



**INDIANA HIGH SCHOOL ATHLETIC ASSOCIATION, INC.**  
2019-20 Rules and Regulations for Television, Radio,  
Cable Broadcasting and Internet Streaming

The Indiana High School Athletic Association, Inc. (“IHSAA”) has established the following rules governing media coverage and broadcast of IHSAA Tournament Series Events. These rules are administered and amended as deemed appropriate by the IHSAA in its sole and absolute discretion.

**I) NEW IN 2019-20**

- A) **III, B, d and V, E, 3** – Regarding the repurposing of radio or video audio to the opposite medium.
- B) **III, D, d** – Regarding Enhanced Underwriting Announcements and Donor Acknowledgements on educational station broadcasts.
- C) **IV, D, 6** – Regarding a new rights fee structure for radio broadcasting.
- D) **V, F, 6** – Regarding new opportunity for television broadcasts of “Other Sports” at the state championship round. As well as, new rules regarding internet-video broadcasts of wrestling at the semi-state round.

**II) BROADCASTS OF REGULAR SEASON CONTESTS**

**A) Regular Season**

- 1) The IHSAA does not directly regulate media broadcasting of contests involving IHSAA member schools during the regular season. Radio, television, cable and internet stations and independent producers wishing to originate broadcasts from regular season athletic events involving IHSAA member schools must obtain permission and make necessary arrangements with the host school. It is recommended that arrangements 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 crew members.

**III) GENERAL INFORMATION – BROADCASTS AT IHSAA TOURNAMENT SERIES EVENTS**

**A) Broadcast Rights Administration**

- 1) The administration of Broadcast Rights to all IHSAA Tournament Series Events is managed by the IHSAA’s longtime media partner, Three Sixty Group. All inquiries regarding these rights should be directed to: Three Sixty Group, 310 W Michigan St, Suite A, Indianapolis, IN 46202; IHSAA@360grouponline.com; (317) 633-1456.
- 2) The term Broadcaster or Broadcasts can refer to any individual, company or entity that uses any technology or yet-to-be developed technology to capture, post, air, stream or disseminate audio or video images of IHSAA tournament games either live or via delay.
- 3) Broadcasters who have not paid and been granted permission in advance thru the processes described in this document are restricted 10 minutes prior to the start of the contest and remain in place until 10 minutes after the event or conclusion of post-game festivities, whichever is latest.
- 4) The IHSAA is the sole and exclusive owner of the content of all sanctioned IHSAA Tournament Series Events.
- 5) Interested stations may submit a request for Broadcast Rights to an IHSAA Tournament Series Events using the official electronic Broadcast Applications available in the Media section of [ihsaa.org](http://ihsaa.org) ([ihsaa.org/media/mediarulesregulations/tabid/1511/Default.aspx](http://ihsaa.org/media/mediarulesregulations/tabid/1511/Default.aspx)). **No applications will be accepted via US Mail, email, fax or phone conversation.**
- 6) Broadcast Applications should be submitted at least 24 hours in advance of the desired contest start time, when possible.

- 7) Broadcasters are responsible to pay all applicable IHSAA Tournament Series broadcast rights fees in advance of the event for which Broadcast Rights have been requested. Electronic payment is required to submit a Broadcast Application.
- 8) All broadcasters granted Broadcast Rights to an IHSAA Tournament Series Event will be recognized and noted on lists of Approved Broadcasters distributed via email to all approved broadcast stations and IHSAA Tournament Series host schools. Approved broadcaster lists will also be posted on IHSAA State Tournament webpages.
- 9) The IHSAA, or its agent, may, in its sole and absolute discretion, discontinue or withdraw any approval, at any time, in the event a broadcaster is considered by the IHSAA to behave inappropriately, unsuitably or in poor taste, a broadcast is considered by the IHSAA to be inappropriate, unsuitable or in poor taste or the station violates these Rules and Regulations or violates the terms of the Broadcast Application.
- 10) The IHSAA, or its agent, reserves the right to grant, issue, deny and revoke broadcast rights and credentials to any broadcast outlet or producer based on the interpretation and intent of these rules and policies as determined by the IHSAA in its sole and absolute discretion.
- 11) The right to sell, gift or use for commercial purposes the Audio & Visual Works of the IHSAA, including photographic and electronic images, is the exclusive right of the IHSAA (See, IHSAA Policy for Photography, Film, Video and Audio). If you have questions regarding broadcast reproduction or distribution through any medium (video tape, CD, DVD, digital file, etc.), please contact Three Sixty Group, 310 W Michigan St, Suite A; (317) 633-1456, IHSAA@360grouponline.com.

