



INDIANA HIGH SCHOOL ATHLETIC ASSOCIATION, INC.
2008-09 Rules for Television, Radio, Cable and Internet Broadcasting

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

The Indiana High School Athletic Association, Inc. ("IHSAA") has established the following rules governing media coverage and broadcast of certain athletic contests conducted under the sponsorship and supervision of the IHSAA. 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

The IHSAA does not directly regulate media broadcasting of contests during the regular season. Radio, television, cable and internet stations may originate original broadcasts from regular season athletic events involving IHSAA member schools. It is recommended that arrangements should 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 SPONSORED TOURNAMENT CONTESTS

A. Permission.

1. Stations may broadcast an IHSAA sponsored Tournament contest provided advance written approval is obtained and provided all requirements are met. Each agreement requires the signature of the station manager.
2. Broadcast applications for all sports must be submitted to Associated Sports Productions, Inc., 36 S. Pennsylvania Street, Suite 190, Indianapolis, IN 46204; Phone: 317/633-1462, Fax: 317/633-1461. The Station's current rate card must be submitted with each application.
3. There will be a \$25.00 late charge for each broadcast application postmarked after listed deadlines.
4. 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, or a broadcast is considered by the IHSAA to behave inappropriately, unsuitable or in poor taste.
5. Broadcast rights are granted to an event for one-time use only and may not be duplicated in any way for resale without written permission from the IHSAA.
6. The payment of monies, other than rights fees and related expenses, to any person or organization is absolutely prohibited.

B. Sponsors.

1. When an IHSAA tournament 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. Alcoholic beverages, tobacco, gambling, or political parties may not be allowed to advertise.

C. Announcers and Announcements.

1. Commercial announcements should not occupy actual playing time.
2. 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.

D. Publicity.

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.

E. Broadcast Times.

No broadcasts will be permitted during school hours.

F. School Stations.

School stations may be granted permission to broadcast if physical space at the site permits.

III. RADIO – IHSAA SPONSORED TOURNAMENT CONTESTS AND EVENTS

The IHSAA welcomes radio stations to carry live broadcasts from all IHSAA Tournament events, under the rules set forth herein.

A. General.

1. The IHSAA reserves the right to grant, issue, and deny credentials to any radio station based on the interpretation and intent of these policies as determined by the IHSAA in its sole and absolute discretion.
2. Broadcast applications for all sports must be submitted to Associated Sports Productions, Inc., 36 S. Pennsylvania Street, Suite 190, Indianapolis, IN 46204; Phone: 317/633-1462, Fax: 317/633-1461. The Station's current rate card must be submitted with each application.
3. There will be a \$25.00 late charge for each broadcast application postmarked after listed deadlines.
4. Radio stations are allowed to audio stream their own live broadcasts on their own internet station web site if they so desire at no additional cost. High school radio stations are allowed to audio stream their own live broadcasts only on their own high school web site.
5. In order for a radio station to archive their audio broadcast on their website, the station must have paid a broadcasting rights fee to the IHSAA.
 - a. Stations that do not pay a rights fee may archive no more than 3½ minutes of their audio broadcast highlights on their website.
6. Live remotes and on-site give-away promotions by radio stations that are not originating a play-by-play broadcast from any given Tournament game are not permitted.

B. Information regarding radio broadcasts for football, girls basketball, boys basketball.

1. Football, girls basketball and boys basketball will each be featured on the IHSAA / Methodist Sports Medicine Championship Radio Network. Each Tournament will be run on an individual, Tournament-by-Tournament, basis.
2. **Deadlines:**
 - Football broadcast application/fee payment: October 6, 2008
 - Girls Basketball broadcast application/fee payment: January 26, 2009
 - Boys Basketball broadcast application/fee payment: February 14, 2009
3. **Options.**

For football, girls basketball and boys basketball, stations are welcome to broadcast any Tournament game. There are two options pertaining to broadcast fees:

 - a. Stations can agree to carry a minimum of one IHSAA / Methodist Sports Medicine Championship Radio Network game and pay no broadcast rights fees for Tournament game(s) from which a station originates its own broadcast (fees will be waived per Tournament).
 - b. Stations can choose not to carry a Championship Radio Network game and pay rights fees. (See, Fee structure, Section III (C)(5).)

