednesday preceding the state final. Requests for Single Event Media Passes for any state final event (except boys basketball) must be submitted in writing on company letterhead (by mail or fax (309) 663-7479) to the IHSA Office, 2715 McGraw Drive, Bloomington, IL 61704. Credentials will be waiting for pick up by the proper member of your staff at the state final.

**Penalty:** If members of the news media do not abide by the news media rules and regulations established at an IHSA tournament/meet, their credentials may be rescinded and/or they may jeopardize their opportunity to secure credentials in the future.

- a) **Originating Radio Stations.** In allocating space for radio stations approved in advance by the IHSA Office to originate broadcast of the tournament/meet priority is to be given to stations broadcasting live over stations broadcasting on tape delay on the following basis: 1) to the station(s) which cover their hometown competing teams; 2) the station(s) representing the site of the host school; 3) then to the stations which cover the geographic region involving the site and competing teams; 4) and finally to other stations.  
Allocation of space will be dependent upon the facility, according to Terms and Conditions of the IHSA Broadcast Policy.
- b) **Non-originating Radio Stations.** Credentials will be issued to provide full access to all areas of the facility designed for the use by the working news media for all state final tournaments/meets except as outlined as follows: A maximum of one (1) such working radio reporter credential shall be issued to each non-originating radio station requesting space. Space will be provided in priority as outlined for originating radio only as long as it remains available in the area designated for this use.
- c) **Television Crews Originating Live Telecasts.** In allocating space for over-the-air stations and/or cable systems approved in advance to originate any type of telecast, priority is to be given: 1) to stations/systems covering their hometown competing teams; 2) to the station/system representing the host school; 3) then to stations/systems which cover the geographic region involving the competing schools and host site.  
Allocation of space will be dependent upon the facility, according to the Terms and Conditions of the IHSA Television Tape Delay Policy.
- d) **Television Crews Originating Tape Replay.** In allocating space for over-the-air stations and/or cable systems approved in advance to tape delay for complete play back, priority is to be given: 1) to stations/systems covering the competing teams; 2) to the station/system representing the host school; 3) then to stations/systems which cover the geographic region involving the competing schools and host site.  
Allocation of space will be dependent upon the facility, according to the Terms and Conditions of the IHSA Television Tape Delay Policy.
- e) **Cable System Crews Shooting Highlight Tape.** Working photographer credentials for cable system crews will be issued by IHSA.
- f) **Over-the-Air Television Crews Shooting Highlight Film.** Working photographer credentials for over-the-air television crews will be issued by IHSA.

- g) **Independent Producers.** Photographer credentials for independent producers will be issued by IHSA. Commercial stations may put together highlights for regularly-scheduled newscasts by using off-the-air pickup of state finals telecast on the IHSA Network. Credentials will be issued for all other state finals not telecast on the IHSA Network within the guidelines of these general policies.
- h) **Newspaper Reporters.** Requests to the IHSA Office for reporter credentials shall be honored dependent upon the following criteria and priority:
  - 1) Space available at the facility
  - 2) Wire service and daily newspapers with Sunday editions
  - 3) Daily newspapers without Sunday editions
  - 4) Headquarters office of weekly chain
  - 5) Multi-weekly newspapers with teams/individuals competing
  - 6) Weekly newspapers with teams/individuals competing
  - 7) Multi-weekly and weekly newspapers without teams/individuals competing

The number of credentials to be issued to a single outlet shall generally be one (1) per newspaper, unless space available, geographic location of teams advancing to the state final, previous coverage of the state final by newspaper, or other circumstances deemed acceptable to the IHSA can permit issuing additional credentials.
- i) **Newspaper Photographers.** Requests to the IHSA Office for photographers credentials shall be honored dependent upon the following criteria and priority:
  - 1) Space available at the facility
  - 2) Wire service and daily newspapers with Sunday editions
  - 3) Daily newspapers without Sunday editions
  - 4) Headquarters office of weekly chain
  - 5) Multi-weekly newspapers with teams/individuals competing
  - 6) Weekly newspapers with teams/individuals competing
  - 7) Multi-weekly and weekly newspapers without teams/individuals competing

The number of credentials to be issued to a single outlet shall generally be one (1) per newspaper unless space available, geographic locations of teams advancing to state final, previous coverage of the state final or other circumstances deemed acceptable to the IHSA can permit issuing additional credentials.
- j) **Internet Originators.** Requests to the IHSA Office for reporter/photo credentials shall be considered on a need basis, according to criteria for issuing credentials contained in this policy (A-Z). Non-member school internet originators shall not be authorized to originate any event that will be broadcast on the IHSA Internet Network. Member schools may originate broadcasts on their school web site only for the games in the state final in which their school team is a participant.

#### 5. **Television/Cable/Internet Credential Policy:**

- a) Any person or entity ("User") wishing to obtain television or cable media credentials for IHSA-sanctioned events ("Events") must agree to comply with the following guidelines regarding use of footage, videotape excerpts, and/or highlights ("Highlights") from the Events whether such Highlights are personally shot or obtained by some other means.
- b) User may broadcast, cablecast, air, televise, cybercast, netcast or display ("Display") Highlights only in a "bona fide newscast." "Bona fide newscast" is defined as a half hour or one hour program that is regularly scheduled and includes news, weather and sports, e.g., the 9:00 p.m. and 10:00 p.m. newscasts on broadcast television stations. Entertainment and commercial uses of Highlights are not considered "Bona Fide Newscasts" and shall not be permitted without the express, written consent of IHSA.
- c) User may Display Highlights of an Event in progress as part of a Bona Fide Newscast so long as such highlights are not live excerpts.
- d) Highlights may not exceed 30 seconds per Event or 2 minutes of running time total in any one Newscast or within any one-hour period without the consent of IHSA.
- e) Highlights may only be used, subject to the above guidelines, up to 48 hours after the Event.
- f) Any Display of Highlights must provide a visual graphic phone to the company/station which owns the television rights to the state final event for a duration of five (5) seconds over all Highlights.
- g) User may Display "wrap-around" coverage or other on-site commentary/coverage only on the same terms which apply to User's Display of Highlights.
- h) No television station, internet site or any other person or entity may incorporate, superimpose, or "burn-in" into any Highlights a logo, trademark, advertisement, scoreboard or other graphic without prior permission of IHSA.
- i) These requirements apply for all IHSA state series events.
- j) Highlights may not be sold or transferred in any way, nor may they be used commercially, for on-air promotion or in any other manner not specifically set forth above without the express written consent of IHSA.
- k) User may not hang signage at any Event.
- l) The IHSA may revoke or refuse to issue credentials to any person or entity failing to comply with these guidelines.

#### 6. **Distribution of Single-Event Credentials:**

Single Event Credentials for all types of media will not be mailed in advance of the state final at media outlets. A will call location will be operated at each state final according to the following criteria:

- a) Packets of properly filled working press credentials will be one file alphabetically by the town (then company name) in which the company's main office is located, or the town (then company name) which has been indicated in the request. The name of the person(s) approved to pick up the credentials as indicated on the request also may be listed. Identification of all person(s) picking up credentials will be required, and the person(s) picking up credentials will be required to sign a receipt.

- b) Person(s) from a staff assigned to cover the tournament/meet will be issued the credential packet only with proper identification. Staff members must identify the proper company name and city in which the main office (or designated branch office according to credential order request) is located. If the staff member does not know this information, credentials will not be issued, and the staff member will not be admitted. The staff member will have to purchase a session ticket to gain admittance.

#### 7. **Parking:**

Depending upon the facilities of the site, space will be reserved for vehicles from originating television stations taping the complete game for replay, for originating radio stations, for commercial and/or cable television stations sending film crews to shoot game highlights, and for daily or weekly newspapers provided credentials by IHSA for which space remains in an area designated for reserved parking. (This is to be interpreted that if there is not space available in the reserved parking area for all news media personnel covering the tournament/meet, the above priority will be in effect and the IHSA is not obligated to provide reserved parking for all media.)

**Basketball State Final Limits:** All photographers wishing to shoot a game in the state final basketball tournament must report to the photo supervisor on the floor of Carver Arena in the Peoria Civic Center (Boys Basketball) and/or Redbird Arena (Girls Basketball) to receive clearance to shoot the game(s) desired. A limited number of shooting spaces is available, and shooting locations on a game-by-game basis will be assigned according to the IHSA credential policy. Only those photographers approved by the photo supervisor and displaying proper credentials, shall be allowed to shoot under the basket(s) during each game.

**8. Required Coaches Press Conference:** This policy applies in the state series in Baseball, Basketball, Football, Soccer, Softball, Volleyball Water Polo and Wrestling (dual team).

- a) The order in which coaches (and/or players) will be required to participate in post contest interviews-press conferences will be: 1) (Only) Television for reporter/film crew, then; 2) (Combined) Print and radio.
- b) Immediately following the conclusion of a contest, the coach(es) involved in the contest will first be interviewed by television reporters and/or film crews on the site of the competition or in a designated area adjacent to the site of the competition. Approximately two (2) minutes of television taping (per station), the coaches involved second will be taken to the designated interview room (area). (TV reporters also may participate in the press conference but will not have exclusivity at this time.)
- c) IHSA shall make available a room, designated area, etc., for a post-game/meet press conference involving the head coach of each team participating in each game/meet in the respective team sport state series.
- d) An official press conference will be held with the losing team at the conclusion of the Class 1A & 3A state championship games at the IHSA Boys and Girls Basketball State Finals. Once the entire losing team has made it into the locker room, a routine press conference will be held in the press room following a 10-minute cooling off period. Matt Troha or another IHSA liaison will be available after the press conference to arrange additional interviews with the winning team's coach or players once they have left the floor, if necessary.

