SDHSAA MEDIA POLICY MANUAL

INTRODUCTION

This South Dakota High School Activities Association (SDHSAA) *Media Policy Manual* presents the rules and regulations for ***news*** and media coverage of all state tournament competition conducted by the SDHSAA. **These policies shall be in effect at all levels of state tournament competition, beginning at the district level**. Print, wire service, radio, television, and website 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).

PHILOSOPHY

All SDHSAA sub-state and state level competitions are the property of the SDHSAA. All media (including television, video recording, internet, and broadband) coverage of SDHSAA sub-state and state events are governed by the "SDHSAA Media Policy." The SDHSAA is the owner of trademarks, copyrights, and other proprietary rights connected to any SDHSAA event. Exclusive rights to broadcast all SDHSAA events on television and internet and broadband, connected and wireless are assigned to a media contractor, currently identified as SDPB which has exclusive broadcast rights (identified as "Media Contractor" in these policy statements). The SDHSAA media policies **DO NOT** apply to regular season contests.

Article I

POLICIES FOR BROADCAST MEDIA

1. If you operate as a radio media outlet:

A. Radio outlets may "live webcast" their over-the-air broadcast program of SDHSAA events from their official station website. If a radio station chooses to "webcast-only" an SDHSAA event that is not an over-the-air broadcast, they are considered an internet media outlet and subject to those policies.

1) 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 SDHSAA."*** And end the broadcast with this statement: ***"This activity was brought to you by this station, its advertisers and the member schools of the SDHSAA. No rebroadcast, in whole or in part, may be made without the written permission of the SDHSAA."***
2) 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 on behalf of the SDHSAA, supplied by the SDHSAA.
3) No advertising, program sponsorship, or implied association with 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.
5) 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.
6) Repurposed live broadcasts to an internet feed cannot be archived.
7) Broadcast stations, newspaper, or other websites shall be limited to a maximum of 120 seconds of game highlights from each SDHSAA tournament contest for a bona-fide newscast.
8) ***Radio stations are prohibited from streaming video coverage with their audio simulcast of their broadcast over the internet.***
9) 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. The SDHSAA in its sole discretion may limit some or all of stations access to additional SDHSAA events

2. If you operate as an internet media outlet:

A. The SDHSAA Website, www.sdhsaa.com, serves as the official online resource for all SDHSAA events and SDHSAA owns the online content and rights to SDHSAA events. Transmission of video, digital images, audio, text, including play-by-play, box scores, and other statistical information, of any **SDHSAA state level event** is prohibited. Exclusive rights to live webcast statistics, video, audio, electronic commerce, and archive extended post event footage, are assigned to the SDHSAA Media Contractor. Unless otherwise provided for in Article 1 of the SDHSAA media policy.
B. Media outlets wishing to live stream district or region SDHSAA events refer to "sub-state policies".
C. The SDHSAA reserves the right to deny any entity from producing media content in violation of these policies.
D. NO STATE TOURNAMENT webcasts OR blogs that constitute play-by-play or a live representation of the SDHSAA event are allowed.
E. Broadcast stations, newspaper, or other Websites shall be limited to a maximum of 120 seconds of game highlights from each SDHSAA tournament contest for a bona-fide newscast.
F. No live representation of the events including "Live webcasts and live blogs including all of those present and future are confined to recap reporting only however **periodic** updates including those such as at the conclusion of a quarter, half, or set, are allowed."

3. If you operate as a television media outlet:

A. The video production and distribution for any SDHSAA state or sub-state level contest to broadcast to any source, or for archival, duplication, or resale purpose by individuals, schools, or any other commercial or non-commercial entity is prohibited without the specific written permission and approval from the SDHSAA.
B. Credentialed media will be allowed access on all days of tournaments/meets for news coverage. Provided current media credentials are properly displayed and all media rules are strictly followed. Film, video, and audio highlights for use on any media and/or Website will be limited to spot news coverage and long form recap shows. Highlights from a station's bona-fide regular newscast may be included on their website. A bona-fide newscast is one that is regularly scheduled, and includes a news, weather and sports format.
C. Broadcast stations, newspaper, or other websites shall be limited to a maximum of 120 seconds of game highlights from each SDHSAA tournament contest for a bona-fide newscast.
D. Except for a credentialed FCC licensed "over-the-air" radio broadcasts, no live feeds from an SDHSAA tournament contest may be used on a newscast or posted on a news website until the contest has been completed. Live feeds include video, audio, photographs, text, and statistical information.

