

## MINUTES OF THE IHSA NEWS MEDIA ADVISORY COMMITTEE MEETING

The IHSA News Media Advisory Committee met in the IHSA Office in Bloomington, Illinois, on Thursday, April 8, 2010. The meeting began at 10:00 a.m., committee members present were: Ken Roberts, Sports Writer, St. Louis Post-Dispatch; John Radtke, Fox Valley Sports Editor; Rob Dicker, Staff Photo journalist, Pioneer Press, Tim O'Halloran, Publisher, [www.edgytim.com](http://www.edgytim.com); Mindy Carls, Editor, Orion Gazette/Cambridge Chronicle; Greg Halbleib, Sports Director, WJBC Radio-Bloomington; and IHSA Asst. Executive Director, Matt Troha.

### POLICY RECOMMENDATIONS

#### 1. State Series Hosting – Press Box Priority Seating List

**Recommendation:** Add the IHSA Press Box Priority List (below) to the Managers Manual of any IHSA State Series event that utilizes a Press Box facility. The list would be used by game management to help determine press box seating in facilities that may have limited space or capacity.

##### **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. Other radio (2 individuals per station unless space allows for more)
10. Print Media
11. VIPs, fans, boosters, parents, etc.

**Rationale:** Some State Series venues have failed to accommodate radio stations and other media members in their press boxes, while accommodating fans/parents/boosters, etc. In the past two years, at least two radio stations have reported having lost expensive equipment due to having to broadcast in the rain. Others have also reported traveling significant distances to games and then being denied access to a “weather protected facility” per the requirements of the IHSA Handbook, despite being told prior to the game that they would have that access. By putting the onus on the IHSA, this list may also help Athletic Directors & Game Management better secure their press boxes.

Approved (as modified to allow the home management to determine the order of home radio, visitor radio, other radio and print media that would be able to fill the remaining spots in the press box ahead of VIPs, fans, boosters, parents, etc.)

## 2. Photo Marshalls

**Recommendation:** Develop a roster of volunteer “Photo Marshalls” geographically throughout the state. The Photo Marshalls can be called upon to help develop plans to best serve the participants, hosts, media, fans and IHSA in preparing for a State Series or State Final event venue. This list would also be made available to member schools to utilize for advice or help when preparing to host an event for the first time or planning a new facility, etc.

**Rationale:** Some State Final events and other hosting sites for State Series events could be altered to better serve the media without altering the tournament or the tournament management. Other venue setups are dangerous for the media and/or participants.

No Action Taken

## 3. Press Conferences – Basketball State Finals

**Recommendation:** Amend the following Policy: 37. Policies Regarding News Media Credentials and Working Assignments for IHSA State Series – 9. Required Coaches Press Conference – D. to read:

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 & 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.

**Rationale:** With interviews being conducted on the floor after the state championship games, often times the losing team is quick to leave and media members are unable to speak with the necessary players. The timing of the 1A & 3A state championships allows for more time to conduct interviews. The 2A & 4A interviews will continue to be on the floor only due to the fact that the game’s generally end after or near most media deadlines.

Approved

4. **Television Policy – Member School Videotaping Limitations**

**Recommendation:** Add the following paragraph to the end of 39. TELEVISION POLICY - 14. Member School Videotaping Limitations – A):

*Telecasts may include internet video streaming, provided the stream originates from the high school website, an approved local website or is viewed closed circuit within the venue for overflow crowds. Video webcasting produced by school personnel, but originated from a third-party website will be subject to applicable rights fees.*

**Rationale:** Many schools A/V Departments and TV stations are moving toward webcasting over traditional television.

Tabled

5. **Broadcast Fee Schedule**

**Recommendation:** Policy 39. Television Policy  
Move the Internet & Webcasting Fees from the Television Broadcast Fee Schedule and make it its own category with the following pricing.