NOTE: Bona fide, Non-Commercial and high school radio stations are not required to pay broadcast rights fees. Non-Commercial radio stations must submit a letter with application stating their status as non-commercial.
4. **Stations that join the IHSAA / Methodist Sports Medicine Championship Radio Network, broadcast requirements.**

Each of these three IHSAA State Tournaments, football, girls basketball and boys basketball, will be conducted separately. A station can join the Network for one, two or all three of the Tournaments. Broadcast fees will be waived on a Tournament-by-Tournament basis. For example, a station can choose to carry a radio Network game for football and girls basketball, but not for boys basketball. Under this scenario, fees will be waived for football and girls basketball, and the station will be required to pay broadcast fees for boys basketball. Joining the network does not exempt a station from paying broadcast fees for baseball, softball or other Tournament events carried.

 - a. Each IHSAA / Methodist Sports Medicine Championship Radio Network feed is free of charge to Network stations.
 - b. Stations will have the opportunity to earn revenue by selling (15) :30-second spots within each state championship game.
 - c. After joining the IHSAA / Methodist Sports Medicine Championship Radio Network, a station may choose to carry any of that specific Tournament's state championship games that it wishes. There are no restrictions on which Championship Radio Network game(s) a station carries. Due to the growing popularity of high school sports, a station is welcome to carry as many Championship Radio Network games as it wishes.
 - d. If one (or more) of the high schools listed on a station's broadcast application advances to the state finals, the station may originate a broadcast from that state finals and is not obligated to carry the IHSAA / Methodist Sports Medicine Championship Radio Network feed. Please note: in order to originate its own broadcast at the state finals, a station must have broadcast each of the finalist's previous tournament games, or broadcast some portion (i.e. live cut-ins) of all of them. Under this scenario, stations will not be charged to broadcast from the state finals because they are a member of the IHSAA / Methodist Sports Medicine Championship Radio Network. Stations can also choose to carry a Radio Network feed instead of originating its own broadcast.
 - e. Stations will be able to pick up each game via the Network Indiana satellite or via a dial-up line.
 - f. WFNI is the exclusive Indianapolis area commercial radio affiliate for IHSAA championship broadcasts. Any commercial radio station primarily serving the

Indianapolis area and seeking to originate its own broadcast of an IHSAA state championship event must be approved by the IHSAA, Associated Sports and WFNI.

- g. If your station chooses to carry any IHSAA / Methodist Sports Medicine Championship Radio Network game during the 2008-09 school year, we require that your station also carry the 15-Minute *IHSAA High School Sports Report* at least once per week during each of the 31 weeks it will be produced, starting the week of August 18. A new show will be produced by Emmis Communications and sent via the Network Indiana satellite at a pre-determined time each week. Each station will have (3) 30-second spots to sell locally each week, or a total of 117 spots during the year. The IHSAA Sports Report is free and a part of the IHSAA / Methodist Sports Medicine Championship Radio Network package. If this show does not air as a pre-game element prior to local live sports programming, it must air between 7 a.m. and 10 p.m. during Thursday or Friday of the week it is produced.
- h. **Stations are encouraged to sign up for the IHSAA / Methodist Sports Medicine Championship Radio Network by August 18, 2008.**

5. IHSAA Radio Tournament Pairings Shows.

- a. The *IHSAA Radio Tournament Pairings Shows* will be produced for football, girls basketball and boys basketball. These shows are offered free of charge to stations carrying an IHSAA Championship Radio Network game. If a station chooses to join the IHSAA / Methodist Sports Medicine Championship Radio Network for one of the given sports mentioned above, your station will be required to also carry the *IHSAA Radio Tournament Pairings Show* for that particular sport (i.e. if your station joins the radio network for football, we require that you also carry the IHSAA live football pairings show).
- b. **Stations which do not join the IHSAA / Methodist Sports Medicine Championship Radio Network.**
 - i. Those stations not joining the IHSAA / Methodist Sports Medicine Championship Radio Network that still wish to carry the pairings show may do so at a cost of \$50.00 per show.
 - ii. The pairings shows are scheduled as follows:
 - IHSAA Radio Tournament Pairings Show* - Football: Time & Date TBD
 - IHSAA Radio Tournament Pairings Show* - Girls Basketball: Time & Date TBD
 - IHSAA Radio Tournament Pairings Show* - Boys Basketball: Time & Date TBD
- c. All stations will have fourteen (14) 30-second spots to sell locally within the first 1½ hours of each pairings show program. After the first 1½ hours, stations may broadcast their own show to discuss their own sectionals with coaches, players, etc. Stations will be required to carry the first 1½ hours of the live feed.