Article II

GENERAL ITEMS FOR ALL MEDIA OUTLETS

Media outlets in need of telephone services must contact the telephone company to make arrangement for phone lines unless instructed differently. **Media outlets are responsible for hook-up costs.**

1. **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.

2. **VIDEO RECORDING CONTESTS BY SCHOOLS AND PARENTS OR GUARDIANS**

Participating schools, parents, or guardians may, for their personal use, video record a game or event that involves their team or child, provided that the video recording is not intended for broadcast, duplication, or resale. Such video recording must be done from an area in the venue designated for school or spectator video recordings.

3. **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. Written permission needs to be granted from the sub-state contest committee. The SDHSAA needs to be notified of the intention to tape state tournament games for broadcast on their local access channel; and if there is space available for taping at the venue.

4. **SUBSTATE EVENTS (DISTRICT AND REGION EVENTS)**

All rights to broadcast or webcast sub-state events are assigned to the SDHSAA Media Contractor with these considerations:

A. SDHSAA or the sub-state event host has the discretion to deny rights to TV broadcast, radio broadcast, or webcast to anyone other than the Media Contractor any game or session under their management.
B. If SDHSAA or the sub-state event host permits TV broadcast or webcast of a game or session under their management, then the SDHSAA Media Contractor has exclusive rights as outlined in Articles I and II.
C. If the SDHSAA Media Contractor does not exercise or re-assign its rights to TV broadcast or webcast a sub-state event, then other media outlets may assume those rights by: paying a broadcast fee of $75 per contest session or broadcast in kind advertisement for the SDHSAA using their PSAs and promotional announcements for state event coverage by the SDHSAA Media Contractor. Media outlets must make their intention to assume broadcast rights known to the SDHSAA Media Contractor **at least one week in advance** of the scheduled event by email to larry.rohrer@sdpb.org and copy to James.Weaver@sdhsaa.com .

Article III

MEDIA CREDENTIALS

1. How to secure SDHSAA media credentials:

A. The SDHSAA 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. 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 SDHSAA 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 outlet's 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.

D. Media passes will be issued to print and 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 up to 2 passes
   b. Daily Newspapers (daily circulation under 10,000) will receive up to 6 passes
   c. Daily Newspapers (daily circulation 10,000 to 15,000) will receive up to 8 passes
   d. Daily Newspapers (daily circulation 15,000 and over) will receive up to 10 passes
   e. Television stations will receive up to 7 passes (Contracted station will be issued additional paper passes for support personnel).
   f. Radio stations will receive up to 3 passes per FCC radio broadcasting station.
   g. Recognized Dot Com media outlet will receive 2 passes.
2) Passes will be valid for two school years. Pass numbers will be recorded by the SDHSAA. 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.*
   a. **No passes will be issued at the site of the state event.**
4) **Individuals attending a state event without the required badge must purchase a ticket for the event, must remain in the spectator areas, and will be restricted from the media access areas at the event.**

E. Guidelines for Credentialing Internet sites:

1) Internet sites desiring media credentials must have a unique, registered domain name, ending in one of the recognized extensions: .com | .cc | .org | .edu | .net .
2) Internet sites desiring media credentials must have a demonstrated record of regular, sustained coverage of high school sports and activities, which should include (but is not limited to):
   a. Publishing game stories and game statistics in a timely basis about individual contests;
   b. Publishing scores on game days;
   c. Publishing feature stories about high school sports teams, coaches, and student athletes.
3) Internet sites must furnish, upon request, certifiable traffic numbers from an established auditing firm (i.e., Nielsen, Google Analytics, etc.), 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.
4) The following internet sites will not be granted credentials:
   a. Personal page internet site publishers;
   b. Subscription-based internet sites;
   c. Internet sites associated in any way with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any advertising considered in poor taste or not in compliance with the mission of interscholastic activities as determined by the SDHSAA;
   d. Sites developed solely to list/profile/rank recruit prospects or teams and/or to provide chat rooms/forums/blogs. <u>The SDHSAA reserves the right to determine if, in its sole discretion, a website falls into the category of a recruiting site.</u>
5) Internet sites must furnish the name of a contact person who can serve as the liaison to the SDHSAA in the event questions or concerns arise.

