

MINUTES OF THE IHSA NEWS MEDIA ADVISORY COMMITTEE MEETING

The IHSA News Media Advisory Committee met in the IHSA Office in Bloomington, Illinois, on Tuesday, April 7, 2009. The meeting began at 10:00 a.m., committee members present were: Bob Sakamoto, Sports Writer, Chicago Tribune; Ken Roberts, Sports Writer, Post-Dispatch; John Radtke, Fox Valley Sports Editor; Rob Dicker, Staff Photo journalist, Pioneer Press, Tim O'Halloran, Publisher, www.edgytim.com; Mindy Carls, Editor, Orion Gazette/Cambridge Chronicle; Greg Halbleib, Sports Director, WJBC Radio-Bloomington; Ben Marth, Sports Director, WGEM (NBC)-Quincy and IHSA Asst. Executive Director, Matt Troha.

POLICY RECOMMENDATIONS

1. Broadcast Policy (37., 2-B)

Recommendation: Allow any outlet who has paid to originate live audio from a state final the option to broadcast its feed on the internet via its website. *This recommendation is contingent on contractual clearance from any contracts the IHSA currently has in place.*

Rationale: The current broadcast policy does not allow for a radio station or any other outlet broadcasting a state final to broadcast its feed on the internet. The inability for radio stations, especially in smaller towns, to include internet audio hurts them when selling advertising to potential sponsors and may ultimately keep some stations from broadcasting. This change would allow for displaced family, alumni and fans to listen to their hometown call of the game.

approved

2. Broadcast Policy (37.)

Recommendation: Change any terminology or reference to “radio broadcast fees” to read “live audio origination fee.”

Rationale: As media outlets continue to expand into new mediums and other non-traditional groups emerge, this change would protect the IHSA from a potential grey area. For example, should a non-radio media outlet choose to originate live audio at a state final for any reason, this would eliminate a potential loophole of that group avoiding the broadcast fee because they are not a radio station.

approved

TERMS & CONDITIONS RECOMMENDATIONS

1. Girls Volleyball – Super-Sectional Dates

Recommendation: Move the Girls Volleyball Super-Sectional dates to the Monday or Tuesday before the State Finals.

Rationale: The Saturday of Girls Volleyball Super-Sectionals is also the day of the Cross Country State Finals, Boys Soccer State Finals and second round of the Football Playoffs. Most media sacrifice covering volleyball as a result of the busy schedule. Girls Volleyball is the only IHSA sport that plays Super-Sectionals on Saturdays and, historically, plays shorter contests than sports like basketball who play weeknight Super-Sectionals.

No action taken

2. Boys & Girls Basketball – State Final Time Changes

Recommendation: Change the Boys and Girls Basketball State Final start times to Noon, 2 p.m., 5 p.m. and 7 p.m. for both days and all classes.

Rationale: IHSA March Madness is advertised the nation's premiere event of its kind and the media attempts to treat it as that, but deadline issues prevent this from happening with 2A and 4A title games. The four-class system no longer requires a team to play twice in a day, so rest is no longer a factor. The time changes may also draw larger crowds.

Note: If the current times are contractually abiding, the committee hopes the Board will consider these potential time changes when the contract is up for renewal. Moving the final two games of each day earlier is the top priority and any move forward would be helpful to the media.

No action taken

ITEMS OF GENERAL DISCUSSION

At each meeting of the advisory committee, there are certain agenda items that the committee discusses, but upon which it takes no action. The following is a report of those during the April 7, 2009 meeting:

- The committee discussed the photographer shooting areas at Boys Team Wrestling, Boys Football, Boys & Girls Swimming and Boys Basketball State Finals. The committee talked about space issues as well as the importance of making sure event managers and security are on the same page in terms of photographer shooting zones.
- The committee discussed proper protocol for sideline reporters at the Boys Football State Finals, as well as the need to better inform all radio stations of proper State Final broadcast policies and protocol.
- The committee discussed the current fee schedule for radio stations broadcasting from IHSA State Finals. The committee believes the current fees are fair and on par with other states and the NCAA.
- The committee discussed the potential to buy a meal from the IHSA or the University of Illinois at the Football State Finals. The time structure of the day makes it difficult for media covering all games to leave to get meals.
- The committee discussed the General Media State Final passes distributed by the IHSA office each summer and overwhelmingly agreed that they would like to continue using them rather than registering on an event-by-event basis.
- The committee discussed fees for video webcasting State Final events. Currently, any group who would like to webcast is subject to the television broadcasting rights fees. The committee has asked Matt Troha from the IHSA to research other states' video webcast fees in hopes of returning with a recommendation for the Board in the near future. The committee agreed a lower fee should be considered to allow non-commercial, non-pay-per-view groups to webcast affordably.
- The committee discussed allowing cable TV stations, who have covered their local high school team all season long, the chance to cover that team in a state final on a tape delayed basis that does not interfere with IHSA TV protocol. The committee may generate guidelines and submit them in the form of a recommendation to the Board if there is contractual clearance from the IHSA and IHSA TV Network.

