

# 2009-2010 SDHSAA MEDIA POLICY MANUAL

## PHILOSOPHY

1. All SDHSAA sub-state and state level competitions are the property of the SDHSAA. All media (including television, video recording, and broadband) coverage of SDHSAA sub-state and state events is governed by the “SDHSAA Media Policy.”
2. The “SDHSAA Media Policy” applies to all sub-state and state level competition. The media policies of the SDHSAA **DO NOT** apply to regular season contests.

## INTRODUCTION

This South Dakota High School Activities Association *Media Policy Manual* presents the rules and regulations for *news* media coverage of all state tournament competition conducted by the South Dakota High School Activities Association. These policies shall be in effect at all levels of state tournament competition, beginning at the district level. Print, wire service, radio, television, and Web site personnel should carefully review the policies contained within this manual. These policies **DO NOT** apply to regular season dual meets/contests or invitational meets/tournaments (those which occur during the regular season of play). They become effective, however, at the beginning of each level of SDHSAA - sponsored state tournament competition — either district or region.

## GENERAL POLICIES

### 1. GENERAL INFORMATION

- A. Print and broadcast editors should carefully review the following policies concerning the issuance of credentials for reporters and photographers, as well as photographer limitations policies.
- B. While the many athletic activities conducted by the SDHSAA vary in intensity of news media coverage, major concepts of these policies of news media administration will not vary. The degree to which these concepts will be implemented will vary according to the activity.
- C. The SDHSAA is supportive of all media efforts to acknowledge the achievement of participants in SDHSAA events. To assure an orderly working environment for the press and to establish fair use of accounts and descriptions of SDHSAA events, the SDHSAA establishes these guidelines of ownership and conduct.
  - 1) No on site media coverage is permitted without authorized SDHSAA press credentials.
  - 2) **The conduct of the bearer of SDHSAA press credentials is specified within the GUIDELINES FOR THE ISSUANCE OF WORKING PRESS PASSES.**
  - 3) The use of any account, description, picture, photograph, video, audio, reproduction, or other information concerning SDHSAA sanctioned Events other than for news coverage of, or magazines, books or stories about, the Events, or for First Amendment-protected purposes, is prohibited, except with the prior written consent of the SDHSAA or as specifically licensed. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the SDHSAA trademarks, copyright and other proprietary rights.
  - 4) Any secondary use of any picture, audio description, videotape/film or drawing of the Event taken or made by the accredited organization or individual to whom the press credential has been issued (including, but not limited to, use in delayed editorial or non-editorial, advertising, sales promotion or merchandising) is prohibited in any media (television, cable, radio, print, internet or broadband) without prior specific written approval of the SDHSAA.
  - 5) No advertising, program sponsorship, or implied association of gambling, tobacco, alcoholic beverages, or any other product which is contrary to the principles of good high school activity training is allowed in association with any media distribution of SDHSAA events or information. Any violation of the alcohol/tobacco/gambling/restricted product regulation will void the SDHSAA media credentials to any media outlet.

### 2. GUIDELINES FOR THE ISSUANCE OF WORKING CREDENTIALS/PRESS PASSES

- A. The South Dakota High School Activities Association controls the allotment of credentials or press passes issued to any given media outlet (television, radio, print, and internet or other broadband).
- B. Media credentials will be issued to the state’s recognized accredited media outlets (members or associate members of the South Dakota Newspaper Association and the South Dakota Broadcasters Association) that cover and serve SDHSAA sponsored activities on a regular basis (hereafter “Accredited Organization”).
- C. The SDHSAA reserves the right to issue credentials to non-accredited members of the media whose work with high school activities has been documented over a period of years.

