



## INDIANA HIGH SCHOOL ATHLETIC ASSOCIATION, INC.

### 2024-25 Rules and Regulation Overview for Television, Radio, Cable Broadcasting and Internet Streaming

The following is a summary of the IHSAA's current broadcast information, along with new updates for the 2024-25 school year. For the more in-depth clarification, all broadcasters and athletic directors should read the full IHSAA Media Rules & Regulations document.

#### I) Summary

- A) The IHSAA retains the rights to all tournament content. Any and all commercial, school, or independent broadcasters (affiliate, educational, or otherwise) are required to apply and be approved for a broadcast license in order to cover tournament contests. Only broadcasters approved by the IHSAA are permitted coverage.
- B) A license is required for each game covered by every broadcaster. Each license has a corresponding fee, which may be waived depending on a broadcaster's eligibility.
  - 1) License fees may be waived in certain scenarios for broadcasters designated as Champions Radio Network Affiliates or as Educational Stations.
    - (a) Applications to receive these designations are available for broadcasters—both radio and video—who adhere to the IHSAA's defined standards and follow specified requirements.
    - (b) All fee, discount, and affiliate application schedules, requirements and procedures (including those for video, CRN, and educational broadcasters) are outlined within the [IHSAA's Rules and Regulations](#).
- C) Applications to acquire a license to broadcast an IHSAA tournament event—as well as the corresponding "Approved Broadcasters" lists—can be found on the [Media Rules and Regulations page](#) of IHSAA.org. Additionally, both items are emailed to all IHSAA athletic directors and members of the IHSAA's media database. To join the IHSAA's media email list, please [fill out this form](#).
  - 1) Unfortunately, due to limited space, not every broadcaster who applies for a license can always be approved. Refunds will be issued immediately to those broadcasters not approved.
- D) Broadcasters are required to adhere to the IHSAA's decorum, quality standards, and restrictions (including production, advertising/sponsors, and PPV) at all tournament events.
- E) Credentialed media—as well as all social media users (both licensed broadcasters and the general public)—must comply with the IHSAA's fair use policy when sharing video and/or images from tournament events.

#### II) Noteworthy Rules and Regulation Updates for the 2024-25 School Year

- A) Champions Radio Network
  - 1) Softball has been added as a choice of sports affiliation.
    - (a) Terrestrial radio stations who have applied for and fulfill CRN Affiliate requirements will have license fees waived for IHSAA Softball State Tournament broadcasts.
- B) Broadcast Licensing Fees
  - 1) Television broadcast license fees will increase 5% at all tournament levels during the 2024-25 school year.

- (a) Broadcast license fees will increase by 5% on a three (3) year rotational basis for internet-video, internet-audio and radio, and television in the following manner:
  - (i) 2025-26: Internet-video license fees will increase by 5% and will remain locked for three (3) years (until the 2028-29 school year).
  - (ii) 2026-27: Internet-audio and radio license fees will increase by 5% and will remain locked for three (3) years (until the 2029-30 school year).
  - (iii) 2027-28: Television license fees will increase again by 5% and will remain locked for three (3) years (until the 2030-31 school year).
- 2) Broadcasters who meet the requirements for and are approved as educational stations—whether TV, radio, internet-audio, or internet-video—will not have broadcast license fee requirements. All educational stations will receive a unique code to waive these fees.
- C) Broadcasting Standards
  - 1) All broadcasts at the tournament level must have live announcers. No broadcast will be permitted with natural/venue sound only.
- D) Only video broadcasts will be permitted on IHSAAtv.org once the tournament begins. All audio-only internet broadcasts will need to be hosted on an alternative website.
- E) IHSAA Inventory Requirements for Video Affiliates
  - 1) Affiliates are required to run three minutes (3:00) worth of IHSAA designated inventory during each broadcast. Spots will be available via an internet cloud hosting location.