F. 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 contracted by a media outlet **MUST** secure their credentials from the media outlet that has employed them.
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 and internet based media 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 or dot com Website. However, unless possessing a "photography" contract with the SDHSAA designated tournament site management, the availability of the newspaper or dot com Website photos cannot be advertised at 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.**

G. Student Press Pass/Adult Representative Pass

1) Student Press Pass Procedure – *NOTE, this policy applies only to student journalists, not adults.* **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. The students with press passes must always enter the venue through the media

entrance. The media entrance door monitor will issue the press pass to the student and each student must pick up their own pass, or the passes will not be issued. Students receiving press passes must sign the media sign-in sheet. Students should be given the same sideline/courtside privileges as any other member of the media.

2) School Journalism Advisors - Occasionally the school's journalism advisor needs to be at courtside/sidelines to take pictures for the school and aid the school journalist. 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 if one has been requested in advance. The advisor must sign the media sign-in sheet.

3) 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 located at the media entrance. 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 the media sign-in sheet.

H. The SDHSAA credential **MUST BE WORN** so that it is **ALWAYS VISIBLE** while at the state event site. Credentials are required at **ALL** SDHSAA state athletic events, however there will be no check-in at the following: Boys' and Girls' Tennis, and Boys' and Girls' Golf.

1) **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.

2) 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.

3) The date, site, time and media gate location at each tournament site will be posted on the SDHSAA website www.sdhsaa.com under the "*Media*" tab on the home page.

I. **Revoking Credentials**

1) The SDHSAA has the right to deny or revoke credentials.

2) 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, or using the pass to help others gain access to the event.

Article IV

WHAT TO DO AT SDHSAA STATE EVENTS

1. Media Entrance/Gate

A. 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) under the *"Media"* tab.

B. Procedure to be followed at the media entrance:

1) All media will need to sign the SDHSAA "media sign-in" book at the media entrance.

2) 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.

3) **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.** ***A purchased ticket does not gain admittance to media access areas.***

4) 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"**.

2. Media Space

A. 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 table space for working press people covering specific games/matches at the state event.

B. Host management must provide both phone lines and internet access to the media.

C. The SDHSAA staff member for the event along with the host meet manager must determine locations from which the photographers can work. These areas will be communicated to the media.

3. Programs

A. For those state events where a printed program is produced, SDHSAA will supply each media outlet 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 at the media entrance.

4. Media Guides

A. 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.

5. Procedures to be observed following state championship games and matches

A. 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.

Article V

INTERVIEWS

1. 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.
2. No interviews are allowed following the championship game until the awards ceremony has been completed. This regulation includes the contracted television station. 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.
3. The contracted broadcaster shall have the exclusive opportunity to interview players, coaches, and team officials during half time.
4. 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.
5. "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.)
6. **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.

Article VI

1. MEDIA ADVISORY COMMITTEE

A. Media Advisory Committee will be comprised of:

1) one daily newspaper representative of the South Dakota Newspaper Association
   - William "Billy" McMacken, publisher, Brookings Register

2) one weekly newspaper representative of the South Dakota Newspaper Association

- Tim Huether, publisher, Bennett County Booster, Martin

3) one television representative of the South Dakota Broadcasters Association
    - Jay Huizenga, General Manager, KELO-TV, Sioux Falls
4) one large market radio representative of the South Dakota Broadcasters Association
    - Jeff Duffy, Sports Director, KOKK Radio, Huron
5) one small market radio representative of the South Dakota Broadcasters Association
    - Clint Greenway, Production/Program Director, KORN, Mitchell
6) one television representative from South Dakota Public Broadcasting
    - Larry Rohrer, Content Director, SDPB, Vermillion
7) one web representative from South Dakota Public Broadcasting
    - Kent Osborne, Director of web content, SDPB, Vermillion
8) one SDHSAA staff representative
    - James Weaver, Assistant Executive Director, SDHSAA, Pierre

B. The Media Advisory Committee will meet on an annual basis to make recommendations in regard 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.