



INDIANA HIGH SCHOOL ATHLETIC ASSOCIATION, INC.

2011-12 Rules for Television, Radio, Cable Broadcasting and Internet Streaming

Please note: *Broadcast Applications* for all sports are also available online at www.ihsaa.org.

The Indiana High School Athletic Association, Inc. ("IHSAA") has established the following rules governing media coverage and broadcast of IHSAA Tournament Series Events. These rules are administered and amended as deemed appropriate by the IHSAA in its sole and absolute discretion.

I) GENERAL INFORMATION – BROADCAST OF REGULAR SEASON CONTESTS

A) Regular Season

- 1) The IHSAA does not directly regulate media broadcasting of contests involving IHSAA member schools during the regular season. Radio, television, cable and internet stations and independent producers wishing to originate broadcasts from regular season athletic events involving IHSAA member schools must obtain permission and make necessary arrangements with the host school. It is recommended that arrangements be made with the athletic director of the school hosting the event at least one week in advance by submitting a written request providing the full names of the announcers and all sponsors.

II) GENERAL INFORMATION – BROADCASTS AT IHSAA TOURNAMENT SERIES EVENTS

A) Permission

- 1) Stations may broadcast an IHSAA Tournament Series event provided advance written approval is obtained and provided all requirements are met. Each agreement requires the signature of the station manager.
- 2) All applications to broadcast an IHSAA Tournament Series event should be made using the official Broadcast Applications available in the Media section of www.ihsaa.org.
- 3) Broadcast Applications for all sports must be submitted one week prior to the event date via US Mail to:

**Ira Maher
ThreeSixty Group
310 W Michigan St, Suite A
Indianapolis, IN 46202**

or via fax: **317/633-1461**.

No application submitted via phone conversation, voicemail or e-mail will be accepted. The station or producer's current rate card must be submitted with each application.

- 4) There will be a \$25.00 late charge for each Broadcast Application postmarked after listed deadlines.
- 5) Stations and producers are responsible to pay all applicable IHSAA Tournament Series broadcast rights fees within 30 days after the State Championship in that sport.
- 6) The IHSAA, or its agent, may, in its sole and absolute discretion, discontinue or withdraw any approval, at any time, in the event a station is considered by the IHSAA to behave inappropriately, unsuitably or in poor taste, a broadcast is considered by the IHSAA to be inappropriate, unsuitable or in poor taste or the station violates these Rules and Regulations or violates the terms of the Broadcast Application.

- 7) The IHSAA, or its agent, reserves the right to grant, issue, deny and revoke broadcast rights and credentials to any broadcast outlet or producer based on the interpretation and intent of these rules and policies as determined by the IHSAA in its sole and absolute discretion.
- 8) The right to sell, gift or use for commercial purposes the Audio & Visual Works of the IHSAA, including photographic and electronic images, is the exclusive property of the IHSAA (See, IHSAA Policy for Photography, Film, Video and Audio).

B) Broadcast Coordination

- 1) All stations and producers that submit a Broadcast Application for IHSAA Tournament Series events will have two seats and two credentials reserved under the station or company name at the “media will call” entrance to the facility hosting the event they plan to cover. Additional credentials can be made available based on space requirements at each location.
- 2) The cost of any seats eliminated from sale because of a station or producer’s equipment shall be paid to the host of the Tournament Series event.
- 3) All originating stations and producers are responsible for the coordination and expense associated with the installation of telephone service, internet service or other distribution mechanism required to broadcast from a venue.

C) Internet Archiving

- 1) Any broadcast station or producer that has paid the appropriate broadcast rights fee for a live or tape-delay broadcast of any Tournament Series event may archive its own broadcast of that event on its own official station or company website for a period of 60 days following the live event.
 - (a) After the period of 60 days following the live event, the archive must be removed from the website permanently.
 - (b) No sponsor announcement or commercial that did not air in the original live or tape-delay broadcast of a Tournament Series Event may be inserted into an online archive.
- 2) A broadcast station or producer that has not paid a tournament rights fee for live or tape-delay broadcast may post a maximum of 3½ minutes of audio/video highlights of a Tournament Series event on its website.

D) Broadcast Reproduction and Distribution

- 1) A station or producer that has paid the appropriate broadcast rights fee for a live or tape-delay broadcast of a Tournament Series event and is interested in reproducing said broadcast for sale and distribution to the public through any medium (video tape, CD, DVD, digital file etc) may apply for the right to do so by contacting Ira Maher, ThreeSixty Group, 310 W Michigan St, Suite A; phone: 317/923-4597, e-mail: Ira@360grouponline.com.