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## Chapter 1: IHSAA Broadcasting Rules for Tournament Events

- a) Overview: Initiating an audio description and/or transmitting, broadcasting or web streaming any moving images from any device using any means is licensed and is regulated by the Indiana High School Athletic Association at [IHSAA](#) sanctioned tournament events.
- b) Dissemination of video and audio using radio, television, webcasting, posting (tweeting) or any social media including future technologies by any means are considered 'broadcasting' and the initiator is considered a 'broadcaster' for all references contained within this document. Broadcasters may be a school, business or individual including fans present at the event. Locally or remotely controlled robots or autonomous devices which capture audio or video and disseminate such are considered broadcasters.

## 2) Supporting Documentation

- a) This document will reference others or subsequent chapters:
  - i) [Chapter 2: IHSAA Fees for Broadcasting Tournament Events](#). Contains the most recent fee schedule for obtaining a license to broadcast an IHSAA tournament event.
  - ii) [Chapter 3: Broadcaster Decorum at IHSAA Tournament Events](#). Defines the expected decorum for the performance of on-air talent during a broadcast of an IHSAA licensed event.
  - iii) [Chapter 4: Rules for IHSAA Champions Affiliation](#). Explains a special designation to a broadcaster and which enhances these rules for tournament events.
  - iv) [Chapter 5: Application for designation as an Educational Broadcaster](#).
  - v) [Chapter 6: Policy for Photography, Film and Audio at IHSAA Tournament Series Events](#).

## 3) Definitions

- a) **IHSAA** - [IHSAA](#) is the abbreviation for the Indiana High School Athletic Association.
- b) **Regular Season** - Refers to games contested by IHSAA member schools outside of the tournament of the Indiana High School Athletic Association. Regular season game content and rights are normally administered by the host school and in some cases may be governed by a 3rd party.
- c) **IHSAA Tournament Events** - contests owned by the Indiana High School Athletic Association. These events include all Indiana Sectional, Regional, Semi-State and State Championships. The rules contained within this document are only pertinent to 'IHSAA Tournament Events'
- d) **Broadcasting** - by definition, shall encompass both live and tape delayed audio or video presentations of IHSAA tournament contest action. There is no longer a

difference between live and tape delayed broadcasts within this or any related documentation. Broadcasting encompasses all forms of radio, television, internet, and any future technology to distribute video or audio both by conventional and digital methods.

- e) **Broadcaster** - The Broadcaster is the entity who has paid the appropriate licensing fee to distribute a live or taped delayed IHSAA tournament production.
- f) **Producer** - The Producer is the entity that staffs and operates audio and video equipment. The Producer is the creator of the artistic presentation of the tournament event actions which are subsequently distributed by the Broadcaster. The Producer may or may not be the Broadcaster. If syndication fees are paid, there may exist more than one Broadcaster distributing (airing) the work of a single Producer.
- g) **Network** - A network is defined within this document as more than one linear or on demand broadcasting outlet whose content is shared with one or more other outlets simultaneously. As a qualifier, 90% of the content shared among all shall be the same when and if they could be viewed simultaneously. An ad hoc relationship or grouping of broadcasters who do not meet this criteria shall be regarded as separate entities for the purpose of obtaining a license to broadcast.
- h) **Fair Use** - Details the use of images, moving pictures, video, audio, and social media by [non-licensed](#) entities. [Read more.](#)
- i) **VOD** - Video-on-demand. VOD is defined as a video presentation that was broadcast live or via a taped delay and is later available for replaying at the pleasure of the fan or viewer.
- j) **PPV** – Pay-Per-View. PPV is the process of placing a game’s live or replay audio or video and/or it’s video-on-demand presentation behind a paywall which requires that the viewer or listener submit funds or purchase a subscription to view.
- k) **Owned Properties**. For the purposes of this document, an owned property is an outlet for video or audio that is controlled exclusively by the broadcaster. A owned property’s content is exclusive to the broadcaster. [More Clarifications.](#)
- l) **Syndication** - Syndication is defined as placing a live, tape delayed or video on demand broadcast on more than one broadcast location. Syndication is applicable to both video and audio broadcasts.
- m) **Exclusivity** - Exclusivity is defined as allowing a single broadcaster and no other at a unique game venue.
- n) **[Educational Broadcaster](#)** - Educational Broadcaster is defined as a school group or class that is led by a teacher, meets all educational requirements and who has applied for such a designation from the [Director of Broadcasting at the IHSAA](#). An educational Broadcaster must also be that entity’s Producer.