- D. Credentials are issued only to those who are at the event to work – the passes are not intended for members of the media who attend only to watch the games. Credentials are issued by the South Dakota High School Activities Association to an Accredited Organization for the sole purpose of providing access for an individual who has a legitimate working function on behalf of the Accredited Organization in connection with an SDHSAA activity. It is issued subject to the following conditions:
- 1) The Accredited Organization together with the bearer of any SDHSAA credential (collectively, “Bearer”), by acceptance and use of the credential, each represent and agree that Bearer is engaged in a legitimate working function (media or game service) in attending this Event. This credential is for use solely in connection with Bearer’s news and editorial coverage of a SDHSAA activity. Any non-editorial, commercial or other unauthorized use of transmission, picture, film, videotape, audiotape, writing, drawing or other depiction or description of any game or activity, game action, game information, player interview or other arena activity is prohibited without prior specific written approval of the SDHSAA.
  - 2) When media members arrive at SDHSAA tournaments, they may be requested to present employee identification or a letter from a supervisor to verify legitimacy.
  - 3) The SDHSAA office may request at any time proof of the media outlets’ legitimacy through required submission of tear sheets and/or broadcast tapes.
  - 4) Whether accredited or not, any violation of these media policies will be considered a copyright infringement.
- E. Media passes will be issued to print and radio/television broadcast media with the following stipulations:
- 1) Numbered and laminated passes will be sent to each organization according to the following formula–
    - a. Weekly Newspapers will receive 2 passes
    - b. Daily Newspapers (daily circulation under 10,000) will receive 6 passes
    - c. Daily Newspapers (daily circulation 10,000 to 15,000) will receive 8 passes
    - d. Daily Newspapers (daily circulation 15,000 and over) will receive 10 passes
    - e. Television stations will receive 7 passes (Contracted station will be issued additional paper passes for support personnel).
    - f. Radio stations will receive 3 passes.
  - 2) Passes will be valid for two school years. Pass numbers will be recorded by organization. Additional or lost passes will also be recorded. **The pass will not guarantee entry into regular season contests.**
  - 3) Additional and replacement passes will cost \$25.00 per pass. *Requests for additional or replacement passes should be made **in advance** of any state tournament.*
  - 4) **Individuals attending a state event without the required badge must purchase a ticket for the event.**
  - 5) **No passes will be issued at the site of the state event.**
- F. The SDHSAA credential **MUST BE WORN** so that it is **ALWAYS VISIBLE** while at the state event site. Credentials are required at **ALL** South Dakota High School Activities Association state athletic events, however there will be no check-in at the following: Boys’ and Girls’ Tennis, and Boys’ and Girls’ Golf, Boys’ and Girls’ Cross Country.
- G. **Transfer or sale of SDHSAA credentials is PROHIBITED and grounds for immediate confiscation and future denial of credential requests.** A SDHSAA credential may be revoked at any time at the sole discretion of the SDHSAA and will automatically terminate if any term hereof is breached. The Accredited Organization or Bearer that breaches this credential is subject to legal liability as well as all costs incurred in enforcing the terms of this document including but not limited to reasonable attorney fees.
- H. Possession of a media pass does not guarantee the holder a seat at the state event where reserved seat tickets are being sold. Every attempt will be made, as space allows, to provide press table space for working members of the press covering specific games/matches at the state event.
- I. The date, site, time and media gate location at each tournament site will be posted on the SDHSAA website [www.sdhsaa.com](http://www.sdhsaa.com) under the “Media” tab on the home page.
- J. **Guidelines for Credentialing Specialty Publications at SDHSAA Tournaments**
- 1) Specialty publications desiring media credentials 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 feature stories about high school sports teams, coaches and student-athletes.
  - 2) The following specialty publications will not be granted credentials:
    - a) Specialty publications that only provide recruiting lists, prospect profiles or rankings of recruiting prospects;
    - b) Specialty publications that only provide lists of outstanding teams;

- c) Any other specialty publication deemed in poor taste or not in compliance with the mission of interscholastic athletics as determined by the SDHSAA.