#### **B) General Rules and Distribution of Broadcasts**

- 1) Regardless of traditional TV and radio technologies and capabilities, all broadcasters will pay appropriate rights fees—a video fee for video distribution, and an audio fee for audio distribution.
- 2) Pending payment of appropriate rights fees, an approved Broadcaster may stream, post, or air audio or video content on their main distribution channel, a single company or individually owned web page, AND company or individually owned social media sites limited to one of each genre (e.g., one Facebook page, one Twitter account, etc...).
- 3) Any commercial broadcast on Facebook Live, Twitter, Periscope, YouTube, or any future online video portals, cannot, under any circumstances, be the primary medium for broadcasting an IHSAA Tournament Series Event. However, these are allowed as a secondary syndication medium (as detailed later in section V, E, 5).
- 4) Pending payment of appropriate rights fees, traditional over-the-air broadcasters are allowed to extend their production to their website and enjoy all the rights extended for THAT medium.
  - (a) Traditional VIDEO broadcasters may extend their VIDEO production to their website, pending payment of the VIDEO rights fee.
  - (b) Traditional AUDIO broadcasters may extend their AUDIO production to their website, pending payment of the AUDIO rights fee.
  - (c) Any video or video webcast must have an announcing team, a scoreline must be clearly visible and present during playing action, and unobstructed camera placement (see section V, G, 4 for minimum video requirements).
  - (d) Broadcasts must include an announcer(s) dedicated to the cohesiveness and production play-by-play continuity of the game – **specific** to each medium:
    - (i) It is prohibited to use radio audio as audio for a video webcast.
    - (ii) It is prohibited to use video webcast audio as audio for a radio broadcast.
- 5) Television broadcasters whose content is redistributed via 'Must Carry' laws on cable systems are not restricted for syndication to those entities.
- 6) Broadcasters who are the content providers to cable or satellite regional sports networks are allowed to air content on that entity if appropriate fees are paid. However, subsequent airings of content either live, via tape delay or demand to a third party or non-owned distribution entity requires an approval and fee to be paid by the third party.

- 7) An entity that has not paid a tournament rights fee for live broadcast is limited to five (5) social media posts, and an aggregate of two (2) minutes of audio/video highlights of a Tournament Series game on its website, social media outlet or television station.
- 8) Any broadcaster that has paid the appropriate broadcast rights fee for broadcasts of any Tournament Series Event may archive its own broadcast of that event on its own official station or company website for a period of 60 days following the live event. Violations may result in access being revoked for future contests and/or legal ramifications for theft of copyrighted content. Additionally, a retroactive fee may be charged to offending entity.
  - (a) After the period of 60 days following the live event, the archive must be removed from the website permanently.
  - (b) No sponsor announcement or commercial that did not air in the original live or tape-delay broadcast of a Tournament Series Event may be inserted into an online archive.
  - (c) Give-away promotions by any entity, including broadcasters, that is not originating a play-by-play broadcast from any given Tournament Series Event is not permitted.