- o) **IHSAA Champions Network** - The IHSAA Champions Network, IHSAA Champions Radio Network, and [IHSAAtv.org](http://IHSAAtv.org) are the monikers for all video, audio and radio broadcasts from [authorized IHSAA Champions Affiliates](#). The use of this designation, logo, trademarks or a verbal description implying association is forbidden to any non-affiliated entity. Membership is by approval of the [Director of Broadcasting at the IHSAA](#)
- p) **Affiliate and Affiliation** - Affiliations with the Champions Network are designations contractually granted to broadcasters. See [“Rules for IHSAA Champions Affiliation”](#). Affiliation may enhance or relieve that entity from certain restrictions or modify fees listed in the document [“IHSAA Fees for Broadcasting Tournament Events”](#) stating that an association with or implying an entity is acting on behalf of the [Indiana High School Athletic Association](#), [IHSAAtv](#), or any derivation of the IHSAA Champions Network, is prohibited. Affiliates enjoy other reliefs in select situations as defined in [Rules for IHSAA Champions Affiliation](#)
- q) **Authorized Licensing Agent (ALA)** is the entity responsible for issuing broadcast licenses. They act under the direction of the [Director of Broadcasting at the Indiana High School Athletic Association](#). The current ALA is [The 360 Group](#)
- r) **License to Broadcast or License** is defined as permission to Broadcast an IHSAA Tournament event. For the purpose of this document, the term ‘license’ is not an FCC authorization, but permission granted by the ALA. This document details the process of submitting for and being granted a license to attend, encode, and broadcast game content. The term, ‘rights’ in reference to past authorizations has been deleted. A licensed entity does not need to hold an FCC license for the purposes of obtaining permission to broadcast. A license is issued by the [ALA](#).
  - i) Four classifications will be applicable and referenced within this document depending upon having a designation as an [IHSAA Champions Affiliate](#) or the designation as an [Educational Broadcaster](#), they are:
    - (1) Commercial broadcasters without an affiliation
    - (2) Commercial broadcasters with an affiliation
    - (3) Educational broadcasters without an affiliation
    - (4) Educational broadcasters with an affiliation.
- s) **Director of Broadcasting** - [The Director of Broadcasting at the IHSAA](#) is a staff level person at the Indiana High School Athletic Association that administers the rules and regulations for IHSAA Broadcasting and licensing. Contact is via [ihsaatv@ihsaa.org](mailto:ihsaatv@ihsaa.org)
- t) **Webcast and Stream** - using electronics to digitize moving video images with or without accompanying audio or audio alone and transiting the result via a digital means. This is normally done via the internet.

- u) **Radio** - Radio and Audio Broadcaster are treated and addressed as identical entities with the expectation that FCC commercially licensed entities may apply for designation as an IHSAA Champions Radio Affiliate, which is outside of these rules and documents.
- v) **Take-Down** - the action of removing video or audio content from public and private view.
- w) **Hosting Authority** - the person or organization who has been authorized by the IHSAA to host a sanctioned contest or championship at a venue under their control or jurisdiction. In many cases, this is the event's hosting school Principal or Athletic Director.
- x) **REMI, Remote Integration** - REMI, Remote Integration, is the process of removing the director, producer and other above the line production staff from the venue and placing them in another fully staffed production facility. Optionally, the announcer(s) may also be remote. The production receives camera feeds located in the venue via the internet or other real time means and streams the resulting production on the internet or a television system originating from the remote studio. [More info.](#)