#### 9. **IHSA State Final Member School Credentials:**

In all bracketed team sports, the IHSA provides each participating school with one packet of three (3) press/photo passes (with accompanying instructions). These passes are to be used as the principal of the school sees fit. It is recommended that one pass be used for a representative of the school newspaper and/or internet site. It is recommended one pass be used for a representative of the school newspaper and/or school printed yearbook, and that one pass be used for the school videotape operator. A representative of the school video yearbook must use one of these passes. No other passes than the three (3) shall be given to a participating school.

These bracketed team state final sports are:

- 1) Girls Volleyball
- 2) Boys Volleyball
- 3) Girls Soccer
- 4) Boys Soccer
- 5) Boys Football
- 6) Boys Dual Team Wrestling
- 7) Girls Basketball
- 8) Boys Basketball
- 9) Boys Baseball
- 10) Girls Softball
- 11) Girls Gymnastics
- 12) Boys Gymnastics
- 13) Girls Bowling
- 14) Girls Water Polo
- 15) Boys Water Polo

In all other sports, the IHSA will not issue any reporter or photographer credentials to any representatives from member schools. These sports are:

- 1) Boys Golf
- 2) Girls Golf
- 3) Girls Tennis
- 4) Boys Tennis
- 5) Girls Cross Country
- 6) Boys Cross Country
- 7) Girls Swimming and Diving
- 8) Boys Swimming and Diving
- 9) Boys Individual Wrestling
- 10) Girls Badminton
- 11) Girls Track & Field
- 12) Boys Track & Field
- 13) Competitive Cheerleading

## C. IHSA State Series Press Box Priority List

1. IHSA State Series hosts that utilize a Press Box for its contests will need to follow the IHSA State Series Press Box Priority List Policy (Policy 37-C-1) for postseason contests, including football playoff games. Please note that this is a new procedure for the 2010-11 school term that was passed by the IHSA Board of Directors via a recommendation from the IHSA News Media Advisory Committee. The order below is the preference that should be given when allowing entry and seating to the Press Box for IHSA postseason contests, including football playoff games:

### **IHSA Press Box Priority List**

1. Official Timer
2. Scoreboard Operator
3. Public Address Announcer
4. Public Address Spotter
5. Official Scorer (if applicable)
6. Coaches
7. Home Radio (priority given to season-long coverage or # of games covered  
2 individuals per station unless space allows for more)
8. Visitor Radio (priority given to season-long coverage or # of games covered)  
2 individuals per station unless space allows for more)
9. Television/Internet Streaming (if approved by IHSA/host)
10. Other radio (2 individuals per station unless space allows for more)
11. Print Media
12. VIPs, fans, boosters, parents, etc.

2. Schools may provide media of any kind who have covered their team for all contests throughout the season priority after Coaches (6) and ahead of Home Radio (7). In these instances, home and visiting radio must still be offered press box access, although they can then be limited to one member per station if space dictates.

3. Special areas adjacent or connected to the press box that have been built or functioned specifically as seating for booster clubs or other fans can continue to be used as such. An area in the working press box cannot be designated as a booster/fan area if all of the other members of the Press Box Priority List have not yet been accommodated.

4. The IHSA Press Box Priority List is not applicable for regular-season contests.

## **38. Broadcast Policy**

This policy applies to all activities in which broadcast rights are either granted by an IHSA member school during the regular season or sold by the Illinois High School Association (IHSA) during the respective state series.

**NOTE: The term “station(s)” in the Broadcast Policy is not exclusive to radio stations and includes any medium that may wish to originate live audio of an IHSA game/activity.**

### **Address correspondence regarding state series to:**

Illinois High School Association  
2715 McGraw Drive  
Bloomington, Illinois 61704  
Phone: (309) 663-6377  
Fax: (309) 663-7479  
e-mail: general@ihsa.org

### **1. How to File Application:**

#### **Regular Season Contests/Meets:**

It is necessary to apply with the host school of the contest/meet for which a station seeks permission for a live audio origination during the regular season in any of the activities in which IHSA member schools participate. It is not necessary for the official IHSA Broadcast Application to be used for regular season contests/meets. Stations may simulcast on their web site regular season and state series games/meets.

#### **State Series Contests/Meets:**

Please obtain a separate Broadcast Application Form from the Media Center on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)). Download it, fill it out, and fax it to the IHSA Office at (309) 663-7479. Space is provided on the Application Form for the various games or sessions available within each sport. For each game or session within a section of a sport, please be sure to circle the number of the game(s) and/or session(s) scheduled to be broadcast. (Example: Class 1A Boys Basketball State Final game(s) No. 1, 2, 3 and 4 and Class 2A Boys Basketball State Final game(s) 1, 2, 3 and 4.) Should additional application forms be required, please download the form(s) from the IHSA web site, as needed.

#### **Where to Obtain Application Blanks:**

On the IHSA web site, go to the Media Center and click on the respective form(s). Download it, fill it out, and fax it to the IHSA Office at (309) 663-7479

## Basketball Special Requirements

### Super-Sectionals

**Boys and Girls:** Make application to originate each Super-Sectional game (Class 1A, 2A, 3A and/or 4A Girls, Class 1A, 2A, 3A and/or 4A Boys) on separate applications, each of which should be sent to the Local Manager of the respective Super-Sectional with accompanying payment for the proper rights fees. Make check payable to the host school. See rights fee table in this policy for appropriate fee(s). Broadcast will not be permitted if rights fee payment not received by the super-sectional manager prior to start of contest. Also, be sure to indicate whether the station will originate or accept a feed, and to list the schools the station will be following in the event it is approved to originate.

### State Finals

**Girls:** Make application to originate or accept feed of any or all of the State Final Tournament on one application, which should be sent to the IHSA Office with accompanying payment for proper rights fees. See rights fee table in this policy for appropriate fee(s). Make check payable to: Illinois High School Association. Broadcast will not be permitted if rights fee payment not received in IHSA Office prior to start of contest. Also, be sure to indicate whether the station will originate or accept a feed, to list the schools the station will be following in the event it is approved to originate. The IHSA phone line(s) will be assigned according to this policy.

**Boys:** Make application to originate or accept feed of any or all of each different State Final Tournament on a different application for each state final. Each application should be sent to the IHSA Office with accompanying payment for proper rights fees. See rights fee table in this policy for appropriate fee(s). Make check payable to: Illinois High School Association. Deadline for station(s) seeking to originate six (6) or more games in each respective State Final is February 1. The rights fee is non-refundable. Broadcast will not be permitted if rights fee payment is not received in IHSA Office prior to deadline. The IHSA phone line(s) will be assigned according to this policy. Space for stations other than those covering their hometown team on an IHSA phone line may not be available.

## 2. General Policy

### Non-Exclusive State Series Available

The Illinois High School Association (IHSA) will sell broadcast rights for State Series competition during a given school year for levels of competition in the sports outlined below in this policy.

#### Boys Baseball

Class 1A and 2A State Final  
Class 3A and 4A State Final

#### Boys Basketball

Class 1A, 2A, 3A and 4A Super-Sectionals  
Class 1A and 2A State Final (See No. 3)  
Class 3A and 4A State Final (See No. 3)

#### Girls Basketball

Class 1A, 2A, 3A and 4A Super-Sectionals  
Class 1A and 2A State Final (See No. 3)  
Class 3A and 4A State Final (See No. 3)

#### Boys Football Championship Games

Class 1A  
Class 2A  
Class 3A  
Class 4A  
Class 5A  
Class 6A  
Class 7A  
Class 8A

#### Boys Soccer

Boys Class 1A State Final  
Boys Class 2A State Final  
Boys Class 3A State Final

#### Girls Soccer

Girls Class 1A State Final  
Girls Class 2A State Final  
Girls Class 3A State Final

#### Girls Softball

Class 1A and 2A State Final  
Class 3A and 4A State Final

#### Girls Track and Field

Girls State Final  
(Class 1A, 2A and 3A)

#### Boys Track and Field

Boys State Final  
(Class 1A, 2A and 3A)

#### Girls Volleyball

Girls Class 1A, 2A, 3A and 4A State Final (fall)

#### Boys Volleyball

Boys State Final (spring)

#### Boys Wrestling

Individual State Final  
Dual Team State Final

#### Girls Water Polo

Girls State Final (spring)

#### Boys Water Polo

Boys State Final (spring)

- a) Broadcasting rights for the activities listed in No. 2 of the general policy will not be sold exclusively to any one station, network or sponsor.
- b) Rights are granted or sold to each station for "live" audio originations, and for "tape delay" broadcasts. Broadcast rights allow a radio station and/or Internet site to carry any or all of these types of broadcasts that are not included in the IHSA Internet Network. Stations must contact the IHSA Office to determine which events are being broadcast on the IHSA Internet Network. The rights fee encompasses any or all of these types of broadcasts. Space at a State Series site shall be provided first to "live broadcasters". Local Managers cannot reject a request to broadcast in the state series by a station which regularly covers a competing team without consultation with the IHSA Office.
- c) Member schools may broadcast all the games their team plays in the state series over the air and/or on their school's internet site.
- d) Payment of all rights fees for the game or meet finals approved by the IHSA Office or Local Manager, where applicable, must be received by the IHSA Office by noon on the Wednesday prior to the state final. Super-sectional Local Manager must receive the rights fees before the start of the contest. **Credentials shall not be released by the Local Manager or the IHSA Office, where applicable, nor will access to the facility be allowed, until proper rights fee payment has been received.**

### 3. Boys Basketball State Finals

The Illinois High School Association (IHSA) will sell radio broadcast rights for the Class 1A, 2A, 3A and/or 4A State Final Tournament(s) during a given school year for levels of competition in the sport outlined below.

