

## Media Advisory Committee

### Meeting Minutes

10:00am Wednesday, July 19<sup>th</sup> 2017 SDHSAA Conference Room – Pierre, SD

The meeting was called to order at 10:00am.

Committee members present were Larry Rohrer (SDPB), Kent Osborne (SDPB), Luke Hagen (Mitchell Daily Republic), Tim Huether (Bennett County Booster), Brooks Bowman (SDHSAA), Steve Willard (SD Broadcasters Association), and Jeff Duffy (KOKK).

Committee members not present were Jay Huizenga (KELO), and Clint Greenway (KORN).

The committee reviewed the agenda. Steve Willard motioned, seconded by Tim Huether, to approve the agenda. The motion passed unanimously.

Larry Rohrer gave a report on SDPB and its coverage of SDHSAA events. They cover 17 SDHSAA events, using 3 channels when there are multiple events at one site. All SDPB photos are available for download using the SDPB website. All photos are stored on the SDPB Flickr account and can be accessed by the public. SDPB is willing to take photo requests from media if a media outlet is unable to send a photographer. Those requests should be directed to Kent Osborne. SDPB will continue using hashtags for all SDHSAA state events. Larry gave a brief explanation of copyright concerns that SDPB and the SDHSAA are addressing in regards to music used and performed at SDHSAA events.

Brooks Bowman reviewed the SDHSAA Media Policy with the committee. Several items were addressed regarding the wording of certain policies. In order to add some clarification to the Media Policy, Steve Willard suggested that Brooks Bowman rewrite the items in question and send to the committee for approval. By consensus, the committee agreed. Brooks Bowman will work with Larry Rohrer to rewrite several of the items in the Media Policy that will help clarify certain policies.

The committee discussed concerns over social media posts and live streaming of state events via social media platforms. By consensus, the committee agreed that an announcement should be added to the announcer's book at each state event that states "Live Streaming of any SDHSAA event is prohibited."

Brooks Bowman discussed concerns over the media check-in process at state events. Many media personnel are not using the media entrance and are not signing in at the media check-in area. Brooks is working on ways to improve this process. All media personnel are instructed to sign-in at the media entrance when they arrive at an SDHSAA state event.

The following are general concerns brought up by the committee:

Jeffy Duffy brought up the following concerns:

- During Volleyball at the Swiftel Center, the media were set too close to the sidelines. Brooks Bowman will see if there is a better place that the media can be placed.
- During State Wrestling, radio row was too far away from Class A mats. The radio broadcasters would prefer to be placed in a more centered location in relationship to the mats.
- At the Denny Sanford Premier Center, the score board shows school logos but not school names. It is preferred that the score board also show school names.
- At combined basketball tournaments, there is concern that broadcasters may miss the beginning of a game due to having 2 games going at the same time.

Brooks Bowman shared a concern expressed in an email from Clint Greenway. Radio broadcasters are unable to see the scoreboards from where they are placed at the Barnett Arena in Aberdeen. Brooks will discuss this with representatives from the arena and try to find possible solutions.

Larry Rohrer suggested that combined tournaments for different classes not be scheduled on the same weekend.

The committee discussed Wi-Fi and telephone line accessibility at state events. Media outlets would prefer to have free access to each event venue's telephone lines and internet. Kent Osborne recommends looking into this option for the larger SDHSAA events. Kent will look into this.

Kent Osborne also suggested that the SDHSAA add a section in their Member Directory that lists a link to each school's official social media page.

Brooks Bowman reviewed the process for selecting members of the SDHSAA Media Advisory Committee. Each organization is responsible for occasionally reviewing and reassigning its designated representative.

With no other items being brought forth for discussion, Larry Rohrer motioned to adjourn the meeting. The motion was seconded by Jeff Duffy, and passed unanimously. The meeting was adjourned at 12:11 p.m.

Respectfully submitted,

Brooks Bowman  
Assistant Executive Director  
South Dakota High School Activities Association