#### **K. Guidelines for Credentialing Photographers at SDHSAA Tournaments**

Photographers are subject to all specific conditions related to issuance and use of press credentials including the following specific criteria:

- 1) **No commercial photography outlets will be credentialed.** However, if a commercial photography outlet has negotiated and signed a contract with the SDHSAA designated tournament site management for the sale of photographs at the venue, the tournament site management can provide the commercial photographer a “work pass” for entry into the venue. Contracted commercial photographers **MUST OBSERVE** all SDHSAA media policies and regulations.
- 2) Freelance photographers will be credentialed at the discretion of the SDHSAA office, but all free-lance photographers must have recommendation **from a recognized SDHSAA media outlet** and have been, contracted by that outlet during the previous two years. All passes issued shall be done so identifying that free-lance photographer with the outlet providing the recommendation.
- 3) Photographers (including sports reporters/photographers) employed by a newspaper will utilize the credentials issued to their newspaper for admittance to the state contest. It should be noted that newspaper photographers, who in the course of taking pictures as part of a state contest news report, are not prohibited from selling their pictures over the newspaper web site. However, unless possessing a “photography” contract with the SDHSAA designated tournament site management, the availability of the newspaper web site photos can not be advertised in the state contest venue.
- 4) The press credential confers on the Bearer a limited, non-exclusive and non-transferable license to take photographs of the Event, and to allow the entity that engaged the Bearer to take the photographs to use such photographs only for news coverage of, or magazines, books or stories about, the Event, other editorial purposes, and reprints of news pages from such entity’s publications.
- 5) Photographs may not be reproduced and offered for sale to the general public through any manner without the specific written permission of the SDHSAA or the SDHSAA’s designated tournament site management. However, the SDHSAA or its designated agents may contract with and authorize an exclusive photographer or photographic agency to take photographs for reprint and sale to the general public at the Event site.
- 6) **No “official” school photographers will be credentialed.**

### **3. REVOKING CREDENTIALS**

- A. The SDHSAA has the right to deny or revoke credentials.
- B. Passes may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, including use of a pass to gain admission to an event that the person is not working, cheering or cheerleading during an event, using the pass to help others gain access to the event.

### **4. VIDEO RECORDING FOR RE-SALE PURPOSES**

The video recording of any SDHSAA sub-state or state level contest for re-sale purposes by individuals or commercial business organizations is prohibited. The television broadcaster that has contracted with the SDHSAA for exclusive broadcast rights does possess resale rights.

### **5. VIDEO RECORDING CONTESTS BY SCHOOLS AND PARENTS OR GUARDIANS**

- A. Provided that the video recording is not intended for broadcast, participating schools may video record a game or athletic event that involves their own team or athlete. Such video recording must be done from an area in the venue designated for school video recordings.
- B. Parents or guardians may, for their personal use, video record a game or event that involves their son or daughter provided that the video recording is not intended for broadcast. Such video recording must be done from the spectator seating for the event.

### **6. SCHOOL BROADCASTS ON LOCAL CABLE ACCESS TELEVISION CHANNELS**

Local schools can broadcast sub-state and state contest games on local access cable television channels, after a 24 hour delay. Permission for such broadcasts is contingent on the following:

- A. Schools wishing to videotape any sub-state contest for broadcast on a local access channel must receive written permission from the sub-state contest committee.
- B. The school must inform the SDHSAA of their intention to tape state tournament games for broadcast on their local access cable television channel. SDHSAA permission for a school to tape their state event game will be granted provided that space is available at the venue.