### C) Broadcaster Qualifications

- 1) Broadcasters of an IHSAA Tournament Series Event must have a unique, registered domain name, ending in one of the recognized extensions (.com, .org, .edu, .net) and originate the broadcast on the domain.
- 2) Broadcasters of an IHSAA Tournament Series Event 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) The following will not be granted permission to broadcast from IHSAA Tournament Series Events:
  - (a) Personal page internet site publishers.
  - (b) Subscription-based internet sites.
  - (c) Internet sites associated in any way with the promotion of alcohol, firearms, tobacco, gambling, political or controversial issues, 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) School Stations

- 1) Radio, internet or television broadcast operations **owned and operated by an IHSAA member high school or its parent system** may be granted permission to broadcast if physical space at the site permits.
  - (a) Such stations are required to abide by all broadcast rules including the submission of a Broadcast Application by the stated deadlines.
  - (b) Such broadcast operations will not be required to pay the applicable IHSAA Tournament Series broadcast rights fees associated with these broadcasts, so long as the broadcast is offered as an educational opportunity for students by, or at, the IHSAA member high school or under the direction of its parent system.
  - (c) For the purposes of these rules, “educational opportunity” status is defined as a non-profit broadcast where a **student(s) participates as a member of the broadcast team and/or technical crew as a for-credit educational class**. The tournament application must be signed by the class instructor.
  - (d) For-profit commercial advertisements of any kind are prohibited. Enhanced Underwriting Announcements and Donor Acknowledgements, as defined by the FCC for non-commercial educational stations, are permissible.
  - (e) Re-syndication of a school broadcast to a commercial entity is prohibited without approval and fee.

- 2) Any broadcast outlet that does not meet the above requirements for School Stations, regardless of its non-commercial or not-for-profit status, will be treated as an independent broadcaster and is subject to all broadcast rights fee structures and broadcast regulations.

**E) Sponsors**

- 1) When an IHSAA Tournament Series Event has a presenting sponsor, the name of the presenting sponsor must be included in identifying the name of the event, e.g. "The IHSAA Football State Tournament presented by the Indianapolis Colts."
- 2) Local sponsors should be carefully selected and commercial announcements carefully supervised as to quantity, time and quality. Advertisers or sponsors of alcoholic beverages, firearms, tobacco, gambling, political, controversial or lewd issues and professional sports franchises (football, girls and boys basketball only) are not permitted.
  - (a) Local family restaurants are welcome to sponsor tournament broadcasts so long as associated commercial announcements do not include reference to "bar" or "drink specials."
- 3) Commercial live reads cannot be longer than 15 seconds in length per read.
- 4) Stations originating their own broadcast must list IHSAA presenting sponsors during every event. Local sponsors cannot conflict with IHSAA presenting sponsors.

**IHSAA Presenting Sponsors:**

IHSAA Champions Network	Indiana Farm Bureau Insurance
Football State Tournament	Indianapolis Colts
Girls Basketball State Tournament	Indiana Fever and Indiana Pacers
Boys Basketball State Tournament	Indiana Pacers and Indiana Fever

- 5) If broadcast outlets do not comply with all IHSAA Rules and Regulations, the IHSAA, or its agent, reserves the right to assess fees to remedy the situation.
  - (a) If a broadcast outlet continually abuses the IHSAA Rules and Regulations, the broadcast outlet may be suspended from post-season tournament coverage.

**F) Broadcaster Decorum**

- 1) 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.
- 2) The use of video replays when reviewing a close or incorrect call shall be used professionally and commented on with discretion.
- 3) Announcers, crew members and staff are considered guests and should be sensitive of their presence when placed in the crowd or press box.

**G) Press Box and Press Row Access**

- 1) Access to media areas is restricted as detailed with this document. Broadcasters or other media who have paid a rights fee have first right to available seats behind the staff of the Host School. Presence in media areas by **persons not directly supporting the broadcast** is strictly prohibited independent of the number of seats assigned. **Visitors are not allowed.**
- 2) The home school Athletic Director coordinates the seats available. Special requests must be made in advance to the school, but such requests are not guaranteed. Internet or other forms of telecommunications may or may not be provided and is at the sole discretion of the Host School.

#### **H) Publicity**

- 1) Favorable and constructive publicity should be provided by the station for all upcoming broadcasts in a manner and at times convenient to the station.