E) Sponsors

- 1) When an IHSAA Tournament Series event has a presenting sponsor, the name of the presenting sponsor must be included in identifying the name of the event, i.e. IHSAA Girls’ Basketball Tournament presented by Indiana Farm Bureau Insurance.
- 2) Local sponsors should be carefully selected and the commercial announcements carefully supervised as to quantity, time and quality. Advertisers or sponsors of alcoholic beverages, firearms, tobacco, gambling, political, controversial or lewd issues, professional sports franchises (football only) and insurance (boys & girls basketball only) are not permitted.
- 3) Commercial announcements should not occupy actual playing time.

F) Announcers

- 1) Announcers are encouraged to handle contests with efficiency and without the introduction of objectionable comments (e.g., criticism of an official, coach, team, player, school, etc.). Reporting should be fair, impartial and unbiased.

G) Publicity

- 1) Favorable and constructive publicity should be provided by the station about all contests to be broadcast, in a manner and at times convenient to the station.

H) Broadcast Times.

- 1) No broadcasts will be permitted during school hours.

I) School Stations.

- 1) Radio stations identified by the FCC to be non-commercial educational stations owned and operated by an IHSAA member high school or its parent system may be granted permission to broadcast if physical space at the site permits. Such stations will not be required to pay the applicable IHSAA Tournament Series broadcast rights fees associated with these broadcasts. Such stations are required to abide by all broadcast rules for radio stations including the submission of a Broadcast Application by the stated deadlines. When submission deadlines are not met, such stations will be required to pay all applicable late fee charges.
 - (a) For the purposes of these rules, "educational" status is defined as a broadcast where a student(s) participates as a member of the broadcast team and/or technical crew as an educational extension or extra-curricular activity.
- 2) Internet broadcast stations owned and operated by an IHSAA member high school or its parent system may be granted permission to broadcast if physical space at the site permits. A school administrator must submit a written application to accompany any Broadcast Application stating the website's non-commercial educational status. If all appropriate forms are submitted by the stated deadlines, the IHSAA reserves the right to treat such broadcasters as non-commercial educational broadcasters following the rules stated above (II, I, 1)
- 3) Low power or closed circuit television stations owned and operated by an IHSAA member school or its parent system may be granted permission to broadcast if physical space at the site permits. A school administrator must submit written proof, to accompany any Broadcast Application, of the station's non-commercial educational status. If all appropriate forms are submitted by the stated deadlines, the IHSAA reserves the right to treat such broadcasters as non-commercial educational broadcasters following the rules stated above (II, I, 1)
- 4) Any broadcast outlet not owned and operated by an IHSAA member high school or its parent system, regardless of its non-commercial status, will be treated as an independent broadcaster and is subject to all fee structures and broadcast regulations.

III) RADIO – IHSAA TOURNAMENT SERIES EVENTS

- A)** The IHSAA welcomes radio stations and independent producers to carry live broadcasts from all IHSAA Tournament Series events, under the rules set forth herein.

B) General.

- 1) A radio station that has paid the applicable broadcast rights fee for a radio broadcast of a Tournament Series event is allowed to audio stream its own live broadcast on its own official station website at no additional cost.
- 2) A non-commercial educational radio station that has submitted a Broadcast Application is allowed to audio stream its own live broadcast only on its own high school radio website or the official website of the school athletic department.
- 3) Live remotes and on-site give-away promotions by a radio station that is not originating a play-by-play broadcast from any given Tournament Series event is not permitted.
- 4) Priority Broadcasting:
 - (i) Emmis Communications' radio station WFNI-AM, Indianapolis is the official radio partner of the IHSAA
 - (ii) WFNI-AM will have first and exclusive (in the Indianapolis, IN DMA) right as it relates to broadcast locations during any IHSAA state tournament
 - (iii) All other radio stations will have access to Tournament Series events on a first-come, first-served basis

C) Information regarding radio broadcasts of the Tournaments Series events in football, girls basketball, boys basketball.