## **7. GUIDELINES FOR INTERNET OR BROADBAND (ON-LINE RESOURCE) DISTRIBUTION AT STATE EVENTS**

- A. The internet is an important source for fans interested in obtaining SDHSAA event information. The official SDHSAA event site shall be administered by SDHSAA or its designee. The SDHSAA is the rights holder for all accounts and descriptions of SDHSAA sanctioned events and permits use of the accounts and descriptions on the internet or through other broadband use by these guidelines and definitions.
- B. Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any SDHSAA event is exclusive to the SDHSAA web site and/or any other web site designated by the SDHSAA and its rights holder. "Real-time" is defined as "live, continuous play-by-play or description of an event." The SDHSAA is the owner of trademarks, copyrights, and other proprietary rights connected to any SDHSAA event.
- C. The SDHSAA Web site, [www.sdhsaa.com](http://www.sdhsaa.com), serves as the official online resource for SDHSAA events. By letter of agreement, the Web site, [sports.sdpb.org](http://sports.sdpb.org), serves as the official online resource for results of SDHSAA events. The SDHSAA owns the internet rights to all of its sanctioned Events. Rights include live statistics, video and audio streaming, electronic commerce, and post-event footage use. The SDHSAA owns all content on the official SDHSAA Web sites.
- D. Secondary or re-broadcast of television, radio, print, internet or broadband accounts and descriptions to the internet or other broadband resources are not permitted without prior specific written approval of the SDHSAA. An exception is made for any audio or video used only in connection with a regularly scheduled newscast within a seven-day period after the Event and the film clip, video portion, or audio of each such showing shall not exceed specific guidelines that govern the SDHSAA Television agreement. Entities may not air highlights of a game until the Television or Internet contract holders broadcast "window" that includes that game has been completed.
- E. The SDHSAA reserves the right to deny any entity from producing live statistics for SDHSAA events. In the event the SDHSAA takes on the responsibility of producing a live statistical representation from an SDHSAA event, no other entity will be permitted to do so. Live statistics are considered a protected right that is owned by SDHSAA or is part of a bundled rights agreement with designees. Live statistical representation includes play-by-play, score updates, shot charts, updated box scores, photos with captions, etc. In the event the SDHSAA, or through its designees, does not produce live statistics for specific Events; the host institution is given priority to produce exclusive live statistics. The host institution will be given the same exclusivities the SDHSAA would reserve for itself or its designees. Once it is determined that neither the SDHSAA, its designee, nor the host institution, plan to exercise their exclusive rights, the ability to produce live statistics - on a non-exclusive basis - will be granted to each participating school. The definition of a participating school constitutes a school participating in the same event at a specific site.
- F. In each case, no commercial advertising is permitted within the live statistics window or other web resources other than SDHSAA or its designee. If Web-casts of media or statistics are permitted for an agency other than SDHSAA or its designee, the agency will provide a URL of the actual media stream or player to SDHSAA for posting on its Web resources.
- G. SDHSAA has designated South Dakota Public Broadcasting, SDPB, as its broadband designee and grants all internet and broadband related exclusivities through conditions specified in the operational letter of agreement. Questions regarding the specific permissions or exceptions to the agreement should be directed to the Executive Director of the SDHSAA or the Director of Content of SDPB.

### **Internet or other Broadband (On-Line Resource) Footnotes/Definitions of Guidelines:**

1. *Establishes the SDHSAA ownership and intent of internet and broadband (on-line resource) media use for SDHSAA sanctioned events.*
2. *Further defines that SDHSAA is the owner of all live accounts and descriptions in any format made available through the internet or broadband resources.*
3. *Established that two specific urls are to host information about SDHSAA events and live and updated results from SDHSAA events and that information on those two urls are the property of SDHSAA.*
4. *Established that any media entity may not re-broadcast accounts and descriptions of SDHSAA events intended for that other media to the internet or broadband even through they own the rights of that accounts and description on the alternate media. And that any "repurposing" of media "clips" from the alternate media to the internet and broadband can only occur if they were part of a regularly scheduled news or sportscast and can only occur after the "live" broadcast window of the Television and Internet broadcast contract holder has ended.*

5. *SDHSAA owns all "statistical" live accounts and descriptions of SDHSAA events and establishes the priority distribution rights.*
6. *Established that if the priority distribution rights fall to another entity other than the two designated urls from (3), that no subscription to, sponsorship, or ad sales are not allowed in conjunction with internet or broadband distribution of this information. That the other entities must allow a link on the two designated urls from (3) directly to the media player or feed.*
7. *Establishes that a letter of agreement with specific terms is in force with SDPB regarding production and distribution of SDHSAA event information to the internet and broadband.*