#### 4) Educational Broadcaster Rules

- a) There is no delineation between educational and commercial broadcasters for the purpose of submitting for and being granted a [broadcasting license](#).
- b) Educational broadcasters are required to follow the rules and regulations contained within this and other related documents.
- c) Educational broadcasters may sell advertising and sponsorships without limitation, except Insurance, healthcare, sports medicine, and professional sports, which are category protected industries and reserved for Indiana Farm Bureau Insurance, Franciscan Health, Forte Sports Medicine, the Indiana Pacers, the Indiana Fever and the Indianapolis Colts.
- d) An Educational Station must be sanctioned by a single school, lead by a teacher employed full time at the school and must use the talents of students in the majority of the broadcast's positions. Every effort must be made to have students announce, direct and produce the broadcast. If an adult is desired to announce an event, a yearly waiver must be obtained from the [Director of Broadcasting at the IHSAA](#).
- e) Inclusion of any commercial or professional organization's content or participation, including the syndication of non-school owned radio over the top of an educational video webcast, is prohibited unless a yearly waiver is obtained from the [Director of Broadcasting at the IHSAA](#).
- f) The educational broadcaster designation requires yearly renewal from the Director of Broadcasting at the IHSAA. If you would like to renew your affiliate status, please email the [Director of Broadcasting](#). Educational stations shall not



broadcast any IHSAA tournament event without an approved return of the application.

- g) There may be further restrictions detailed in the [Application for Educational Broadcaster](#) and in [Rules for IHSAA Champions Affiliation](#)

## 5) Licensing, Copyrights and Sale of Productions

- a) The IHSAA retains copyrights and ownership of content that is produced, including production of tournament events by others. These rights exist in perpetuity.
- i) An IHSAA tournament event whose rights were paid for by an affiliate and streamed successfully may remain accessible to view as an archived event, free and in perpetuity but only on IHSAAtv.org. The event may not be re-streamed or appear as a live replay. The affiliate may download a copy of the game via the Hudl backend, however, it shall not be replayed or redistributed in any way without re-negotiation with the IHSAA Director Broadcasting.
  - ii) Television stations paying a rights fee and airing an IHSAA event live may replay an event a total of 3 times, but all within one year of the date of the event. Any replays past the one-year mark must be re-negotiation with and approved by the IHSAA Director of Broadcasting.
- b) Broadcasters at an IHSAA tournament event, in excess of maximum IHSAA [fair-use definitions](#) elsewhere in this document, must apply for and be granted a [license](#) to broadcast for any IHSAA tournament event. Fees must be paid in advance. See the chapter, [“IHSAA Fees for IHSAA Broadcasts”](#)
- c) Ownership of all broadcast content is copyrighted by the Indiana High School Athletic Association. The broadcaster may not sell DVDs, files or downloads of any sanctioned game without the permission of the [ALA](#) or the Director of Broadcasting or via other pertinent IHSAA contracts, except as stated in the [“Rules for IHSAA Champions Affiliation.”](#)
- d) The Director of Broadcasting may issue an immediate or delayed [Take-Down](#) of VOD content for any reason. This order must immediately and completely remove any possibility of viewing by any entity. Additionally, the licensed broadcaster may be required to provide a complete, unedited copy of the game in an [MP4](#) file upon request within one working day.

## 6) Submitting for a [License](#) to Broadcast

- a) Contacting the [ALA](#) - Prior to requesting permission, the broadcaster should obtain the current email or phone number for the agent at the designated [ALA](#).

- b) Interested stations may submit a request for Broadcast License to an IHSAA Tournament Series Events using the official electronic Broadcast Applications available in the Media section of [ihsaa.org](https://www.ihsaa.org) (<https://www.ihsaa.org/Media/Media-Rules-Regulations>). **No applications will be accepted via US Mail, email, fax or phone conversation.** The [Broadcaster](#) must clearly define the entity that will serve as the [Producer](#) should they be different.
- i) Stations must apply separately for every game they intend to cover.
    - (1) There must be clear communication between the producer and/or broadcaster and their team regarding which games have been approved.
    - (2) If a broadcaster wants to broadcast on two different mediums, they must pay the higher license fee, but will be permitted to air on both
      - (a) For Example: Radio station wants to air on both radio and video, must pay video license fee, and can air on both mediums
      - (b) All video **MUST** be exclusive to IHSAAtv, so the broadcaster must become an affiliate
      - (c) Champions Radio Network Affiliate-ship only waives radio license fees for specified tournaments
  - ii) Broadcasters are responsible to pay all applicable rights fees in advance of the event for which a License to Broadcast has been requested.
  - iii) All Broadcasters granted a License to Broadcast 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.
- c) Indemnification Requirement - Broadcasters will be required to obtain, fill out and file a statement of Indemnification protecting the IHSAA, it's agents, the [ALA](#) and IHSAA announcers. It must be signed or electronically signed by a company executive who is authorized to do so with the [ALA](#) on an event basis. Failure to have such on file will prevent a [License to Broadcast](#) being issued.
- d) Game selection is at the discretion of the applying broadcaster subject to exclusivities and other possible extenuating circumstances.
- e) A [license for broadcasting](#) does not provide for [exclusivity](#).