6. Radio stations not carrying a championship network game:

Stations that originate a broadcast from the state finals are asked to have followed a participating state finalist school through each level of Tournament play (to "follow" is defined as broadcasting live in its entirety or broadcasting any portion, i.e. live cut-ins).

- a. **Broadcast fees for the football state Tournament (stations not carrying a network broadcast):**
 - Sectional– wk 1 - 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
 - Sectional– wk 2 - 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
 - Sectional– wk 3 - 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
 - Regional– 3½ X station's highest 60-second rate (Min. \$45, Max. \$200)
 - Semi-state– 4 X station's highest 60-second rate (Min. \$50, Max. \$200)
 - State– 5 X station's highest 60-second rate (Min. \$70, Max. \$200)
- b. **Broadcast fees for the girls basketball state Tournament (stations not carrying a network broadcast):**

Sectional– 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
Regional– 3½ X station's highest 60-second rate (Min. \$45, Max. \$200)
Semi-state– 4 X station's highest 60-second rate (Min. \$50, Max. \$200)
State– 5 X station's highest 60-second rate (Min. \$70, Max. \$200)

c. Broadcast fees for the boys basketball state Tournament (stations not carrying a network broadcast):

Sectional– 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
Regional– 3½ X station's highest 60-second rate (Min. \$45, Max. \$200)
Semi-state– 4 X station's highest 60-second rate (Min. \$50, Max. \$200)
State– 5 X station's highest 60-second rate (Min. \$70, Max. \$200)

C. Information regarding radio broadcasts for baseball, softball, and all other sports –

1. Baseball –

- a. Application/fee payment deadline: May 21, 2009.
- b. Stations are invited to originate state Tournament broadcasts. Broadcasting procedures remain the same in baseball as in previous years.

c. Fees:

Sectional – 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
Regional – 3½ X station's highest 60-second rate (Min. \$45, Max. \$200)
Semi-state – 4 X station's highest 60-second rate (Min. \$50, Max. \$200)
State – 5 X station's highest 60-second rate (Min. \$70, Max. \$200)

2. Softball.

- a. Application/fee payment deadline: June 15, 2009.
- b. Stations are invited to originate state Tournament broadcasts. Broadcasting procedures remain the same in softball as in previous years.

c. Fees:

Sectional fee – 3 X station's highest 60-second rate (Min. \$40, Max. \$200)
Regional fee – 3½ X station's highest 60-second rate (Min. \$45, Max. \$200)
State fee – 5 X station's highest 60-second rate (Min. \$70, Max. \$200)

3. All other sports

- a. A radio station is invited to originate a broadcast from any athletic Tournament event in cross country, golf, gymnastics, soccer, softball, swimming, tennis, track & field, volleyball and wrestling for a flat fee of \$35 for each level of the Tournament (subject to space and availability).
- b. Applications must be received at least two weeks before the event. Broadcasting procedures remain the same in all other sports as in previous years.

IV. TELEVISION, CABLE and PRIORITY BROADCASTING – IHSAA SPONSORED TOURNAMENT CONTESTS AND EVENTS

The IHSAA welcomes television and cable stations to carry live broadcasts from all IHSAA Tournament events, under the rules set forth herein.

A. General.

- 1. The IHSAA reserves the right to grant, issue, and deny credentials to any television station based on the interpretation and intent of these policies as determined by the IHSAA in its sole and absolute discretion.
- 2. Broadcast applications for all sports must be submitted to Associated Sports Productions, Inc., 36 S. Pennsylvania Street, Suite 190, Indianapolis, IN 46204; Phone: 317/633-1462, Fax: 317/633-1461. The Station's current rate card must be submitted with each application.
- 3. There will be a \$25.00 late charge for each broadcast application postmarked after listed deadlines.