## 8. RADIO POLICIES

- A. No charge will be made to a radio station for the broadcast rights to any SDHSAA district, region or state athletic competition with the following provisions:
  - 1) That before the beginning of the broadcast for each contest/event, the announcer shall state: ***"The broadcast of these play-off games has been authorized by special arrangement with the Board of Directors of the South Dakota High School Activities Association."***
  - 2) That permission by the SDHSAA for this broadcast is being given with the understanding that this station will have, during the current school year, carried public service announcements in behalf of the SDHSAA, supplied by the South Dakota High School Activities Association.
  - 3) That no advertising, program sponsorship, or implied association of gambling, tobacco, alcoholic beverages, or any other product which is contrary to the principles of good high school activity training is allowed in association with any specific broadcast or other media distribution of SDHSAA events or information. It is not necessary to submit a list of sponsors and the product or products to be advertised, however, any violation of the alcohol/tobacco/gambling/restricted product regulation will void broadcast rights and the station may not be allowed to continue its broadcast of the event or future events.
  - 4) Each radio station broadcasting a game agrees to have the announcer close each game with the following statement: ***"This activity was brought to you by this station, its advertisers and the member schools of the South Dakota High School Activities Association. No rebroadcast, in whole or in part, may be made without the written permission of the SDHSAA."***
  - 5) That the SDHSAA reserves the right to discontinue this agreement at any time in the event any of these stipulations are violated or any aspects of the station's broadcasting is considered to be in poor taste or incompatible with the educational objectives of the Association.
- B. During actual SDHSAA Event broadcasts the radio station agrees that secondary or re-broadcast of radio accounts and descriptions to the internet or other broadband resources are not permitted without prior specific written approval of the SDHSAA as directed in **"GUIDELINES FOR INTERNET OR BROADBAND DISTRIBUTION AT STATE EVENTS"**
- C. Stations may broadcast state tournament/play-off contests by notifying the SDHSAA prior to the start of the event on forms supplied by the SDHSAA. Whether a station is connected with a "Tournament Network" or not, the station must notify the SDHSAA as to its intent to air the contest. **NOTE:** A broadcast will not be "fed" to another station until that station has filed an application and had such application approved by the SDHSAA.
- D. Stations must contact the telephone company to make arrangement for phone lines unless instructed differently. **Stations are responsible for hook-up costs.**
- E. The announcers **will confine** their remarks to an actual description of the games and the action in connection with them. Also, announcers **will make no** comments in regard to the judgment of the game officials or coaches during any broadcast origination from the tournament site. Violations of this clause by the station will result in the loss of the right of the station to continue its broadcast of the tournament.

## 9. SPECIAL ARRANGEMENTS

### A. Media Entrance/Gate

- 1) The host meet manager for each of the SDHSAA state athletic events will be contacted by a SDHSAA staff member as to the location of the media entrance for the event. In most cases the best location for the media entrance would be in an area away from the entrances used by the general public – it is recommended that the player/worker and/or officials entrance be used.
- 2) The location for the media entrance/gate along with the state event date, site and time will be posted on the SDHSAA website home page ([www.sdhsaa.com](http://www.sdhsaa.com)) under the "Media" tab.
- 3) Procedure to be followed at the media entrance:
  - a. The SDHSAA will provide a three-ring notebook and a "Media Sign In" book for the media entrance. The notebook will include a sample copy of all media passes and a variety of other materials.

- b. The door monitor **must visually see** the press pass on all members of the media when they enter the venue. This includes all days of the event, first through last day. The door monitors personal knowledge of an individual being from the media (reporter for the local newspaper, a sportscaster that broadcasts all local games or carrying a television camera) is not a criteria allowing entrance to the venue without a visual media pass. Proper credentials must be displayed at all times.
- c. **If the member of the media does not have their media pass, they must be instructed to purchase a ticket for the event to gain admittance.** Following the purchase of a ticket, if this person wants to take courtside/sideline pictures **they must secure a floor pass.**
- d. Ticket sellers/ticket takers and door monitors at entrances other than the media entrance **must be instructed** that whenever a member of the media attempts to enter the venue at a location other than the "media entrance" (including all local media, those carrying a television cameras, etc.), the media person must be refused admittance at that entrance and **must be told to go to the "Media Entrance"**.