- a) Broadcasting rights for the activities listed in General Policy No. 3 (Boys Basketball State Finals) of this policy will not be sold exclusively to any one station, network or sponsor.
- b) Rights are granted or sold for “live” audio originations, and for “tape delay” broadcasts only.
- c) Payment of all rights fees for the tournament(s) approved by the IHSA Office must be received by the IHSA Office as follows:
  - c1) **Live Audio Originators Covering the Whole State Final Tournament:** February 1, is the absolute deadline for which applications and appropriate non-refundable rights fees from stations using their own lines to originate at least six (6) of the eight (8) games in the Class 1A and/or 2A State Final and/or the Class 3A and/or 4A State Final must be received in the IHSA Office. Stations in this category must designate each game to be originated on the Broadcast Application Form, and must originate at least six of the eight games in the tournament. The number of stations approved to originate in this manner will be limited according to proportionate space available for all working press functions. A station in this category may make a second application and pay appropriate fee to obtain seating in excess of the limit of two (2) seating locations per application. These applications must be submitted together with separate checks for each application. The second check will be returned if the second application is not approved. All other sections of the IHSA Broadcast Policy to apply where applicable.
  - c2) **Radio Originators for Their Home Team Games Only:** The absolute deadline for which applications and appropriate rights fees from stations seeking to originate using the IHSA Phone lines must be received in the IHSA Office by noon on the Wednesday prior to the state final. All other sections of the IHSA Broadcast Policy to apply where applicable.
  - c3) **Credentials shall not be released by the IHSA Office, nor will access to the facility be allowed, until proper rights fee payment has been received.**

### 4. How to Obtain Rights:

#### a) Regular Season Rights

For contests/meets during the regular season, contact the official representative of the home member school. Generally the official representative is the high school principal, who may delegate this responsibility to the athletic director. (This person shall be called the local manager.)

#### b) State Series Rights

##### *Regional Level:*

Stations may originate broadcasts or accept feed of radio broadcasts for any regional level in the series outlined in this policy prior to the competition for which the IHSA sells rights without charge for rights fees. To receive permission to originate broadcast(s), and to have space at the site provided by the Local Manager at levels which do not require payment of rights fees, stations shall:

- 1) On company stationery, write or fax the Local Manager so that permission can be given or before the last day of competition immediately preceding the next level of competition.
- 2) Understand that Local managers are not obligated to provide space if no request after the last level of competition immediately preceding the respective local manager’s level has been completed, except in the case of a station covering a local team advancing to the respective local manager’s level of competition.
- 3) Assume all costs involved in the broadcast(s) and make all arrangements for lines, etc.
- 4) Internet broadcasts of any games shall not be permitted unless approved in advance by the IHSA Office.

##### *Sectional Level:*

Stations may originate broadcasts or accept feed of broadcasts for any sectional level in the series outlined in this policy prior to the competition for which the IHSA sells rights without charge for rights fees. To receive permission to originate broadcast(s), and to have space at the site provided by the Local Manager at levels which do not require payment of rights fees, stations shall:

- 1) On company stationery, write or fax the Local Manager so that permission can be given or before the last day of competition immediately preceding the next level of competition.
- 2) Understand that Local managers are not obligated to provide space if no request after the last level of competition immediately preceding the respective local manager’s level has been completed, except in the case of a station covering a local team advancing to the respective local manager’s level of competition.
- 3) Assume all costs involved in the broadcast(s) and make all arrangements for lines, etc.
- 4) Internet broadcasts of any games shall not be permitted unless approved in advance by the IHSA Office.

##### *Super-Sectional Level (where applicable):*

Stations wishing to originate a broadcast or accept feed of an origination broadcast of competition at the Super-Sectional level in the activities listed in Nos. 1 and 2 of this policy should file their applications and pay rights fees as follows:

All Super-Sectionals: Apply to the Local Manager of the Super-Sectional. Make check payable to: the host school of the Super-Sectional.

The name and phone number of the manager is posted on the IHSA web site.

Note: Applications are required for the super-sectional and state final levels. The form is available on the IHSA web site and may be printed for mailing or faxing to the IHSA Office.

Internet broadcasts of any games shall not be permitted unless approved in advance by the IHSA Office.

##### *State Final Level:*

Stations wishing to originate a broadcast or accept feed of an origination broadcast of competition at the State Final level in the activities listed in General Policy Nos. 1 and 2 should file their applications and pay rights fees as follows:

**All State Finals:** IHSA Office, 2715 McGraw Dr., 2715 McGraw Drive, Bloomington, IL 61704 or Fax (309) 663-7479. Make check payable to: Illinois High School Association.

**Note:** Broadcast Applications are required for the super-sectional in boys and girls basketball and state final levels in all other sports. The form is on the IHSA web site. See how to file the application in this policy.

### **Number of Games**

Approval of originate broadcast(s) allows the station to carry the required minimum competition during that activity so approved by the Local Manager and/or IHSA Office and:

The Local Manager and/or IHSA will furnish up to three seats in an area designated for broadcast media (where possible), but will assume no other expense for the broadcasts.

### **Conditions of Approval:**

All stations approved to originate live audio play-by-play by the local manager or IHSA Office shall be provided weather-protected facilities.

- 1) Priority shall be: In allocating space for stations approved in advance to originate live and/or tape delayed radio broadcast of the tournament/meet by the Local Manager (or IHSA Office where necessary) priority is given: 1) to the station(s) which cover the hometown competing teams; 2) the station(s) representing the site of the host school; 3) then to the stations which cover the geographic region involving the site and competing teams; 4) and finally to other stations. Assignment of best locations in the facility, too, shall be based upon priority outlined above. Allocation of space will be dependent.
- 2) Local Managers must review with the applicant any schedule of construction fees and/or seat loss reimbursement and/or any other fees which may be charged by the host institution prior to granting approval for origination's.
- 3) Stations also may be allowed to carry sports reviews and spot roundups in addition to contest broadcasts if sponsors and advertising messages are approved.
- 4) No station granted broadcasting rights for a contest from any of the activities named in Nos. 1 and 2 of this policy shall contract to feed or feed its broadcast to any other station or stations upon a sustaining, commercial or other basis without first obtaining permission in writing from the Local Manager or the Association, depending on the level of competition to be broadcast. Requests for such permission should be directed to: IHSA Office, 2715 McGraw Drive, Bloomington, IL 61704, Fax (309) 663-7479 (For state final level only) or Local Manager (State series leading up to state final).
- 5) Stations approved to take feeds from the IHSA Network (if established) or any station (if there is no IHSA Network) must apply for broadcast rights, pay fees as scheduled and meet all other specifications of this policy.
- 6) No station will be issued complimentary tickets in addition to space in the Radio Section, nor will such tickets be available to personnel from stations not broadcasting direct from the site.
- 7) The Local Manager and/or IHSA will furnish, where available and/or required, one (1) parking pass for the approved activity. State Final parking passes will not be mailed to approved originators. They must be picked up with the packet of credentials at the state final site. Credentials for contracted State Finals they will not be mailed. State Final credentials may be picked up at the site of the State Final according to the schedule outlined in this broadcast policy. All credentials, passes, etc., will be in the Credential Packet on file alphabetically by the town and company at the Press Will Call, proper identification will be required to obtain credentials.
- 8) Member schools may broadcast all the games their team plays in the state series over the air and/or on their school's internet site.

### **Fee Payment Required:**

#### **Regular Season:**

No rights fees are required to be paid for regular season contests/meets.

#### **State Series:**

- 1) Commercial stations in Illinois which originate must apply for broadcast rights, pay fees as scheduled and meet the other specifications of this policy.
- 2) Commercial stations which take feeds must apply for broadcast rights, pay fees as scheduled, and meet all other specifications of this statement of policy.
- 3) Commercial stations wishing to originate their own broadcasts from the site(s) on a sustaining basis shall pay the commercial fees established herein.

#### **Non-Illinois Stations:**

- 1) The Illinois High School Association reserves the right to consider applications from any station or network of stations outside the State of Illinois as individual matters and shall accept or reject such applications depending upon merits of the case.
- 2) Commercial stations which take feeds must apply for broadcast rights, pay fees as scheduled, and meet all other specifications of this statement of policy.

#### **Discontinuing Broadcasts:**

The host member school (regular season) and Association (state series) reserves the right to discontinue the broadcasting of any station at any time in the event that previous broadcasting by the station is considered by the host school or Association to have been in poor taste or incompatible with the educational dignity and propriety of the state series or the host school/institution from which approved broadcast(s) will emanate.

#### **State Final Arrangements:**

- 1) The IHSA shall make every effort to provide weather-protected broadcast facilities for all applicants meeting specifications herein contained.
- 2) In allocating space for stations approved in advance by the IHSA Office to originate broadcast of the tournament/meet priority is to be given to stations broadcasting live over stations broadcasting on tape delay on the following basis: a) to the station(s) which cover their hometown competing teams; b) the station(s) representing the site of the host school; c) then to the stations which cover the geographic region involving the site and competing teams; d) and finally to other stations.
- 3) **Phone Lines:** Wherein possible IHSA will have a minimum of two business lines available to be assigned by IHSA Office to originators according to the IHSA Broadcast Policy. The lines will be assigned on a per game basis free of charge. Should more stations apply to originate than there are lines available, such station(s) will be required to obtain their own lines and to pay all costs. Originators should contact the IHSA Office (309) 663-6377, to make arrangements.

a) Stations seeking to use an IHSA Phone Line must so stipulate on the Broadcast Application and shall stipulate the hometown team(s) being covered.

b) Stations will be authorized to use an IHSA Phone Line only for single games in which a hometown team they are covering participates. They will not be authorized to use an IHSA Phone Line to originate a complete state final.

c) If more than one station is authorized by the IHSA Office to use a given phone line, this policy requires the first originating station to limit its post-game show to five (5) minutes following the conclusion of the game. This will allow the next originating station time to get set up.