- 1) Radio stations may choose between two broadcast options:
 - (a) **IHSAA Champions Radio Network Affiliate Broadcaster**
 - (i) Radio stations may apply to become affiliates of the IHSAA Champions Radio Network for any of three tournaments (football, boys basketball and girls basketball) by completing and submitting the Radio Network Affiliate Application before **September 15, 2011**
 - (ii) Affiliate radio stations must submit Broadcast Applications for any of the IHSAA's 20 Tournaments Series by the stated deadlines
 - (iii) Radio stations approved to operate as Radio Network Affiliates may have all applicable tournament rights fees waived for the Tournament Series events of their affiliation in exchange for carrying all must-carry programming as described in the Radio Network Rules and Regulations (available at www.ihsaa.org)
 - (iv) ThreeSixty Group will coordinate on behalf of each broadcaster with the host school or facility of each Tournament Series event to facilitate a smooth broadcast
 - (v) For all benefits and expectations of IHSAA Champions Radio Network Affiliates, please refer to the Radio Network Rules and Regulations
 - (vi) Stations that do not complete the Affiliate Application before September 15, 2011, or are not approved as Network Affiliates, will operate as Independent Broadcasters
 - (b) **Independent Broadcaster**
 - (i) Radio stations and producers may submit Broadcast Applications for any Tournament Series by the stated deadlines
 - (ii) ThreeSixty Group will coordinate on behalf of each broadcaster with the host school or facility of each tournament contest to facilitate a smooth broadcast
- 2) **Broadcast Rights Fees:**
 - (a) Broadcast rights fees for all IHSAA Tournaments Series must be paid immediately upon completion of the broadcast(s) and are non-negotiable. Fees are assessed on a game-by-game basis (For example: the fee to cover a sectional football game is \$40, if a station or producer were to broadcast three sectional football games, the total amount due for that round of the tournament would be \$120).
 - (i) **Fee Structure**
 - Sectional– 3 x station's highest 60-second rate (Min. \$40, Max. \$200)
 - Regional– 3½ x station's highest 60-second rate (Min. \$50, Max. \$200)
 - Semi-state– 4 x station's highest 60-second rate (Min. \$75, Max. \$200)
 - State– 5 x station's highest 60-second rate (Min. \$100, Max. \$200)

D) Information regarding radio broadcasts of IHSAA Tournament Series events in all other sports.

- 1) A radio station or producer is invited to originate a broadcast from any Tournament Series event in cross country, golf, gymnastics, soccer, softball, baseball, swimming, tennis, track & field, volleyball and wrestling (subject to space and availability).
- 2) Broadcast rights fees for all IHSAA Tournaments Series must be paid immediately upon completion of the broadcast(s) and are non-negotiable. Fees are assessed on a per game basis.
- 3) **Broadcast Rights Fees:**
 - Sectional, Regional & Semi-state - \$35 per game
 - State Final(s) - \$50 per event / tournament round or \$150 per day to broadcast all events

IV) TELEVISION – IHSAA TOURNAMENT SERIES EVENTS

- A) The IHSAA is the sole producer and distributor of television broadcasts of state championship events in all IHSAA Tournament Series via the IHSAA Champions Television Network. The IHSAA welcomes television stations, cable companies and television producers to produce and distribute live broadcasts from all IHSAA sub-state level Tournament Series events, under the rules set forth herein.

B) General

- 1) Delayed broadcasting is not permitted within one hour of the completion of a Tournament Series event.
- 2) A television station, cable company or television producer that has paid the applicable broadcast rights fee for a television broadcast of a Tournament Series event is allowed to video stream its own live broadcast on its own official station website at no additional cost.
- 3) A non-commercial educational television station that has submitted a Broadcast Application is allowed to video stream its own live broadcast only on its own high school television website or the official website of the school athletic department.
- 4) Any television station, cable company or television producer that broadcasts a State Tournament event either live or by tape-delay must provide a copy of the video footage to the IHSAA within ten (10) business days of the live Tournament Series event for the IHSAA's unlimited use.
- 5) Live remotes and on-site give-away promotions by television and cable stations that are not originating a play-by-play broadcast from any given Tournament Series event are not permitted.

C) The IHSAA Championship Television Network

- 1) The IHSAA is the sole producer and distributor of television broadcasts of state championship events in all IHSAA Tournament Series via the IHSAA Champions Television Network
- 2) Affiliates: The IHSAA has identified Championship Television Network affiliates in some Indiana markets. These affiliates have the exclusive first right to all IHSAA Championship Television Network Programming. Where an Indiana market is not currently being served by an Affiliate, Network programming is available for purchase by any interested station. Stations interested in carrying Network programming should contact Ira Maher, ThreeSixty Group at 317/633-1456 or ira@360grouponline.com for details and pricing.
 - (a) The current affiliate stations of the IHSAA Championship Television Network are:
 - (i) Flagship/Indianapolis/Kokomo: WTTV "Indiana's 4," Indianapolis, WXIN "Fox 59"
 - (ii) Evansville: WEHT "News 25"
 - (iii) New Albany: WNDA "Indiana 9"
 - (iv) Fort Wayne: WISE 15 "Indiana's NewsCenter"
 - (v) South Bend: WHME 46
 - (vi) Merrillville: WYIN 56 "Lakeshore Public Television"