## B. Media Space

- 1) Working press passes do not guarantee the holder a seat at the state event where reserved seat tickets are being sold. However, every attempt will be made, as space allows, to provide press table space for working press people covering specific games/matches at the state event.
- 2) Host management must provide both phone lines and internet access to the media.
- 3) SDHSAA staff member for the event along with the host meet manager must determine locations from which the photographers can work. These areas must be communicated to the media.
- 4) Every attempt will be made, as space allows, to provide press table space for working members of the press covering specific games/matches at the state event.

## C. Programs

For those state events where a printed program is produced, SDHSAA policy requires that each media outlet be provided with one copy of the state event program. NOTE: A daily newspaper receives only one program even though different reporters cover different sessions or different days. To receive a program, the media must sign in

## D. Media Guides

Media guides are typically made for girls and boys basketball and volleyball. A variety of items may be included in the guides. Items typically include team/individual statistics, school information, and media information which the host school would like to disseminate. These should be issued to the media in addition to a state tournament program.

# 10. INTERVIEWS

- A. Pre-game interviews are permitted only with the approval of the coaches. If televised, the broadcaster contracted to televise the tournament/play-off shall have first rights to conduct a pre-game interview of any player, coach, team official, or tournament official.
- B. Post-game interviews are permitted. However, if the game is televised, the broadcaster contracted to televise the tournament/play-off shall have first rights to interview the coach and players of the championship team, the coach and players of the other team, and tournament officials.
- C. The contracted broadcaster shall have the exclusive opportunity to interview players, coaches, and team officials during half time.
- D. Representatives of any other media (television station, radio station, newspaper, magazine, or news or sports reporting entity) may conduct a pre-game or post-game interview of any player, coach, team official, or tournament official only if the contracted broadcaster has completed its interview or has indicated having no plans to conduct such interview. Representatives of other media must conduct their interviews in an area away from the location the contracted broadcaster is conducting interviews.
- E. No interviews are allowed following the championship game until the awards ceremony has been completed. This regulation includes the contracted television station.
- F. "Live" microphones or video equipment will not be permitted during the team huddles nor is it permissible to interview a coach and/or player during any portion of the actual athletic contest. (Exception: with permission of the coach, the contracted television broadcaster may have a microphone and video equipment in the team huddle.)
- G. **LOCKER ROOMS AT SDHSAA state tournaments ARE CLOSED** to all reporters and photographers. Participants and coaches can be made available for interviews outside of the locker room.
- H. Secondary or re-broadcast of television or any other live account and description to the internet or other broadband resources are not permitted without prior specific written approval of the SDHSAA as directed in *"GUIDELINES FOR INTERNET OR BROADBAND DISTRIBUTION AT STATE EVENTS"*.

## 11. PROCEDURES TO BE OBSERVED FOLLOWING STATE CHAMPIONSHIP GAMES & MATCHES

To facilitate unobstructed views of post-championship game/match celebrations for all spectators, **ALL PHOTOGRAPHERS, REPORTERS AND FANS** are prohibited from entering playing fields/courts following the conclusion of a game/match. During the awards presentations, photographers will be directed to special area for taking pictures. At the conclusion of the awards presentations reporters, photographers and fans will be allowed onto the playing field/court.

## 12. SPOT NEWS COVERAGE

Credentialed media will be allowed access on all days of tournaments/meets for news coverage. Film, video, and audio highlights for use on any media and/or web site will be limited to spot news coverage. Highlights from a station's bona-fide regular newscast may be included on their web site. A bona-fide newscast is one that is regularly scheduled, and includes a news, weather and sports format.