4) Orders for broadcast lines must be made by each station originating or accepting feed with the telephone company serving the community in which the station is located, the site of the activity where the broadcast(s) will originate, or through other standard procedures established by the telephone company serving the station.

5) Stations which will originate the complete State Final shall have priority over stations originating less than the full State Final in terms of approval seating space and seating location.

6) No station banners or any other type of advertising signs will be permitted at indoor facilities.

## 5. Commercials

a) Stations must submit the names of all sponsors in writing to the host school during the regular season or on the back of the IHSA Broadcast Application form for state series, and must be able to produce in writing upon request of the IHSA any and all commercials used during the broadcast.

b) The IHSA (state series) and the host school (regular season) reserves the right to reject any or all applications for broadcasting rights whether sponsored or not sponsored. The IHSA (state series) and the host school (regular season) reserves the right to approve or reject the product or service which desires to sponsor the broadcast. For any part of the broadcast which emanates from the site of the activity, no beer, wine, liquor, tobacco, personal health care or laxative sponsorship will be permitted. No tavern or other establishment serving alcoholic beverages will be accepted for sponsorship. Combination businesses, such as drug stores or hotels, which dispense alcoholic beverages may be acceptable as sponsors but no part of the advertising messages may refer to dispensing of alcoholic beverages, tobacco, personal health care products, laxatives, or to a bar, cocktail lounge, or other facility dispensing alcoholic beverages. No advertising messages involving political issues or religious groups or organizations will be permitted. Ads for political candidates are not prohibited. No 900 call-ins for personal services, betting services, scouting services, or other 900 call-ins which are in poor taste or the incompatible with the educational dignity and propriety of the state series or the Illinois High School Association will be permitted.

c) Sponsorship of a broadcast does not provide for display of sponsor banner(s) and/or other promotional items and shall be prohibited. Originating stations name identification banner shall not be prohibited at outdoor events.

### **This policy is interpreted that:**

a) Commercial messages for the type of sponsors prohibited in 3-B are prohibited from use at any time during the broadcast from the time the pregame show begins until the completion of the post-game show. Commercial messages for these type of sponsors are prohibited from use in pregame and/or post-game shows whether such pregame or post-game shows originate from the site of the contest/meet or from the studio of the originating station.

b) That at no time during the broadcast originating from the site of the activity shall a listing of broadcast sponsors be read which includes the name of such business, product or service listed in 3-B above and referred to in this note.

c) That the IHSA shall exercise immediately its responsibility to cancel all broadcast rights for the particular activity and subsequent activities of any station found to have violated the provisions of this section of the broadcast policy.

d) Stations carrying unsponsored broadcasts shall not make commercial announcements of any nature during the broadcast and shall not immediately precede or immediately follow broadcast of an activity with commercial announcements. This shall be interpreted that station name or call letters immediately preceding or following a contest are acceptable.

## 6. Rights Fees

Stations in Illinois will be granted live audio origination broadcast rights upon payment of fees in accordance with the schedule located on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)) and upon meeting other specifications of this Broadcast Policy.

Payment to host schools for Super-Sectional game(s) and to the Illinois High School Association for broadcasting rights under the regulations herein contained shall be as follows:

a) The local manager of the super-sectional must receive all rights fees for the approved super-sectional origination before the start of the game. Credentials shall not be released by the local manager, nor will access to the facility be allowed, until proper rights fee payment has been received.

b) At the state final, the proper rights fees shall be paid by the originator prior to the start of the origination at the state final. If the originator does not pay the proper rights fee prior to the start of the origination of the state final, the rights fee owed IHSA shall double. If the originator does not pay the doubled rights fee within thirty calendar days from the start of the state final, the originator shall become ineligible to originate any broadcast of an IHSA event until the total rights fee owed IHSA is paid to IHSA. Originators approved by IHSA under this section of the Broadcast Policy shall receive credentials and have access to the facility.

c) For AA stations and/or combination AM/FM stations having wattage from 250 to 5,000, the fee for originating or accepting a feed shall be as outlined elsewhere in this policy.

d) Clear Channel (50,000 watt) stations desiring to apply for rights fees to carry any of the activities outlined in No. 1 of this policy on a commercial basis shall apply for rates to the Illinois High School Association, 2715 McGraw Dr., 2715 McGraw Drive, Bloomington, IL 61704, or fax (309) 663-7479.

### e) **Single-Station Fees**

See the chart on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)) for event-by-event fees to be paid by a stations which will originate at the site, or accept a feed.

## 2011-12 Schedule of Broadcast Rights Fees

**Important:** Payment of all rights fees for the game or meet finals approved by the IHSA Office or Local Manager, where applicable, must be received by the IHSA Office or Local Manager **prior to the broadcast of the tournament/meet**. Credentials will not be released by the Local Manger or the IHSA Office, where applicable, nor will access to the facility be allowed, until proper rights fee payment has been received.

Activity	Origination Fees	Minimum Games	Accept Feed Fees	Minimum Games
<b>Boys Baseball</b>				
Class A State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
Class AA State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Boys Basketball</b>				
Class A Super-Sectional	\$50.00 per game	\$50.00 per game		
Class A State Final	\$150.00	1/Tourney	\$150.00	1/Tourney
Class AA Super-Sectional	\$50.00 per game	\$50.00 per game		
Class AA State Final	\$150.00	1/Tourney	\$150.00	1/Tourney
<b>Girls Basketball</b>				
Class A Super-Sectional	\$50.00 per game	\$50.00 per game		
Class AA Super-Sectional	\$50.00 per game	\$50.00 per game		
Class A State Final	\$150.00	1/Tourney	\$150.00	1/Tourney
Class AA State Final	\$150.00	1/Tourney	\$150.00	1/Tourney
<b>Boys Football Playoffs</b>				
Class 1A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 2A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 3A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 4A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 5A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 6A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 7A Title Game	\$100.00 per game	1	\$100.00 per game	1
Class 8A Title Game	\$100.00 per game	1	\$100.00 per game	1
<b>Boys Soccer</b>				
State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Girls Soccer</b>				
State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Girls Softball</b>				
Class A State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
Class AA State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Track and Field</b>				
Girls State Final	\$100.00	Finals	\$100.00	Finals
Boys State Final	\$100.00	Finals	\$100.00	Finals
<b>Boys Volleyball</b>				
State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Girls Volleyball</b>				
State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Water Polo</b>				
Girls State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
Boys State Final	\$100.00	1/Tourney	\$100.00	1/Tourney
<b>Boys Wrestling</b>				
State Final (Ind.)	\$100.00	Finals	\$100.00	1/Tourney
Team State Final	\$100.00	1/Tourney	\$100.00	1/Tourney

### 7. Network fees:

Networks may pay rights fees in either of the following:

- a) the originating station may pay rights fees for itself and all stations taking its network feed, or;
- b) the originating and each station taking a feed from the originator may individually pay the rights fees.
- c) In either case, each and all stations broadcasting are required to make payment of the appropriate rights fees to the local super-sectional manager or IHSA Office.

### 8. Cancellation Process:

The local manager (of super-sectionals) and/or the IHSA Office shall refund rights fees paid should a station cancel its application for an event as follows:

- a) call local manager or IHSA Office of intent to cancel as soon as decision as decision is made, but before the game/meet is scheduled to begin.
- b) on company stationery write local manager or IHSA Office for refund. This letter must be received no later than seven (7) days following the date the game/meet is scheduled.

## 9. Special Sport Arrangements

### All Basketball State Finals

a) Each of the State Final Tournaments is independent from the others. In girls and boys basketball, a limited number of stations will be approved by the IHSA Office to originate all of the games in one or both of the Girls/Boys Basketball State Final Tournaments. Requests to originate the complete (at least six (6) of the eight (8) games) Class 1A and/or 2A and/or Class 3A and 4A Boys State Final Tournament(s) must be made on the broadcast application form (in the current News Media Directory) no later than February 1. Requests to originate girls basketball state final games must be made on the broadcast applications no later than February 22 for Class 1A and 2A and no later than March 1 for Class 3A and 4A. Stations which actually originate the four (4) boys state final tournaments will be given priority in seat location at the state final site over those stations which actually originate one (1) tournament. Wherein possible, a station will be assigned the same seat location for each of the tournament(s) it actually originates. If a conflict occurs, consideration shall be given to listening areas served and the number of games contracted to broadcast. With these factors being equal, priority shall be given to past performances of stations in broadcasting state tournaments.

b) **Boys Basketball:** The IHSA will furnish two (2) seats in the tournament radio sections to each station whose application is accepted but will assume no other expense in connection with broadcasting. Tickets will be honored at all sessions, whether or not the station is broadcasting; however, only authorized station personnel will be admitted. Transfer or sale of working radio tickets is expressly forbidden. Note: A station doing 6 of the 8 games and using its own phone lines in Carver Arena, which applies and agrees to do at least one one-hour show from the March Madness Experience at the state final it is approved to originate, will receive a third pass.

c) **Girls Basketball:** The IHSA will furnish two (2) seats in the tournament radio sections to each station whose application is accepted but will assume no other expense in connection with broadcasting. Tickets will be honored at all sessions, whether or not the station is broadcasting; however, only authorized station personnel will be admitted. Transfer or sale of working radio tickets is expressly forbidden.

d) Stations assigned space at the State Final Tournament may carry all sessions of the tournament [and must carry at least six of the eight games unless they are covering the home team on phone line(s)] on AM or FM or any combination of AM or FM (a single broadcast simultaneously on AM and FM shall count as one game). Stations using the IHSA Phone Line(s) in Girls Basketball may use the line for only the approved game(s), and no others.