D) Priority Broadcasting

- 1) The above listed Affiliates of the IHSAA Championship Television Network and any future identified Affiliates will receive the following broadcast rights:
 - (a) Affiliates have the first right to televise at any IHSAA Tournament Series site featuring a team whose mailing address is within the station's FCC defined coverage area. Affiliates must make their decision within 48 hours once the competing teams are determined.
 - (b) Other television stations and cable companies may televise from a sectional, regional or semi-state only if no Affiliate is originating a television broadcast from that location.

E) Broadcast Rights Fees

- 1) Television broadcast rights fees for all IHSAA Tournament Series events must be paid immediately upon completion of the broadcast and are non-negotiable. Fees are assessed on a game-by-game basis.
- 2) Independent producers are responsible for paying the rights fee associated with the platform on which a broadcast airs to the public. Additionally, in the case where one event is distributed on multiple platforms, payment of a rights fee is required for each platform and each broadcast.
- 3) Broadcast Rights Fees:
 - (a) Commercial over-the-air television station (serving fewer than 75,000 households) - \$325/game broadcast

- (b) Commercial over-the-air television station (serving more than 75,000 households) - \$650/game broadcast
- (c) Commercial over-the-air digital multi-cast channel - \$325/game broadcast
- (d) Commercial cable-only station (serving fewer than 75,000 households) - \$325/game broadcast
- (e) Commercial cable-only station (serving more than 75,000 households) - \$650/game broadcast
- (f) Commercial cable-only video-on-demand service (whether associated with a broadcast channel or unassociated) - \$350/game (per 60-day availability period)
- (g) Non-commercial over-the-air television station or cable-only station - \$250/game

V) INTERNET – IHSAA TOURNAMENT SERIES EVENTS

- A)** The IHSAA is the sole producer and distributor of internet video web-streams of state championship events for all IHSAA Tournament Series via its websites, www.ihsaa.org and www.ihsaatv.org. The IHSAA welcomes all internet stations to webcast live video and/or audio streams from all IHSAA sub-state level Tournament Series events, under the rules set forth herein.
- B) General**
- 1) No internet company will be granted permission to distribute live video from the state championships level of an IHSAA Tournament Series where a broadcast will be originated by the IHSAA.
 - 2) Internet companies may distribute an audio stream from the state championship level of an IHSAA Tournament Series if a participating high school is located within the county where the internet station has its permanent mailing address, or a contiguous county.
 - 3) Internet station webcasts must be produced by, and include announcers provided by, the originating internet company.
 - 4) Internet webcasts may not be rebroadcasts or live broadcasts from any another source.
- C) Broadcast Rights Fees**
- 1) Broadcast rights fees for all IHSAA Tournaments Series must be paid immediately upon completion of the broadcast(s) and are non-negotiable. Fees are assessed on a per game basis.
 - 2) Broadcast Rights Fees: (football, boys basketball and girls basketball)

Sectional	\$40 (per every game webcast)
Regional	\$50 (per every game webcast)
Semi-State	\$75 (per every game webcast)
State	\$100 (per every game webcast)
 - 3) Broadcast Rights Fees: (all other sports)

Sectional, Regional & Semi-state - \$35 per game	
State Final(s) - \$50 per event / tournament round or \$150 per day to broadcast all events	
- D) Qualifications**
- 1) Internet stations desiring to webcast an IHSAA Tournament Series event must have a unique, registered domain name, ending in one of the recognized extensions (.com, .cc, .org, .edu, .net).
 - 2) Internet stations requesting to webcast an IHSAA Tournament Series event must have a demonstrated record of sustained coverage of high school sports, which should include (but is not limited to).
 - (a) Publishing stories and statistics in a timely basis about individual contests.
 - (b) Publishing scores on game days.
 - (c) Streaming audio or other content on a real-time basis of contests; publishing feature stories about high school sports teams, coaches and student-athletes.

- 3) The following internet stations will not be granted permission to webcast from IHSAA Tournament Series events:
- (a) Personal page internet site publishers.
 - (b) Subscription-based internet sites.
 - (c) Internet sites associated in any way with the promotion of alcohol, firearms, tobacco, gambling, political or controversial issues, or lewd subject matter as determined by the IHSAA.
 - (d) Any other internet site deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the IHSAA.