## 7) Order of Broadcaster Preference for Approval

- a) Approval priorities at the Sectional thru Semi-State levels are as follows, should space exist:

- i) Commercial video broadcasters holding a current [IHSAA Champions Network affiliation](#).
  - ii) Educational video broadcasters holding a current [IHSAA Champions Network affiliation](#).
  - iii) Radio broadcasters who hold a current [IHSAA Champions Network affiliation](#).
  - iv) Commercial radio broadcasters who do not hold an affiliation with the IHSAA Champions Network.
  - v) Educational audio broadcasters.
  - vi) Print media that has historically covered one of the competing teams, with the visitor having priority over the home team.
  - vii) Print media that covers the local demographics.
  - viii) Social Media only posters.
  - ix) Photographers.
- b) At State Finals, should seating be limited, the following order of seating occurs
- i) Linear Television Partner, IHSAA tv and IHSAA personnel.
  - ii) Radio Stations who hold an [IHSAA Champions Network affiliation](#).
  - iii) Media that is statewide in scope (wire services, non licensed or rights paying regional television, etc.).
  - iv) Media that covers its hometown, competing team.
  - v) Media that covers the site of the host facility.
  - vi) All other media (internet sites, specialty publications).
- c) Tie Breakers may be necessary:
- i) In the event that space is limited and a tie appears per the above outline, the IHSAA will revert to that webcaster paying the highest fee for the event. If an additional tie breaker is necessary, the preference will be given to that producer/broadcaster who has continuously broadcast IHSAA Championship tournaments for most consecutive years. If two educational affiliates appear tied, the home team Producer shall be given seating privileges.

## **8) Press Box and Press Row Seating and Allowable Staff:**

- a) The following table details the number of seats per broadcaster allowed at an IHSAA Tournament Event. Broadcasters are subject to these restrictions. These are seats in press box or on press row as defined by the Athletic Director. Press areas maybe extended due to social distancing or at his/her discretion. Your crew that is outside of the pressbox or on press row do not count in this number. Seating and the location of announcers, press and camera operators shall be at the discretion of the hosting venue and its tournament representative. However,

IHSAA or its hired representatives providing video or photography services shall be given priority seating and equipment placement.

- i) Video and TV: 3
- ii) Radio: 2

## 9) Exclusivities

- a) The IHSAA Champions Network, any linear television partner, IHSAAtv hold [Exclusivities](#)
- b) [Exclusivity](#) owners must state their coverage intent no later than 12 noon on the Monday of the week of the contest, when that contest is played on the following Friday or Saturday. When contests are played on Monday through Thursday, intent to place an [exclusivity](#) will be announced the prior Monday at Noon.
- c) [Exclusivity](#) may be granted to other broadcasters by the Director of Broadcasting situationally.
- d) Educational broadcasters are subject to the [exclusivity](#) rules at the Regional, Semi-State and State Championship levels from entities holding those licenses, but may also be excluded at the Sectional levels situationally and only under the mandate of the [Director of Broadcasting at the IHSAA](#).

## 10) Broadcasters Using Live Video Via Social Media:

- a) Video broadcasting tournament events on social media channels is prohibited. Video broadcasts of post-season events must air exclusively to IHSAAtv.org.