### Football-Baseball-Softball-Soccer-Water Polo Requirements

a) Because of space limitations in the working media area at the state final site, the IHSA reserves the right to accept or reject any and all applications of stations to originate the game(s) involving a local team; and in most cases will grant permission to only one station from the community of a participating team on a first come first served basis, or as space on a pregame basis exists.

b) Stations originating the game(s) involving a local team will be assigned space in the main press box and/or working media area in front and below main press box only for the game(s) its approved application stipulates.

c) Setup Limitations: A station scheduled to originate the succeeding game each day may not set up equipment at its assigned location until the conclusion of the preceding game, if that position is in use. A station scheduled to originate the first game must vacate its position after sign-off of its broadcast if its position is to be used for a following game.

d) The IHSA will provide three (3) seats in the state final site to each station approved to originate the game(s) involving a local team but will assume no other expense in connection with broadcasting. Working Credentials will be honored for admittance to the state final site for all sessions, but seat assignments will be good only for the game(s) scheduled to be broadcast. Only authorized station personnel will be admitted. Transfer or sale of working radio credentials is expressly forbidden.

e) The term "hometown team" is defined as a team in the station's listening area or from the community in which the station is geographically situated. In terms of priority, a station from the community in which the school is located would be approved to originate before a station serving the area. These two stations would be approved before a station from elsewhere. In each instance, every attempt will be made by the IHSA to provide the opportunity to broadcast for all interested stations.

f) IHSA grants rights for the Football Playoff Championship Games on a per game basis. Rights fee is a per game fee.

## 10. IHSA Phone Lines At State Finals

In any facility in which a state final is conducted with phone lines ordered by IHSA for the event, or in place and operated by the local radio station/school, IHSA will work with the host facility and originating stations to coordinate use of any (and all) phone lines. In the event stations become involved in sharing phone lines, the following procedure will be required:

a) Setup limitations: A station scheduled to originate a second (or succeeding game may not set up equipment at its assigned location until the conclusion of the preceding game, if that position is in use. A station scheduled to originate the first game must vacate its position after sign-off of its broadcast of the game if its position is to be used for a game immediately following.

b) Post-game Shows on Shared Lines: Depending upon the time between games, stations should generally not plan to conduct a post-game show of more than five (5) minutes if the station is using a phone line that is scheduled for use by an originating station doing the succeeding game. If, by mutual agreement between first and second station, a longer time differential between games can be worked out, then the mutually agreed time period will apply.

If there are more applications to originate than there are phone lines available, priority will be given to:

- 1) The criteria for assignment section of this policy.
- 2) Date of receipt of application

### Stations seeking to use an IHSA Phone Line must so stipulate on the Broadcast Application.

Stations will be authorized to use an IHSA Phone Line only for single games in which a team they are covering participates. The name(s) of the team(s) being covered by the station must be listed on the Broadcast Application. A station will not be authorized to use an IHSA Phone Line to originate a complete state final.

If more than one station is to use a given phone line, this policy requires the first originating station to limit its post-game show to five (5) minutes following the conclusion of the game. This will allow the next originating station time to get set up.

## 11. IHSA Spot Announcements

Each station approved to originate or accept feed agrees to incorporate a minimum of one (1) public service spot announcement(s) concerning the IHSA and its activities into the broadcast of each game in each and all State Series activities for which it has been approved. A station, however, may incorporate as many of these public service spot announcements as it desires during each game broadcast, and it also may incorporate them into its general programming routine.

Direct Message Requirement: IHSA may develop specific announcement(s) concerning its operation, sale of tickets to its events, sale of its official souvenir items, or other targeted message(s). These Direct Message announcements will be provided to originating stations either on tape or in script form. Such announcements will fulfill the minimum requirement of this policy.

Script and/or tape for general public service spot announcements may be provided by the Illinois High School Association. Each station shall present general announcements in a manner of its choice, and may use sound effects as it desires, provided that the integrity of the IHSA, the state series in which the announcement is used and priority of host institution is upheld.

## 12. Tournament/Meet Formats

Tournament formats scheduled to be followed in conducting the levels of competition which are available for broadcast as listed in Nos. 1 and 2 of this policy will become available at the time the assignment of schools is released prior to the start of the state series. Specific dates for the Super-Sectionals, and State Finals are included in the Activities Memorandum Calendar published annually by the IHSA, and are available upon request from the IHSA Office. Formats are subject to change by action of the IHSA Board of Directors.

## 13. Deadlines

Deadlines have been established for receipt of applications to broadcast, for payment of rights fees, and for receipt of written notice of cancellation by the Local Manager and/or IHSA Office. Stations which are not approved and which do not pay the proper rights fees prior to the start of competition in that level of competition in a given state series shall not be given credentials nor allowed access to the facility to originate play-by-play. The Association agrees to refund in full any fees paid if a station submits for refund according to the terms of this policy as outlined below:

- a) Call local manager or IHSA Office of intent to cancel as soon as decision is made but before the game/meet is scheduled to begin.
- b) On company stationery write local manager or IHSA Office for refund. This letter must be received no later than seven (7) days following the date the game/meet is scheduled.

## 14. Picking Up Credentials

Properly filled credential packets for originating stations only will be available to be picked up by the authorized representative of the station approved to broadcast at the press will call at the site of each State Final where a will call system may be employed. Identification will be required of all persons picking up credentials. The packet will contain the appropriate number of press broadcast credentials and a parking pass. The packet will be filed alphabetically by the town in which the company is located as shown on the broadcast application submitted by the station.

# 39. TELEVISION POLICY

## 1. General Policy:

### A. Rights for Sale

The Illinois High School Association (IHSA) will sell the rights for the television presentation of certain IHSA events to over-the-air stations, cable systems, and/or independent producers for games (also meaning matches or contests in team sport series) and/or meets in the following state tournament series conducted by the Association, except no live or tape delayed telecasts of boys and/or girls basketball games shall be allowed during the telecasts of any IHSA event by IHSA's current principal television provider and no sponsor shall be permitted that conflicts with the sponsors of the IHSA telecasts.

\*State Final Levels of Competition are Subject to Change by Board of Directors. Applications to originate a game/match in a state final other than football, girls basketball or boys basketball should be made to the IHSA Office no later than Monday of the week of the state final.

### Boys State Series

Cross Country (Class 1A, 2A and 3A)  
Soccer (Class 1A 2A and 3A)  
Football (Eight Classes)  
Individual Wrestling  
Dual Team Wrestling (Class 1A, 2A and 3A)  
Basketball (Class 1A, 2A, 3A and 4A)  
Swimming  
Gymnastics  
Tennis  
Track (Class 1A, 2A and 3A)  
Volleyball  
Baseball (Class 1A, 2A, 3A and 4A)  
Water Polo

### \*Level(s) of Competition

Regional, Sectional  
Regional, Sectional, Super-Sectional  
1st Round, 2nd Round, Quarterfinal, Semifinal  
Regional, Sectional  
Regional, Sectional  
Regional, Sectional, Super-Sectional  
Sectional  
Regional, Sectional  
Sectional  
Sectional  
Regional, Sectional  
Regional, Sectional, Super-Sectional  
Sectional

**Girls State Series**

Tennis  
 Cross Country (Class 1A, 2A and 3A)  
 Swimming  
 Volleyball (Class 1A, 2A, 3A and 4A)  
 Basketball (Class 1A, 2A, 3A and 4A)  
 Gymnastics  
 Soccer (Class A and AA)  
 Track (Class 1A, 2A and 3A)  
 Softball (Class 1A, 2A, 3A and 4A)  
 Water Polo

**\*Level(s) of Competition**

Sectional, State Final  
 Regional, Sectional  
 Sectional  
 Regional, Sectional, Super-Sectional  
 Regional, Sectional, Super-Sectional  
 Regional, Sectional  
 Regional, Sectional, Super-Sectional  
 Sectional  
 Regional, Sectional, Super-Sectional  
 Sectional

**Other State Series**

Competitive Cheerleading  
 Journalism  
 Scholastic Bowl  
 Bass Fishing

Sectional, State Final  
 State Final  
 Regional, Sectional, State Final  
 Sectional, State Final

**B. Requirements:**

a) Any person or entity (“User”) wishing to obtain television or cable media credentials for IHSA-sanctioned events (“Events”) must agree to comply with the following guidelines regarding use of footage, videotape excerpts, and/or highlights (“Highlights”) from the Events whether such Highlights are personally shot or obtained by some other means.

b) User may broadcast, cablecast, air, televise, or display (“Display”) Highlights only in a “bona fide newscast.” “Bona fide newscast” is defined as a half hour or one hour program that is regularly scheduled and includes news, weather and sports, e.g., the 9:00 p.m. and 10:00 p.m. newscasts on broadcast television stations. Entertainment and commercial uses of Highlights are not considered “Bona Fide Newscasts” and shall not be permitted without the express, written consent of IHSA.

c) User may Display Highlights of an Event in progress as part of a Bona Fide Newscast so long as such highlights are not live excerpts.

d) Highlights may not exceed 30 seconds per Event or 2 minutes of running time total in any one Newscast or within any one-hour period without the consent of IHSA.

e) Highlights may only be used, subject to the above guidelines, up to 48 hours after the Event.

f) Any Display of Highlights taken off satellite or shot on location at the site must provide a visual graphic phone to the IHSA Television Network for a duration of five (5) seconds over all Highlights.

g) User may Display “wrap-around” coverage or other on-site commentary/coverage only on the same terms which apply to User’s Display of Highlights.

h) No television station or any other person or entity may incorporate, superimpose, or “burn-in” into any Highlights a logo, trademark, advertisement, scoreboard or other graphic without prior permission of IHSA.

i) These requirements apply for all IHSA state series events.

j) Highlights may not be sold or transferred in any way, nor may they be used commercially, for on-air promotion or in any other manner not specifically set forth above without the express written consent of IHSA.

k) User may not hang signage at any Event.

l) The IHSA may revoke or refuse to issue credentials to any person or entity failing to comply with these guidelines.