4. Television and cable stations wishing to broadcast from a sectional, regional or semi-state site must receive permission from the IHSAA and Associated Sports Productions.
5. Approved television and cable stations may transmit only at those Tournament sites where their home area school(s) are assigned.
6. Delayed broadcasting is not permitted within one hour of the completion of a contest or event.
7. Television stations are only allowed to post a maximum of 3½ minutes of audio/video stream broadcast highlights on their website.
8. The cost of any seats eliminated from sale because of station's equipment shall be paid to the Tournament principal.
9. Television stations and cable companies may not reproduce and sell video tapes or DVD's of Tournament games to the public (please see section VII). However, any television station, cable company or internet company that records a video tape or DVD of Tournament games must provide a copy of the video footage to the IHSAA within 7 to 10 business days of the Tournament game(s).
10. All cable and television stations will be required to fill out a broadcast application in advance listing all schools they may or may not follow (as all radio stations currently do) along with payment in advance.
11. 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 game are not permitted.

B. Priority Broadcasting.

The **Indiana Cable Network (ICN)** is currently the exclusive television/cable broadcast partner of the IHSAA.

1. ICN has the first right to televise at any IHSAA tournament site. ICN must make their decision within 48 hours once the competing teams are determined.
2. IHSAASports.org has the second choice of games to video stream. IHSAASports.org must make their decision with 24 hours following ICN's decision.
3. Other television and cable stations may televise from a sectional, regional or semi-state site only if neither ICN nor IHSAASports.org is originating a television or video streaming broadcast from that location.

Emmis Communications (Emmis) is currently the exclusive audio/video internet broadcast partner of the IHSAA.

1. Subject to any prior exclusive right held by ICN, Emmis will have the first right to produce live video stream coverage of TIER 1 IHSAA State Championship Tournament Games via the Internet on IHSAASports.org.
2. Emmis will have first right to produce live video stream coverage of TIER 1 IHSAA sectional, regional and semi-state via the Internet on IHSAASports.org.
3. Emmis will have 2nd choice (after ICN) to produce live video stream coverage of all TIER 2 & 3 IHSAA State Championship Games via the Internet on IHSAASports.org
4. Emmis will have 2nd choice (after ICN) to produce live video stream coverage of all TIER 2 & 3 IHSAA sectional, regional and semi-state via the Internet on IHSAA Sports.org.
5. Other Internet stations may broadcast audio only via the Internet from a sectional, regional or semi-state only if Emmis is not originating a broadcast from that location.
6. Emmis has exclusive rights to air via the Internet live video stream coverage for the TIER 1 tournament pairings shows on IHSAASports.org.
7. No other internet station that is not apart of Emmis is allowed to originate a video stream at a State Finals event unless otherwise designated by the IHSAA.

Definitions:

"TIER 1 IHSAA Tournament Games" means final round the state championship: game, match play, or meet for the following sports: football, basketball (boys and girls). And "TIER 1" shall refer to such sports.

"TIER 2 IHSAA Tournament Games" means final round the state championship: game, match play, or meet for the following sports: baseball, soccer (boys and girls), volleyball, softball. And "TIER 2" shall refer to such sports.

"TIER 3 IHSAA Tournament Games" means final round the state championship: game, match play, or meet for the following sports: cross country (boys and girls), golf, (boys and girls), swimming (boys and girls), tennis (boys and girls), gymnastics, track & field (boys and girls) and wrestling. And "TIER 3" shall refer to such sports.

C. Commercial television stations.

Permission for commercial television requests for live broadcasts will be handled on an individual event basis (a fee structure is listed below). Taping for delayed or live broadcasts will be permitted upon payment of following fee structure:

TIER 1 sports (football, girls basketball, boys basketball)

\$325 rights fee per playback – tape delay (systems w/ 75,000 subscribers or less)
\$650 rights fee per playback – tape delay (systems w/ more than 75,000 subscribers)

\$450 rights fee – live broadcast (systems w/ 75,000 subscribers or less)
\$800 rights fee – live broadcast (systems w/ more than 75,000 subscribers)

TIER 2 & TIER 3 sports (baseball, cross country, golf, gymnastics, soccer, softball, swimming, tennis, track & field, volleyball and wrestling)

\$200 rights fee per playback – tape delay (systems w/ 75,000 subscribers or less)
\$400 rights fee per playback – tape delay (systems 2/ 75,000 subscribers or more)

\$300 rights fee – live broadcast (systems w/ 75,000 subscribers or less)
\$500 rights fee – live broadcast (systems w/ 75,000 subscribers or more)

D. Non-commercial television stations.

Permission for non-commercial and local access television requests for live broadcasts will be handled on an individual event basis. A non-commercial and local access television station requesting taping for delayed or live broadcasts will be permitted upon payment of a \$200 flat fee for each level of the Tournament (regardless of the sport).

