

Broadcast Policy, continued

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

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Other State Series

Competitive Cheerleading	Sectional, State Final
Journalism	State Final
Scholastic Bowl	Regional, Sectional, State Final
Bass Fishing	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
P.O. Box 2715
Bloomington, Illinois 61702-2715
Phone: (309) 663-6377
Fax: (309) 663-7479

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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). 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

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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.

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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, P.O. Box 2715, 2715 McGraw Drive, Bloomington, IL 61702-2715. 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, P.O. Box 2715, 2715 McGraw Drive, Bloomington, IL 61702-2715. 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 Manager 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.

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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 fee 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

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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).

- 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) 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.

Over-The-Air Television, Internet and Webcast Fee Schedule

	Tape Delay Telecasts			Live Telecasts		
	Market Size 1-50 Fee	Market Size 51-100 Fee	Market Size 100-Above Fee	Market Size 1-50 Fee	Market Size 51-100 Fee	Market Size 100-Above Fee
State Final Series						
Boys Basketball						
Per Regional Game	\$1000	\$500	\$250	\$2000	\$1000	\$500
Per Sectional Game	\$1500	\$750	\$500	\$3000	\$1500	\$1000
Per Super-Sectional Game	\$2000	\$1000	\$750	\$4000	\$2000	\$1500
Girls Basketball						
Per Regional Game	\$1000	\$500	\$250	\$2000	\$1000	\$500
Per Sectional Game	\$1500	\$750	\$500	\$3000	\$1500	\$1000
Per Super-Sectional Game	\$2000	\$1000	\$750	\$4000	\$2000	\$1500
Per State Final Game (not on IHSA TV Network)	\$2500	\$1500	\$1000	\$5000	\$4000	\$3000
Boys Football						
Per 1st Round Game	\$1000	\$500	\$250	\$2000	\$1000	\$500
Per 2nd Round Game	\$1000	\$500	\$250	\$2000	\$1000	\$500
Per Quarterfinal Game	\$1500	\$750	\$500	\$3000	\$1500	\$1000
Per Semifinal Game	\$2000	\$1000	\$750	\$4000	\$2000	\$1500
All Other Sports						
Per Regional Game/Meet	\$1000	\$500	\$250	\$2000	\$1000	\$500
Per Sectional Game/Meet	\$1500	\$750	\$500	\$3000	\$1500	\$1000

Cable Television System/ Low Power Station Fee Schedule

	Tape Delay Fee		Live Fee Dollar Amount + Equal Payment in Kind to IHSA Office	
	Cable Total Subs. 0-75,000 Fee	Cable/LP Total Subs. 75,000-Above Fee	Cable Total Subs. 0-75,000 Fee	Cable/LP Total Subs. 75,000-Above Fee
State Final Series				
Boys Basketball				
Per Regional Game	\$50	\$150	\$100	\$300
Per Sectional Game	\$100	\$250	\$200	\$500
Per Super-Sectional Game	\$150	\$350	\$300	\$700
Girls Basketball				
Per Regional Game	\$50	\$150	\$100	\$300
Per Sectional Game	\$50	\$150	\$100	\$300
Per Super-Sectional Game	\$75	\$200	\$150	\$400
Per State Final Game (not on IHSA TV Network)	\$100	\$250	\$200	\$450
Boys Football				
Per 1st Round Game	\$50	\$150	\$100	\$300
Per 2nd Round Game	\$50	\$150	\$100	\$300
Per Quarterfinal Game	\$100	\$250	\$200	\$500
Per Semifinal Game	\$150	\$350	\$300	\$700
All Other Sports				
Per Regional Game/Meet	\$50	\$150	\$100	\$300
Per Sectional Game/Meet	\$50	\$150	\$100	\$300
Per State Final Game/Meet	\$100	\$250	\$200	\$500