Note: This policy applies to all IHSA-sponsored State Tournament/Meet Series except in the case of a live and/or tape delayed telecast scheduled during the telecast of an IHSA event by the IHSA’s current principal television provider. (See Types of Telecast section which follows.) This policy does apply to regular-season dual meets/contests or invitational meets/tournaments.

**2. Types of Telecasts**

**a) Live Telecasts** — Permitted during state series for levels below respective sport State Final level upon receipt of permission from the local manager and IHSA Office. Permission will be given by IHSA Office only if the applicant adheres to the terms of (2-c, through 2-f) below.

**b) Tape Delayed Telecasts** — Permitted during state series for levels below the respective sport State Final level upon receipt of permission from the local manager. Permission will be given only if the applicant adheres to the terms of (2-c and 2-d) below.

**c)** No telecasts of any state series games/events below the state final level in any sport shall be permitted to be televised during the time a live event being shown on the IHSA Television Network is on the air. This applies to all telecasts (live or tape delayed) of the scheduled events on the IHSA TV Network. (For example, no sectional boys basketball game may be televised during the time that any other IHSA scheduled event is being shown live on the IHSA TV Network.

**d)** No telecasts of any state final games/events not being televised live on the IHSA Television Network, shall be permitted to be televised during the time a live event being shown by the IHSA Television Network is on the air. This applies to all telecasts (live or tape delayed) of the scheduled events on the IHSA Television Network. (For example, no sectional boys basketball game may be televised during the time that any other IHSA scheduled event is being shown live on the IHSA Television Network, whether that is girls basketball live preceded and/or followed by another winter sport(s) on a delayed basis.)

**e)** Sponsors of these telecasts shall be in compliance with section 17 (commercials) of this Television Policy. No sponsor shall be permitted that conflicts with the sponsors of the IHSA Television Network telecasts.

Address correspondence to:

Illinois High School Association  
 2715 McGraw Drive  
 Bloomington, Illinois 61704  
 Phone: (309) 663-6377

Fax: (309) 663-7479

### **3. How to File Application:**

#### **a) Regular Season:**

It is necessary to apply with the host school of the contest/meet for which a station/system seeks permission to originate a telecast during the regular season in any of the activities in which IHSA member schools participate. It is NOT necessary for the official IHSA Television Application form to be used for regular season contests/meets.

#### **b) State Series:**

Please use a separate Television Application Form to apply for rights to televise each game and/or session in the state series in each sport. (Example: Class 1A Girls Basketball Regional Semifinal Game on one form and the Class 2A Girls Basketball Regional Final Game on a separate form.) Space is provided on the Application Form for the various games or sessions within each sport. For each game or session within a sport, please be sure to indicate all data required.

#### **c) Where to Obtain Application Blanks:**

Please obtain a separate Television Application form from the Media Center in the IHSA web site ([www.ihsa.org](http://www.ihsa.org)). Download it, fill it out, and fax it to the IHSA Office at (309) 663-7479.

### **4. News Film Crews**

Film crews from over-the-air stations and/or cable television systems shall be allowed access on all days of the tournament/meets to shoot news film clips if they comply with the following:

**a)** Any person or entity ("User") wishing to obtain media credentials for IHSA-sanctioned events ("Events") must agree to comply with the following guidelines regarding use of footage, videotape excerpts, and/or highlights ("Highlights") from the Events whether such Highlights are personally shot or obtained by some other means.

**b)** User may broadcast, cablecast, air, televise, or display ("Display") Highlights only in a "bona fide newscast." "Bona fide newscast" is defined as a half hour or one hour program that is regularly scheduled and includes news, weather and sports, e.g., the 9:00 p.m. and 10:00 p.m. newscasts on broadcast television stations. Entertainment and commercial uses of Highlights are not considered "Bona Fide Newscasts" and shall not be permitted without the express, written consent of IHSA.

**c)** User may Display Highlights of an Event in progress as part of a Bona Fide Newscast so long as such highlights are not live excerpts.

**d)** Highlights may not exceed 30 seconds per Event or 2 minutes of running time total in any one Newscast or within any one-hour period without the consent of IHSA.

**e)** Highlights may only be used, subject to the above guidelines, up to 48 hours after the Event.

**f)** Any Display of Highlights taken off satellite or shot on location must provide a visual graphic phone to the IHSA Television Network for a duration of five (5) seconds over all Highlights.

**g)** User may Display "wrap-around" coverage or other on-site commentary/coverage only on the same terms which apply to User's Display of Highlights.

**h)** No television station or any other person or entity may incorporate, superimpose, or "burn-in" into any Highlights a logo, trademark, advertisement, scoreboard or other graphic without prior written permission of IHSA.

**i)** These requirements apply for all IHSA state series events.

**j)** Highlights may not be sold or transferred in any way, nor may they be used commercially, for on-air promotion or in any other manner not specifically set forth above without the express written consent of IHSA.

**k)** Under no circumstances may Highlights be displayed over the Internet.

**l)** User may not hang signage at any Event.

**m)** The IHSA may revoke or refuse to issue credentials to any person or entity failing to comply with these guidelines.

**n)** Television stations, networks or cable systems agree to indemnify and save harmless IHSA, its officers, agents, employees, and each of its member institutions, their officers, agents and employees of and from any and all claims, demands and causes of action arising out of anything done or purported to have been done by the television stations, networks or cable systems, its agents or assigns.

**o)** Equipment Storage: No equipment other than that which is hand carried by the photographer is allowed on the playing surface or adjacent to it. All carrying cases, computer equipment, photography equipment and/or equipment other not being carried by the media representative is not to be on the playing surface or adjacent to it.

**p)** Photographer Shooting Zones: The local manager will determine photographer shooting zones for events hosted by the manager's school. It is the responsibility of the local manager to insure the safety of participants in the event(s) hosted by the manager's school. The local manager has the responsibility to coordinate the working location(s) for photographers and other media representatives covering the event.

### **5. State Series Non-State Final Game/Meet Originators:**

#### **Cable Systems:**

Application must be made on form provided by IHSA and rights fees paid to the Local Manager of the game(s) and/or meet(s) which the system wishes to videotape for delayed telecast on a local cable television system.

**a)** On company stationery, write the Local Manager so that permission can be given or before the last day of competition immediately preceding the next level of competition.

**b)** Local managers, no request will be filled after the last level of competition immediately preceding the respective local manager's level has been completed, except in the case of a station covering a local team advancing to the respective local manager's level of competition.

Fees must be paid to the Local Manager in advance of any such contest. If more than one game in a tournament is to be telecast, the application should reflect each and every game in the level of competition to be videotaped for delayed telecast. Separate fees must be paid for each contest to be televised. One check may cover all fees owed for the level of competition. Levels of competition in team sports involve a number of games within or at a given tournament (funnel) center. Levels of competition in individual sports involve a number of events in a final session of a meet at a given center. A separate application must be made to the Local Manager of each level of competition in a given state series. Additional applications may be obtained by writing the IHSA Office. Note: The levels of competition by sport are outlined in the policy.

### **Over-the-Air Television Stations:**

Application must be made on form provided by IHSA and rights fees paid to the local manager upon approval.

a) On company stationery, write the Local Manager so that permission can be obtained on or before the last day of competition immediately preceding the next level of competition.

b) Local managers, no request will be filled after the last level of competition immediately preceding the respective local manager's level has been completed, except in the case of a station covering a local team advancing to the respective local manager's level of competition.

If more than one game in a tournament is to be telecast, the application should reflect each and every game in the level of competition to be videotaped for delayed telecast. Separate fees must be paid for each contest to be televised. One check may cover all fees owed for the level of competition. Levels of competition in team sports involve a number of games within or at a given tournament (funnel) center. Levels of competition in individual sports involve a number of events in a final session of a meet at a given center. A separate application must be made to the IHSA Office for each level of competition in a given state series. Additional applications may be obtained by writing the IHSA Office.

### **Internet/Webcasters:**

Application must be made on form provided by IHSA and rights fees paid to the local manager upon approval.

a) On company stationery, write the Local Manager so that permission can be obtained on or before the last day of competition immediately preceding the next level of competition.

b) Local managers, no request will be filled after the last level of competition immediately preceding the respective local manager's level has been completed, except in the case of a station covering a local team advancing to the respective local manager's level of competition.

If more than one game in a tournament is to be webcast, the application should reflect each and every game in the level of competition to be webcast. Separate fees must be paid for each contest to be webcast. One check may cover all fees owed for the level of competition. Levels of competition in team sports involve a number of games within or at a given tournament (funnel) center. Levels of competition in individual sports involve a number of events in a final session of a meet at a given center. A separate application must be made to the IHSA Office for each level of competition in a given state series. Additional applications may be obtained by writing the IHSA Office.