V. INTERNET – IHSAA SPONSORED TOURNAMENT EVENTS

The IHSAA and Emmis Communications entered into an exclusive Joint Venture agreement effective on July 1, 2007 (see Section IV, part B – Priority Broadcasting). Emmis Communications has the first right of to video stream broadcasts via the Internet on IHSAASports.com. The IHSAA welcomes all other internet stations to carry live audio broadcasts from all IHSAA Tournament events, under the rules set forth herein.

A. General.

1. The IHSAA reserves the right to grant, issue, and deny credentials to any internet station based on the interpretation and intent of these policies as determined by the IHSAA in its sole and absolute discretion.

2. Broadcast applications for all sports must be submitted to Associated Sports Productions, Inc., 36 S. Pennsylvania Street, Suite 190, Indianapolis, IN 46204; Phone: 317/633-1462, Fax: 317/633-1461. The Station's current rate card must be submitted with each application.
3. There will be a \$25.00 late charge for each broadcast application postmarked after listed deadlines.
4. Fees listed are one-time rates. No rebroadcast of IHSAA Tournament events is allowed.
5. Internet stations are responsible for installation and payment of telephone lines as needed.

B. Fees

For all sports, the rate schedule for audio internet broadcasts will be as follows:

Sectional	\$75 (per every game broadcast)
Regional	\$75 (per every game broadcast)
Semi-State	\$100 (per every game broadcast)
State	\$150 (per every game broadcast)

C. Qualifications

1. Internet stations desiring to broadcast an IHSAA state Tournament contest must have a unique, registered domain name, ending in one of the recognized extensions (.com, .cc, .org, .edu, .net).
2. Internet stations requesting to broadcast state Tournament events 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. Internet stations may broadcast an IHSAA Tournament event only if at least one of the participating schools is located within the county where the internet station has its permanent mailing address, or a contiguous county. Special arrangements may be made on an event-by-event basis and must be made through Associated Sports Productions.
4. All internet providers will be required to fill out a broadcast application in advance listing all schools they may or may not follow (as all radio stations currently do) along with payment in advance.
5. Internet stations are only allowed to post a maximum of 3½ minutes of audio/video stream broadcast highlights on their website.
6. Internet sites may be asked to furnish, upon request, certifiable traffic numbers from an established auditing firm (i.e. Nielsen), or from its service provider. Hit counters on pages will not fulfill this requirement. The following information must be provided:
 - a. The average number of "unique viewers/visitors" to the site in the last 30-60-90 days.
 - b. The average number of "page views" by each visitor.
 - c. The name and telephone number of the auditing firm or service provider to discuss/ensure the accuracy of the numbers.
7. The following internet sites **will not** be granted permission to broadcast from IHSAA Tournament events:
 - a. Personal page internet site publishers.
 - b. Subscription-based internet sites.
 - c. Internet sites associated in any way with the promotion of alcohol, tobacco, gambling, political election issues/candidates, 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.

D. Rules

1. Only Emmis Communications, the official IHSAA Internet partner will be granted permission to audio/video broadcast via the Internet from a state finals event. Other internet companies may audio stream if a participating high school is located within the county where the internet station has its permanent mailing address, or a contiguous county, is participating in the state final contest.
2. Internet broadcasts may not be rebroadcasts or live broadcasts from any another source. For example, an internet site cannot air a broadcast produced by a separately owned radio station.
3. Internet stations must be produced by, and include announcers provided by, the originating internet company.
4. Internet sites must furnish, upon request, the name of a contact person who can serve as the liaison to the Associated Sports Productions and the IHSAA in the event questions or concerns arise related to the accuracy and fairness of content posted from IHSAA Tournaments.
5. "Real-time" transmission of streaming video, digital images, and data, including live game statistics, are the exclusive property of the IHSAA, and the license to provide such information or service is granted to only to Emmis Communications, the official IHSAA Internet partner. All other internet stations are strictly prohibited from transmitting real-time video or digital images and/or data on their web sites or any other web site.
6. Permission granted to Internet stations is for broadcast of audio only. No video streaming is allowed at an IHSAA Tournament contest or event.
7. The right to sell, gift or use for commercial purposes the Audiovisual 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).



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