



**INDIANA HIGH SCHOOL ATHLETIC ASSOCIATION, INC.  
2019-20 POLICY FOR PHOTOGRAPHY, FILM, VIDEO AND AUDIO AT  
TOURNAMENT SERIES EVENTS**

- A. Photography, Film, Video and Audio.** – The IHSAA is the owner of the rights to and the copyright holder of all IHSAA Audio & Visual Works, which includes all still photographs taken of IHSAA Tournament Series events, all film, videotape and audiotape of IHSAA Tournament Series events and the live audio and visual broadcasts of IHSAA Tournament Series events. Still photography, filming, videotaping and audio recording is prohibited at IHSAA Tournament Series events, except as expressly and specifically authorized by the IHSAA.
- B.** All video, broadcast, title and broadcast rights for IHSAA Tournament events are the exclusive property of the Indiana High School Athletic Association, Inc. IHSAA Tournament Series events cannot be reproduced, rebroadcast or used for any other purposes without the express written consent of the IHSAA.
- C. Participating Schools**
1. Representatives of participating schools are authorized to take still photographs of IHSAA Tournament Series events.
  2. Representatives of participating schools are authorized to film, videotape and audiotape IHSAA Tournament Series events only if the principals of the participating schools receive advanced permission from the host school principal at sectional, regional or semi-state sites, or from Jason Wille at the offices of the IHSAA (317-846-6601) for state championship events.
  3. Still photographs, films, videos or audiotapes may not be used to review decisions of game officials.
  4. Under no circumstance may still photographs, films, videos or audiotapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, the IHSAA.
  5. Videotaping, filming, and still photography are not an authorized Tournament Series expenditure and if done, are at the sole expense of the participating school.
- D. Media**
1. The IHSAA retains the right to administer and/or amend the rules and regulations related to the use and distribution of social media throughout the 2019-20 school year at its sole and absolute discretion.
  2. Members of the media are authorized, without paying a fee, to take still photographs and take short film, video and audio clips of IHSAA Tournament Series events as highlights for print and electronic news coverage. “Highlights” are defined as IHSAA championship game or event footage distributed on the Internet, social media or print through a mobile application or device (e.g. smartphone, tablet).
  3. Members of the media must obtain advanced permission from the host school principal to take still photographs and to film, videotape or audiotape at sectional, regional or semi-state sites of an IHSAA Tournament Series, or from Jason Wille at the offices of the IHSAA (317-846-6601) for the state championship level of an IHSAA Tournament Series.
  4. Under no circumstance may still photographs, films, videos or audiotapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, the IHSAA.
  5. Credential holders may only produce social media content as a digital highlight. Continuous video streaming of an entire event to social media through a mobile application or device is not permitted.

6. Digital highlights shall be limited to five (5) social media posts and an aggregate of two (2) minutes per game.
7. Capturing and publishing or streaming footage of the majority of a Tournament Series event is prohibited, unless prior approval is secured from Three Sixty Group, 310 W Michigan St., Suite A, Indianapolis, IN 46202 (Email: [IHSAA@360GroupOnline.com](mailto:IHSAA@360GroupOnline.com), Phone: 317-633-1456).
8. Footage taken at any IHSAA Tournament Series event shall be used for the sole purpose of showing excerpts thereof as a part of a regularly scheduled sports or news program and for no other reason.
9. The station will not lend, give away or sell the film or videotape, in whole or in part, except for the purposes herein specifically set forth and/or in such cases as the IHSAA requests for use by the IHSAA.
10. It is specifically understood and agreed that, in every case where excerpts of any game or games are used in connection with such television programming, the action of the game or games shall not exceed a total of two (2) minutes of running time. A station desiring to use more than 2 minutes of action for special programs should contact Three Sixty Group (317-633-1456) to make prior arrangements.
11. No live reports showing game action will be permitted during the time an event is being televised live by a television station or network with exclusive rights to the event.
12. Credentialed media representatives may post up-to-the-minute game details on social media. However, excessive play-by-play updates and overzealous social media posts are not permitted from press row.

#### **E. Spectators**

1. Individual spectators are authorized to personally take still photographs at Tournament Series events, for strictly personal use.
2. Individual spectators are authorized to personally film, video tape and audio tape portions of IHSAA Tournament events, for strictly personal use, only if advanced permission is obtained from the host school principal at sectional, regional or semi-state sites of an IHSAA Tournament Series, or from Jason Wille at the offices of the IHSAA (317-846-6601) for the state championship level of an IHSAA Tournament Series.
3. Under no circumstance may still photographs, films, videos or audiotapes, in full or in part, be used for any commercial purpose, unless authorized by, and a rights fee has been paid to, the IHSAA.
4. Any still photography, filming, videotaping and audiotaping shall be conducted from the seating area, or, if space is available, from a designated area.

#### **F. License to sell and distribute Photographs from Sub-State Tournament Series Events**

1. The IHSAA has an exclusive agreement with a photographer to take, sell and distribute, and use for commercial purposes, photographs from the state level at all IHSAA Tournament Series Events. The IHSAA will grant a professional photographer who applies for a non-exclusive license to take, sell and distribute, and use for commercial purposes, photographs and images which the photographer takes at a sub-state level (sectional, regional, semi-state) Tournament Series Event.
2. A photographer wishing to obtain a non-exclusive license shall complete and sign a License Agreement and submit it, and a license fee of \$150 payable to the IHSAA, to Jason Wille, IHSAA Sports Information Director, 9150 N. Meridian St., Indianapolis, IN 46240. The license is valid for all 2019-2020 sub-state level (sectional, regional, semi-state) Tournament Series Events and submission should be made in advance of the first Tournament Series Event at which the photographer plans to photograph.

3. Photographer shall, upon request, provide to the IHSAA a copy of any still photograph or image taken by photographer, and shall grant an unrestricted license to the IHSAA to archive and to commercially use and distribute any such still photograph or image.
4. This license is not a credential and does not grant admission to an event or special access to any location at a venue.

**G. Purchase.**

The IHSAA has an exclusive licensing arrangement for the marketing of still photography, films and videotapes, for certain Tournament Series Events. Please refer questions or requests regarding the purchase of these items to Three Sixty Group at 317-633-1456.