## **6. Exclusivity**

Rights for telecasting game(s) or meet finals from start to conclusion will not be sold exclusively to any one station, network or sponsor at any level below state final level. Game(s) or meet(s) which are included on the IHSA Television Network will be exclusive to the HSA Television Network, but feeds of the telecast may be purchased by applicants from IHSA. Contact the IHSA for information.

## **7. Providing Space**

The IHSA, its member schools and tournament or meet Local Managers will make every effort to provide telecasting facilities for all applicants meeting specifications herein contained.

a) All applicants approved by the local manager and/or IHSA Office to originate a live and/or tape delay telecast shall be provided weather-protected facilities. Such applicants are responsible for construction costs as noted in No. 8-c of Facilities Available below in this policy.

b) In allocating space for applicants approved in advance by the Local Manager to tape delay for complete playback, priority shall be given: a) to applicants covering the competing teams; b) to the applicant representing the host school; c) then to applicants which cover the geographic region involving the competing schools and host site; d) and finally, to other applicants.

c) If facilities are not available to accommodate more than one applicant at the site of a game and/or meet, consideration shall be given to the viewing areas served compared to the participating teams and/or individuals. With these factors being equal, priority shall first be given to live telecasts over tape delay telecasters and if still equal, priority shall be given to past performances of applicants which have previously televised IHSA activities.

d) The Illinois High School Association reserves the right to consider requests to telecast from any applicant or network of applicants outside the State of Illinois as individual matters and shall accept or reject such applications depending upon the merit of the request.

e) The Association reserves the right to discontinue the delayed telecasting of any applicant at any time in the event that previous delayed telecasting by the applicant is considered by the Association to have been in poor taste or incompatible with the educational dignity and propriety of the tournament series or the institution from which the delayed telecast will emanate.

f) Equipment Storage: No equipment other than that which is hand carried by the photographer is allowed on the playing surface or adjacent to it. All carrying cases, computer equipment, photography equipment and/or other not being carried by the media representative is not to be on the playing surface or adjacent to it.

g) Photographer Shooting Zones: The local manager will determine photographer shooting zones for events hosted by the manager's school. It is the responsibility of the local manager to insure the safety of participants in the event(s) hosted by the manager's school. The local manager has the responsibility to coordinate the working location(s) for photographers and other media representatives covering the event.

## **8. Facilities Available**

For state final games, meets and/or events which will be included in the IHSA Television Network telecast package, stations may arrange to accept the feed provided by the network and shall pay rights fees and other costs of said telecast as agreed to in advance by station/system seeking feed and the station/company owning the television rights.

In all other situations, the following will apply:

a) In general, each applicant will be allowed adequate working area for authorized personnel at the site, in positions that can be accommodated by the facility of the site, as determined by the Local Manager and agreed to by both the Local Manager and the authorized representative of the contracting applicant.

b) In the event more than one applicant is approved to televise the same game of meet finals, said applicants may be required to share equipment necessary and announcing positions available. Such sharing of equipment and announcing positions will be mutually arranged by the applicants involved. Priority as outlined in No. 7-b of Providing Space above shall apply.

c) Applicants must assume all expenses (including payment for tickets not available for sale to fans because of television equipment) in connection with telecasting, and must provide all equipment necessary for telecasting. Local Managers must review with the applicant any schedule of construction fees and/or seat loss reimbursement and/or any other fees which may be charged by the host institution prior to granting approval for television originations.

- d) Applicants will be issued the number of credentials necessary for its personnel at the site, but only for authorized personnel previously agreed upon.
- e) No applicant will be issued complimentary tickets in addition to space assigned for telecasting.
- f) Provisions for special parking space necessary for vehicles required in the production of the telecast will be agreed to by the Local Manager and the authorized representative of the contracting applicant.
- g) Banners will not be permitted at the site of any game(s) and/or meet finals.

## 9. Making Arrangements:

### Regular Season Contests/Meets

For all contests/meets during the regular season contact the official representative of the member school. Generally, the official representative of the school is the principal, who may delegate this responsibility to the athletic director. (This person shall be called the local manager.)

### State Series Prior to State Final

For all levels of competition below State Final level, applications must be approved by the local manager. Arrangements for picking up credentials, positioning of camera(s) and personnel and all other arrangements must be made through the Local Manager.

### State Finals

For State Final Tournament/Meet arrangements, contact the IHSA Office, 2715 McGraw Drive, 2715 McGraw Drive, Bloomington, IL 61704. Phone (309) 663-6377.

## 10. Deadlines:

### Applications:

All applications (except for the first round football playoff games) must be submitted and approved as follows:

No request will be filled after the last level of competition immediately preceding the respective level to be telecast has been completed, except in the case of a station covering a local team advancing to the respective local manager's level of competition.

For the first playoff game, the Wednesday prior to the first round Friday or Saturday game is the deadline. The one-week notice for all levels thereafter shall apply.

Credentials shall be released at the site of the competition for which approval has been given and for which the proper rights fees have been paid according to this policy.

## 11. To Apply:

### Regular Season: Contact the local manager (official representative).

**State Series Prior To State Final:** Properly completed applications, with accompanying rights fees payments, should be received by the local manager before the last level of competition immediately preceding the respective level to be telecast has been completed, except in the case of a station covering a local team advancing to the respective local manager's level of competition.

**State Final:** Contact the IHSA Office, 2715 McGraw Drive, 2715 McGraw Drive, Bloomington, IL 61704. Phone (309) 663-6377.

## 12. Payments:

Payment of all rights fees for the game (tournament) or meet finals approved by the local manager, must be received by the local manager (below state final) or IHSA Office (state final) before the start of the tournament/meet. Credentials shall not be released by the Local Manger nor will access to the facility be allowed, until proper rights fee payment has been received.

Applicants which apply and are approved to originate a telecast later than one week (except for first round football games) prior to the game/tournament/meet shall pay rights fees of twice the regular fee.

**For Payment:** Checks for rights fees for levels of competition below the State Final level should be made payable to the host school. Checks for State Final level rights fees should be made payable to Illinois High School Association.

### Late or Non-Payment of Rights Fees

a) At all levels in the respective state series, the proper rights fees shall be paid by the originator prior to the start of the game/meet finals. If the originator does not pay the proper rights fee prior to the start of the game/meet finals, the rights fee owed to the local manager or the IHSA Office, where applicable, shall double. If the originator does not pay the doubled rights fee within thirty calendar days from the start of the game/meet finals, the originator shall become ineligible to originate any telecast of an IHSA event until the total rights fee owed the local manager and/or IHSA Office is paid in full to the IHSA Office. Originators approved under this section of the Television Policy shall receive credentials and have access to the facility.

b) Checks for rights fees for levels of competition below state final level should be made payable to the host school. Checks for State Final rights fees should be made payable to the Illinois High School Association.

## 13. Cancellations:

Applicants approved to televise on either a live or tape delayed basis may cancel any and/or all portions of the tournament/meet approved.

An official representative of the applicant must call the Local Manager (or the IHSA Office, where applicable) before the start of the tournament, meet and/or game and inform that the applicant shall exercise its option to cancel the telecasting of the game (and/or meet) previously approved. Written notification must follow the telephone call to the IHSA Office. This written notice of cancellation and request of rights fees paid in excess of rights fees required for the game(s)/meet(s) telecast must be received by the IHSA Office within five (5) working days following the conclusion of the game, tournament and/or meet.

Upon receipt of the written notice to cancel and request for refund, the IHSA Office shall refund in full any fees paid in excess of fees owed for a portion of the game(s)/meet(s) telecast.

Note: Applicants must notify the Local Manager (or IHSA Office, where applicable) of each and every game in a tournament series it has arranged to televise of its intention to cancel and its request for refund of rights fees paid in excess of coverage.

#### 14. Member School Videotaping Limitations:

a) Member schools participating in a given state series game/meet may produce their own telecasts of games and/or meets listed in section 1. These delayed, unsponsored telecasts may only be on either the public access or educational access local cable channel. For such a telecast, there shall be no rights fee charged provided the member school used its own equipment and personnel to produce the telecast. Credentials for state series events below state final will be issued by the local manager. State final credentials will be issued through the IHSA Office.

**Q: What is school personnel? A:** Students, staff, parents, booster club members or other persons designated in writing by the member school principal shall constitute school personnel. Local managers should have such letter(s) of information prior to allowing such persons access to the facility to tape.

**Q: Does the policy requirement that construction costs for camera and/or announcing positions be reviewed by the local manager and the producer of the telecast and paid before the telecast is taped apply? A:** Yes. Construction costs must be paid, if necessary, by any originator of a telecast.

b) A competing member school may use its own camera crew and audio from an originating radio station providing all commercials (except the required IHSA announcements) are deleted from the telecast.

#### 15. Delayed Telecast Requirements:

a) Approved tape delay telecasts may begin as soon as one (1) hour after the conclusion of the contest, except if in conflict with item (b) which follows.

b) Programming time of replays of approved telecasts shall not conflict with the playing times of scheduled state series competition in that same sport.

c) The use of videotape or film by the originating station/system for any purpose other than for complete play-back of the game(s) and/or meet finals for which it has contracted, or for the use of excerpts for regularly scheduled news telecast (with a time limitation not to exceed thirty (30) seconds per event or two (2) minutes of running time in any one newscast), is expressly forbidden. Any other use of the verbal description and video account of the game(s) and/or meet finals must be approved in writing by the Association.

d) There is no limit to the number of times that the complete replay telecast can be shown on the station/system approved for the telecast.

e) No station/system granted delayed telecasting rights will contract to feed or feed its telecast to any other station/system or upon a sustaining, commercial or other basis without first obtaining permission in writing in advance from the Local Manager (or IHSA Office, where applicable).

f) Stations/systems taking feeds of a delayed telecast must apply for delayed telecasting rights, pay fees as scheduled to the Local Manager (or IHSA Office, where applicable) and meet all other specifications of this statement of policy.