**BOYS BASKETBALL**

Per Regional Game-\$50

Per Sectional Game-\$75

Per Super-Sectional Game-\$100

Per Regional Tournament-\$100

Per Sectional Tournament-\$125

**GIRLS BASKETBALL**

Per Regional Game-\$50

Per Sectional Game-\$50

Per Super-Sectional Game-\$75

Per Regional Tournament-\$75

Per Sectional Tournament-\$75

**FOOTBALL**

Per 1<sup>st</sup> Round Playoff Game-\$50

Per 2<sup>nd</sup> Round Playoff Game-\$50

Per Quarterfinal Playoff Game-\$75

Per Semifinal Playoff Game-\$100

**ALL OTHER SPORTS**

Per Regional Game/Meet-\$25 (\$50 whole tournament)

Per Sectional Game/Meet-\$50 (\$75 whole tournament)

Per Super-Sectional Game/Meet-\$75

**Rationale:** The current broadcast fee schedule has internet webcasting paying the same fees as live over-the-air television stations. Technology has made video webcasting a more accessible medium and this pricing better reflects the free, non-advertising supported webcasting that is prevalent throughout the state. Despite the increase in technology, the quality in most broadcasts is not yet at that of television and thus, should not have a significant impact on crowds or gate.

Tabled

## TERMS & CONDITIONS RECOMMENDATIONS

### 1. Girls Volleyball – Super-Sectional Dates

**Recommendation:** The IHSA Media Advisory Committee would like the Girls Volleyball Advisory Committee to study the possibility of moving the Girls Volleyball Super-Sectional dates to the Monday or Tuesday before the State Finals based on the rationale below. No action is necessary.

**Rationale:** The Saturday of the Girls Volleyball Super-Sectionals is also the day of the Cross Country State Finals, Boys Soccer State Finals and the 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, including Boys Volleyball (Sectional Finals are on Tuesdays), and historically plays shorter contests than sports like basketball who play weeknight Super-Sectionals. There has also been an increase in Saturday night football playoff games that have contributed to minimizing media exposure of the volleyball contests. It has also created strain on some school staffs, as a handful of schools have hosted both volleyball and football contests on this Saturday over the past few years. It would also likely increase the crowds and gate at the volleyball venues, as they would not be competing directly against the other events.

### 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.

Or

if the new television contract will not allow for these time changes, consider changing the start of the third game of each day (first 2A semifinal, 2A third-place contest, first 4A semifinal, 4A third-place contest) from 6:30 p.m. to 6:00 p.m. With the three-point, slam dunk and King of the Hill competitions, this would help to insure the final game of each day starts closer to the scheduled 8:15 p.m. time.

**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 the final games of the 2A and 4A sessions. 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.

## **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 8, 2010 meeting:

- The committee discussed the shooting zones at various state finals and certain state final events still providing VIP with access to shooting zones that were denied to the general media.
- The committee discussed general safety for media covering events at various Regional site and football playoff sites.
- The committee discussed amateurs/parents being credentialed to shoot photographs at State Series events.
- The committee discussed adequate working press room conditions at various state finals.
- The committee discussed the choice of host football facilities for Coop schools with two facilities.
- The committee discussed various issues media members experienced at State Final events during the fall and winter.
- The committee discussed the school name used for Coop schools by the IHSA.
- The committee discussed the broadcast fee schedule for radio stations.
- Matt Troha updated the committee on media projects he is set to undertake in the future, including: Developing State Final site directions for security/ushers to ensure everyone is on the same page. Rewriting the IHSA Media Policies to better update current practices. Redesign state final instructions to better represent current practices. Reconfigure the IHSA Media Center on the IHSA website to make it more manageable and user friendly.
- The committee discussed the size of the IHSA General Media Credentials and inquired into the possibility of smaller passes. They also discussed credentialing in the future, which could include credentials with an individual's photo on it. Due to safety concerns at some venues, the General Media Credentials could be eliminated in the future, which may require online credentialing for all state finals. The group also talked about the General Media Credentials being separated into Reporter and Photographer categories.
- The committee recognized John Radtke, Rob Dicker and Ken Roberts for their service to the Media Advisory Committee at their final meetings.