#### **I) Social 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) For purposes of this policy, "digital highlights" are defined as IHSAA championship game or event footage distributed on the Internet or through a mobile application or device (e.g. smartphone, tablet).
- 3) Credential holders may only produce social media content as a digital highlight. Continuous video streaming of an entire event to the Social Media through a mobile application or device is not permitted.
- 4) Digital highlights shall be limited to five (5) social media posts and an aggregate of two (2) minutes of footage per game.
- 5) Digital highlights may only be used as set forth in this policy and may not be used commercially, sold, sublicensed, transferred or re-purposed for any other use.
- 6) Upon the IHSAA's request, credential holders shall transmit to the IHSAA digital highlights (including raw footage and/or a produced segment) for use on official IHSAA media outlets (such as IHSAAtv.org)
- 7) The IHSAA owns the exclusive right to digital highlights and other footage for all IHSAA Championships. This policy applies to national, regional and local media websites, niche sport websites, social media websites, blogs, print publications or new other new media.
- 8) Each credential holder may not produce in any form a "real-time" description of the event. Real-time is defined by the IHSAA as a continuous play-by-play account or live, extended live/real-time statistics or detailed description of an event.
- 9) Each of the aforementioned descriptions is exclusive to the IHSAA's website and/or any other outlet designated by the IHSAA and its rights holders.
- 10) Periodic updates of scores, statistics or other brief descriptions of the competition throughout the event are acceptable.

### **IV) AUDIO (RADIO AND INTERNET AUDIO) – IHSAA TOURNAMENT SERIES EVENTS**

- A)** The IHSAA welcomes radio stations, internet audio only webcasters and independent producers to carry live broadcasts from all IHSAA Tournament Series Events, under the rules set forth herein.

#### **B) Restrictions**

- 1) Priority Broadcasting:
  - (a) Emmis Communications' radio station WFNI-AM, Indianapolis is the official radio partner of the IHSAA.
  - (b) WFNI-AM will have first and exclusive (in the Indianapolis, IN DMA) right as it relates to broadcast locations during any IHSAA Tournament Series.
  - (c) All other radio stations will have access to Tournament Series Events on a first-come, first-served basis as space at the host site permits.

#### **C) IHSAA Champions Radio Network**

- 1) The IHSAA welcomes commercial radio broadcast stations to join its statewide Champions Radio Network. Internet-only audio-based broadcasters are not permitted to join the Champions Radio Network.
- 2) As an official partner of the IHSAA Champions Radio Network, affiliate stations will have the opportunity to supply the community they serve with high-quality, local high school sports programming. In addition, partner stations may not be subject to the broadcast rights fee

structure laid forth for independent broadcast stations during the tournament(s) of their network affiliation. In exchange, affiliate stations are required to air network programming throughout the season.

- 3) Any station interested in joining the IHSAA Champions Radio Network must review the details of the Affiliate Station Agreement available from Three Sixty Group (Email: IHSAA@360GroupOnline.com | 317-633-1456). Affiliate Station Applications are due by **Tuesday, August 20, 2019**. No applications will be accepted after this deadline.

**D) Broadcast Rights Fees:**

- 1) Broadcast rights fees for all IHSAA Tournaments Series events must be paid **in advance of the broadcast** using the IHSAA’s online Broadcast Application.
- 2) Fees are assessed on a game-by-game basis and are non-negotiable and non-refundable.
- 3) Individual broadcast outlets are responsible for paying the rights fee associated with the platform on which a broadcast airs to the public—the appropriate AUDIO and/ or VIDEO rights fee.
- 4) Regardless of traditional TV and radio technologies and capabilities, all broadcasters will pay appropriate rights fees—a video fee for video distribution, and an audio fee for audio distribution. Additionally, in the case where one event is distributed on multiple platforms, payment of a rights fee is required for each platform and each broadcast.
- 5) All approved broadcasters will be allotted two (2) **press box** clearances. A press box clearance grants a sole crew member access to his/her assigned space. Should a station require a third (3) clearance, that station will incur an additional \$50 crew fee. In the instance a station requires four (4) clearances, that station will incur a \$250 crew fee. There will be no more than four (4) press box clearances issued to each station, including educational stations, affiliates and stations with negotiated contracts, during any IHSAA Tournament Series Event. Press box capacities are subject to change per Host Site.
- 6) 2019-20 per game Broadcast Rights Fee Structures:

**Radio Broadcast or Internet Audio-Only Webstream:**

	<b>Football</b>	<b>G Basketball</b>	<b>B Basketball</b>	<b>Other Sports</b>
<b>Sectional</b>	\$60.00	\$60.00	\$60.00	\$60.00
<b>Regional</b>	\$85.00	\$85.00	\$85.00	\$60.00
<b>Semi-State</b>	\$135.00	\$135.00	\$135.00	\$60.00
<b>State Final</b>	\$160.00	\$160.00	\$160.00	\$110.00

**V) TELEVISION AND VIDEO WEBCASTS – IHSAA TOURNAMENT SERIES EVENTS**

- A) The IHSAA is the sole producer and distributor of television and video broadcasts of state championship events in all IHSAA Tournament Series via the IHSAA Champions Television Network. The IHSAA welcomes broadcasters including webcasters, television stations, cable companies and television producers to produce and distribute broadcasts from all IHSAA sub-state level Tournament Series Events, under the rules set forth herein.

**B) General**

- 1) Broadcasts of IHSAA tournament events are subject to the IHSAA standard rights fee schedules as outlined in this document.
- 2) Any broadcaster that broadcasts a State Tournament Championship Contest or event either live or by tape-delay must provide a copy of the broadcast video footage to the IHSAA within ten (10) business days of the live Tournament Series Event for the IHSAA’s unlimited use upon request of the IHSAA. Content shall be provided in high definition, 720p/30 at a minimum on SD media.

### C) The IHSAA Championship Television Network

- 1) The IHSAA is the sole producer and distributor of television broadcasts of State Championship level events in all IHSAA Tournament Series via the IHSAA Champions Television Network
- 2) Network Affiliate: The IHSAA has identified Fox Sports Midwest as the sole flagship affiliate of the Championship Television Network. Fox Sports Midwest has the exclusive first right to all IHSAA Championship Television Network programming.

### D) Priority Broadcasting

- 1) Fox Sports Midwest will receive the following broadcast rights:
  - (a) Fox Sports Midwest has the first right to broadcast at any IHSAA Tournament Series site. Any game selected by Fox Sports becomes exclusive without exception and no other video broadcaster will be permitted.
  - (b) IHSAAtv, the official internet portal of the Indiana High School Athletic Association, shall hold second, exclusive rights at one or more tournament sites unless these rights have been previously negotiated by a broadcaster under a separate agreement with the IHSAA. In that case, IHSAAtv will hold third, exclusive rights.
  - (c) Other approved broadcasters may broadcast from a sectional, regional or semi-state only if Fox Sports Midwest, IHSAAtv, or a broadcaster who has purchased exclusive rights is not originating a broadcast from that event.
    - (i) In year 2 of a 3-year third exclusive rights agreement, ISC Sports Network is permitted one video exclusivity per Sectional and per Regional rounds, per either affiliate ETC Sports out of Sunman, MTC Sports out of Mulberry, or RTC4 out of Rochester.
    - (ii) At the end of the above agreement period, broadcasters will have the opportunity to respond to a request for proposal with a bid on a future agreement.

### E) General

- 1) No internet company will be granted permission to broadcast a video stream from an IHSAA Tournament Series Event where a broadcast will be originated by the IHSAA or an exclusive, first right partner (including at the State Finals level).
- 2) Broadcasters may distribute an audio stream of an IHSAA State Championship Tournament Series Event.
- 3) Broadcasts must include an announcer(s) dedicated to the cohesiveness and production play-by-play continuity of the game – **specific** to each medium:
  - (i) It is prohibited to use radio audio as audio for a video webcast.
  - (ii) It is prohibited to use video webcast audio as audio for a radio broadcast.
- 4) Broadcasters may not, under any circumstances, charge a fee to view the live or archived stream of a Tournament Series Event. This includes, but is not limited to: pay-per-view, donation solicitation, membership fees or any other online payment solicitation.
- 5) Any commercial broadcast on Facebook Live, Twitter, Periscope, YouTube, or any future online video portals, cannot, under any circumstances, be the primary medium for broadcasting an IHSAA Tournament Series Event. However, these are allowed as a secondary syndication medium as detailed above.