#### 16. Schedule of Rights Fees:

Rights fees have been established specifically for over-the-air stations and specifically for cable systems, based upon the following:

a) Rights fees for over-the-air stations shall be based upon market size according to the current school year's Standard Rate and Data Service, September issue.

b) Rights fees for a cable system originating a single event shall be based upon flat fees according to total subscribers scheduled to have access to the telecast on the respective cable system. The originating company shall pay such rights fees to the proper event manager (the Local Manager for regionals, sectionals and super-sectionals and/or the IHSA Office (for state finals). In addition, the total rights fee to be charged for any live telecast would be the flat fee amount plus an identical amount of "payment in kind" to the IHSA Office for promotion of IHSA activities. The fees are listed on the IHSA web site ([www.ihsa.org](http://www.ihsa.org)).

c) IHSA may approve networking of cable telecasts and negotiate a cumulative rights fee for such a network.

**Independent Producers:** Rights fees to be paid by the independent producer shall be the amount for the complete programming. For example, if a telecast is on a series of cable systems, the fee shall be that which is charged in this policy for each system. If a telecast is on a series of over-the-air stations, the fee shall be the combined fee for all stations.

**Multi-Town Systems:** In the case of cable companies which serve a number of communities within a singular system, this policy shall be interpreted to:

a) Require the rights fee in the proper amount be paid for the total number of subscribers receiving the telecast.

b) That a list of those communities within a system to receive the telecast be provided with the application to the Local Manager (or IHSA Office where applicable).

**Lower Power Television Stations (LPTV)** desiring to apply for rights to televise any of the activities available as outlined in this Television Policy shall pay the same fee as cable television systems with 75,000 subscribers or more. Such stations should apply to the IHSA Office.

**Fee Listings:** See the IHSA web site ([www.ihsa.org](http://www.ihsa.org)) for the fees to be paid to the Local Manager (or IHSA Office, where applicable) by over-the-air stations and/or cable systems whether the station/system originates the telecast or accepts a feed of the telecast. All fees for a given single-game, number of games in a tournament, and/or final session of a meet must be paid to the Local Manager (or IHSA Office, where applicable) before the start of the game, tournament and/or meet final session.

**Note:** Should the proper rights fees not be paid in advance of the start of the activity, the Local Manager (or IHSA Office, where applicable) shall not issue credentials nor allow personnel from the station access to the facility.

#### 17. Commercials:

a) Applicants must submit the names of all sponsors on the back of the application form, and must be able to produce in writing upon request by the Local Manager or IHSA any and all commercials used during the telecast of the contest/meet.

b) The IHSA (state series) and the host school (regular season) reserves the right to reject any or all applications for telecasting rights whether sponsored or unsponsored. The IHSA (state series) and the host school (regular season) reserve the right to approve or reject the product or service which desires to sponsor the telecast. For any part of the telecast which emanates from the site of the game/meet, no beer, wine, liquor, tobacco, or laxative sponsorship will be permitted. No tavern or other establishment serving alcoholic beverages will be accepted for sponsorship. Combination businesses, such as drug stores or hotels, which dispense alcoholic beverages may be acceptable as sponsors but no part of advertising

messages may refer to dispensing of alcoholic beverages, tobacco, laxatives, or to a bar, cocktail lounge, or other facility dispensing alcoholic beverages. Advertising messages involving political issues religious groups or organizations, or personal health care products are prohibited. Ads for political candidates are not prohibited. Also 900 call-ins for personal services, betting services, scouting services, or other 900 call-ins which are in poor taste or incompatible with the educational dignity and propriety of the state series or the Illinois High school Association are prohibited.

**Note:** This policy is interpreted that: Commercial messages for the type of sponsors prohibited in (b) above are prohibited from use at any time during the telecast from the time the pre-game show begins until the completion of the post-game show. Commercial messages for these type of sponsors are prohibited from use in pre-game and/or post-game shows whether such shows originate from the site of the game/meet or from the studio of the originating station/system.

c) That at no time during the telecast originating from the site of the game/meet shall a listing of telecast sponsors be read which includes the name of such business, product or service listed in (b) above.

d) That the IHSA shall exercise immediately its responsibility to cancel all telecast rights for the particular contest/meet and subsequent contest/meets of any applicant found to have violated the provisions of this section of the delay telecast policy.

e) Applicants carrying unsponsored telecasts shall not make commercial announcements of any nature during the telecast and shall not immediately precede or immediately follow telecast of a game/meet with commercial announcements. This shall be interpreted that station name or call letters immediately preceding or following a contest are acceptable.

f) Signs/Banners: Sponsorship of a telecast does not provide for display of sponsor banner(s) and/or other promotional items and shall be prohibited. Originating television station name identification banner shall not be prohibited at outdoor events.

#### **18. IHSA Spot Announcements**

Each applicant approved to originate or accept feed agrees to incorporate a minimum of one (1) public service spot announcement concerning the Illinois High School Association (IHSA) and its activities into the telecast of each game and/or meet in each and all activities for which it has been approved. An applicant, however, may incorporate as many of these public service spot announcements as it desires during each telecast, and it may also incorporate them into its general programming routine.

**19. Direct Message Requirement:** IHSA may develop specific announcement(s) concerning its operation, sale of tickets to its events, sale of its official souvenir items, or other targeted message(s). These Direct Message announcements will be provided to originating applicants either on tape or in script form. Such announcements will fulfill the minimum requirement of this policy.

Script and/or videotape for general public service spot announcements may be provided by the Illinois High School Association. Each applicant shall present such announcements in a manner of its choice, and may use video or sound effects as it desires, providing that the integrity of the IHSA, the state series in which the announcement is used, and propriety of the institution hosting the activity is upheld.

The IHSA may provide a general series of public service spot announcements at the beginning of each school year and may develop additional announcements for state series during the school year.

# IHSA Television & Video Streaming Fee Schedule

## Over-The-Air Television

### TAPE DELAY BROADCASTS

	Market Size 1-50	Market Size 51-100	Market Size 100-Above
<b>Boys Basketball</b>			
Per Regional Game	\$1000	\$500	\$250
Per Sectional Game	\$1500	\$750	\$500
Per Super-Sectional	\$2000	\$1000	\$750
<b>Girls Basketball</b>			
Per Regional Game	\$1000	\$500	\$250
Per Sectional Game	\$1500	\$750	\$500
Per Super-Sectional	\$2000	\$1000	\$750
<b>Football Playoffs</b>			
Per 1st Round Game	\$1000	\$500	\$250
Per 2nd Round Game	\$1000	\$500	\$250
Per Quarterfinal Game	\$1500	\$750	\$500
Per Semifinal Game	\$2000	\$1000	\$750
<b>All Other Sports</b>			
Per Regional Game/Meet	\$1000	\$500	\$250
Per Sectional Game/Meet	\$1500	\$750	\$500

### LIVE BROADCASTS

	Market Size 1-50	Market Size 51-100	Market Size 100-Above
	\$2000	\$1000	\$500
	\$3000	\$1500	\$1000
	\$4000	\$2000	\$1500
	\$2000	\$1000	\$500
	\$3000	\$1500	\$1000
	\$4000	\$2000	\$1500
	\$2000	\$1000	\$500
	\$2000	\$1000	\$500
	\$3000	\$1500	\$1000
	\$4000	\$2000	\$1500
	\$2000	\$1000	\$500
	\$3000	\$1500	\$1000

## Cable Television

### TAPE DELAY / LIVE

	0-75,000 Viewers	75,000+ Viewers
<b>Boys Basketball</b>		
Per Regional Game	\$50 / \$100	\$150 / \$300
Per Sectional Game	\$100 / \$200	\$250 / \$500
Per Super-Sectional Game	\$150 / \$300	\$350 / \$700
<b>Girls Basketball</b>		
Per Regional Game	\$50 / \$100	\$150 / \$300
Per Sectional Game	\$50 / \$100	\$150 / \$300
Per Super-Sectional Game	\$75 / \$150	\$200 / \$400
<b>Football Playoffs</b>		
Per 1st Round Game	\$50 / \$100	\$150 / \$300
Per 2nd Round Game	\$50 / \$100	\$150 / \$300
Per Quarterfinal Game	\$100 / \$200	\$250 / \$500
Per Semifinal Game	\$150 / \$300	\$350 / \$700
<b>All Other Sports</b>		
Per Regional Game/Meet	\$50 / \$100	\$150 / \$300
Per Sectional Game/Meet	\$50 / \$100	\$150 / \$300

## Internet Web Streaming

	Game	Tournament
<b>Boys Basketball</b>		
Per Regional	\$50	\$100
Per Sectional	\$75	\$125
Per Super-Sectional	\$100	
<b>Girls Basketball</b>		
Per Regional	\$50	\$75
Per Sectional	\$50	\$75
Per Super-Sectional	\$75	
<b>Football Playoffs</b>		
Per 1st Round Game	\$50	
Per 2nd Round Game	\$50	
Per Quarterfinal Game	\$75	
Per Semifinal Game	\$100	
<b>All Other Sports</b>		
Per Regional Game/Meet	\$25	\$50
Per Sectional Game/Meet	\$50	\$75
Per Super-Sectional Game/Meet	\$75	