- A. Broadcast stations, newspaper, or other web sites shall be limited to a maximum of 90 seconds of game highlights from each SDHSAA tournament contest for a bona-fide newscast.
- B. Except for a credentialed radio broadcast, no live feeds from an SDHSAA tournament contest may be used on a newscast or posted on a news web site until the contest has been completed. Live feeds include video, audio, photographs, text, and statistical information.

## 13. TELEVISION AND INTERNET COVERAGE

The rights to any additional coverage on television and the internet are reserved by SDHSAA and distributed by special agreement or contract.

## 14. STUDENT PRESS PASS/ADULT REPRESENTATIVE PASS

- A. **Student Press Pass Procedure** - *NOTE: this policy applies to only student journalist - not adults.* The procedure to be used for the Student Press Pass is similar to that used with the professional media except the press passes for the students will be found in a 3-ring binder provided by the SDHSAA. Schools must request press passes for their students prior to the state event. Each student press pass will have the student's name on the pass. Like the professional media, the students with press passes must always enter the venue through the press entrance. The press entrance door monitor will issue the press pass to the student (each student must pick up their own pass - **do not give all of a school's passes to an advisor, athletic coach, or the first student to come to the door**). Students receiving press passes must sign in. Students with press passes **must always enter the venue through the "Press Pass Entrance"** and should be given the same sideline/courtside privileges as any other member of the media.
- B. **School Journalism Advisors** - Occasionally schools require their school newspaper or yearbook advisor to supervise their student journalist. Occasionally the school's journalism advisor needs to be at courtside/sidelines to take pictures for the school. In such cases SDHSAA policy requires either the school supply the journalism advisor with one of their complimentary tickets or the advisor must purchase an event admission ticket. Upon proof of having a ticket, the door monitor can issue a floor pass to the advisor. The advisor must sign in.
- C. **Adult School Representative Passes** - Occasionally schools have an adult in the community that takes pictures for the school or the school contracts with a professional photographer to take pictures for the school - these are the "Adult School Representatives". They are not members of the media and do not have press passes, yet they need to be on the sidelines/courtside to take pictures. If a school has such a person, prior to the state event the school can request an "Adult School Representative Pass". This pass is essentially a floor pass and will be in the 3-ring binder along with the Student Press Passes. Like the journalism advisor, before the Adult School Representative can be issued their "Floor Pass" they **must provide an admission ticket** and they must sign in.

## 15. HOST SCHOOL RESPONSIBILITY TO NEWS MEDIA AT INDOOR STATE SPORTING EVENTS

- A. Provide a media pass door or give specific instructions to the SDHSAA regarding where the working press are to enter a state tournament. Passes must be checked.
- B. Assist the SDHSAA in setting up a place for media to sign-in.
- C. Provide a press area for the media to use during the tournament. A minimum of one phone must be available in the press room.
- D. The host school must assign an individual to make all tournament results available to the press during the tournament.

- E. The host school will meet reasonable needs regarding the distribution of information to the internet and other broadband resources. Other needs specific to distributing information to the internet or other broadband resources will be the responsibility of the internet/broadband contract or letter of agreement holder.

**EXAMPLE:** Match results as the wrestling tournament is in progress, volleyball match results as the tournament is in progress—not just at the end of a session since a session can last several hours or over half a day. This person is also responsible for calling any media outlet with results if requested to do so.

## **16. MEDIA ADVISORY COMMITTEE**

- A. Media Advisory Committee composed of:
- one daily newspaper representative of the South Dakota Newspaper Association,
  - one weekly newspaper representative of the South Dakota Newspaper Association,
  - one television representative of the South Dakota Broadcasters Association,
  - one radio representative of the South Dakota Broadcasters Association,
  - one television representative from South Dakota Public Broadcasting,
  - one web representative from South Dakota Public Broadcasting, and
  - one SDHSAA staff representative
- B. The Media Advisory Committee will meet on an annual basis to make recommendations in regards to the SDHSAA Media Policy.
- C. Each organization with a representative on the Committee will select their own representatives. Each organization will be responsible for the meeting travel expenses incurred by their representative.