### F) Broadcast Rights Fees

- 1) Broadcast rights fees for all IHSAA Tournaments Series events must be paid **in advance of the broadcast** using the IHSAA's online Broadcast Application.
- 2) Fees are assessed on a game-by-game basis and are non-negotiable and non-refundable.
- 3) Individual broadcast outlets are responsible for paying the rights fee associated with the platform on which a broadcast airs to the public—the appropriate AUDIO and/ or VIDEO rights fee.
- 4) Regardless of traditional TV and radio technologies and capabilities, all broadcasters will pay appropriate rights fees—a video fee for video distribution, and an audio fee for audio

distribution. Additionally, in the case where one event is distributed on multiple platforms, payment of a rights fee is required for each platform and each broadcast.

- 5) All approved broadcasters will be allotted two (2) **press box** clearances. A press box clearance grants a sole crew member access to his/her assigned space. Should a station require a third (3) clearance, that station will incur an additional \$50 crew fee. In the instance a station requires four (4) clearances, that station will incur a \$250 crew fee. There will be no more than four (4) press box clearances issued to each station, including educational stations, affiliates and stations with negotiated contracts, during any IHSAA Tournament Series Event. Press box capacities are subject to change per Host Site.
- 6) 2019-20 per game Television and Internet Video Broadcast Rights Fee Structure:

**For Television and Cable TV:**

Stations Serving < 75,000 HHs	Football	G Basketball	B Basketball	Other Sports
<b>Sectional</b>	\$325.00	\$325.00	\$325.00	\$200.00
<b>Regional</b>	\$325.00	\$325.00	\$325.00	\$200.00
<b>Semi-State</b>	\$325.00	\$325.00	\$325.00	\$200.00
<b>State Final</b>	NA	NA	NA	Contact IHSAA

Stations Serving > 75,000 HHs	Football	G Basketball	B Basketball	Other Sports
<b>Sectional</b>	\$650.00	\$650.00	\$650.00	\$200.00
<b>Regional</b>	\$650.00	\$650.00	\$650.00	\$200.00
<b>Semi-State</b>	\$650.00	\$650.00	\$650.00	\$200.00
<b>State Final</b>	NA	NA	NA	Contact IHSAA

**For Internet Video Webstream (1+ cameras):**

	Football	G Basketball	B Basketball	Wrestling	Other Sports
<b>Sectional</b>	\$300.00	\$100.00	\$300.00	\$100.00	\$100.00
<b>Regional</b>	\$300.00	\$125.00	\$300.00	\$125.00	\$125.00
<b>Semi-State</b>	\$300.00	\$150.00	\$300.00	Contact IHSAA	\$150.00
<b>State Final</b>	NA	NA	NA	NA	Contact IHSAA

**G) Broadcaster Qualifications**

- 1) Broadcasters of an IHSAA Tournament Series Event must have a unique, registered domain name, ending in one of the recognized extensions (.com, .org, .edu, .net) and originate the broadcast on the domain.
- 2) Broadcasters of an IHSAA Tournament Series Event 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) The following internet stations will not be granted permission to broadcast from IHSAA Tournament Series Events:
  - (a) Personal page internet site publishers.
  - (b) Subscription-based internet sites.
  - (c) Internet sites associated in any way with the promotion of alcohol, firearms, tobacco, gambling, political or controversial issues, 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.
- 4) Internet stations requesting to broadcast video of an IHSAA Tournament Series Event must abide by the following minimum broadcast standards:
  - (a) Minimum 1280 x 720 pixel image at 30 progressive frames per second.
  - (b) An announcer must be employed and narrate the action
  - (c) A scoreline must clearly be visible and present during playing action
  - (d) Camera placement must be unobstructed by an immovable object such as a railing, window, etc.