## 11) Certain [Licensed](#) Entities May Broadcast to their Owned properties

- a) An [owned property](#) may include a television or radio station
- b) Owned is defined as being under the exclusive and direct control of the broadcaster who has paid the appropriate licensing fees, clearly branded as such.
- c) A producer or production company employed by the licensed broadcaster may not distribute IHSAA tournament content without paying the additional, appropriate fee.
- d) An [educational designated broadcaster](#) operating as an [IHSAA Champions Affiliate](#) is not allowed to syndicate live or VOD content to any social media. [Commercial IHSAA Champions Affiliates have additional restrictions.](#)
- e) Entities owning both a radio station or audio broadcasting outlet and a television station or video webcasting outlet are NOT considered an owned property for the purposes of cross syndication of content between media types under the owned property definition. Though the new rules allow the audio from a radio station to be laid over video, or visa-versa, both broadcasts must pay the appropriate and separate fees.

## 12) External [Syndication](#) to a Non-Owned Property is Prohibited

- a) [Syndication](#) without additional licensing and payment of applicable fees is prohibited.
- b) A tournament contest may not be placed on properties owned by others.
- c) Placing a production on a non-owned radio station, cable channel or television station, without that non-owned property paying the appropriate rights fee, is prohibited..
- d) Crossposting a Facebook live stream from the broadcaster's page or group to another unlicensed entity is restricted.
- e) Embedding a video or VOD on a non-owned website requires additional broadcast licensing fees. Such embedding by non-licensed entities shall be considered a copyright violation. The broadcaster or [licensed entity](#) must take the appropriate steps to assure embedding is restricted.
- f) Voluntarily allowing a non-related entity to embed or place the game on a phantom internet site is prohibited.
- g) Unauthorized scraping a video feed for the purpose of posting or distributing IHSAA tournament content is prohibited.

## 13) [Syndication](#) Clarifications:

- a) [Syndication](#) by an entity not owned by the broadcaster is only allowed when the additional content distribution entity submits for approval and pays the appropriate broadcasting fee.
- b) The issuance of a [license](#) allowing [syndication](#) to entities deemed by the ALA or the Director of Broadcasting at the IHSAA to be in competition with the IHSAA Champions Network may be denied or revoked.
- c) An applicant who submits for a [license to broadcast](#) on a [network](#) where simultaneous content does not meet the definition shall be deemed a non-owned syndication and subject to additional licensing fees.
- d) [Licensed broadcasters](#) placing content on a cooperative cable channel, non-owned by the licensed entity, is considered a non-owned [syndication](#) unless that channel is the primary distribution outlet for the broadcast and has been designated as such on the application to broadcast. If deemed a [syndication](#), the cable channel must make an application, pay the appropriate fees and receive permission to broadcast the content in advance.

## 14) Fair Use - Posting Images, Audio or Video by Non-[Licensed](#) Entities and Individuals on Conventional and Internet Outlets (Social Media)

- a) There are limitations to non-[licensed](#) entities and individuals using IHSAA tournament content.
- b) Dissemination of video and moving images is allowable with qualifications.

- i) Those who have not purchased a [broadcast license](#) are limited to a fair-use policy as exclusively defined within this document as follows:
  - (1) 10 minutes prior to the start of team announcements or the start of the contest, whichever comes first, then continuing until 10 minutes after the contest or at the completion of post-game activities, whichever happens last, video posts on social media, the internet and television on-site live hits will be limited to an aggregate of 2 minutes of content, or 10 social media video posts that must remain under 2 minutes in total combined time, whichever comes first
  - (2) No game recorded video exceeding 2 total minutes may be posted as highlights, game content, video on demand after the event without paying the appropriate broadcasting fee.
  - (3) This aggregate is the sum of the duration of each and every post from every poster hired by or associated with a single entity or the single entity's agents or hires.
  - (4) Use of video, audio and moving images by media is further advised in [Chapter 6: Policy for Photography, Film and Audio at IHSAA Tournament Series Events](#).
- c) Relief From Past Restrictions
  - i) Past restrictions preventing the video and distribution of live contest action have been removed subject to the above rule.
    - (1) Non-[licensed](#) entities can now show live action subject to the fair use limitations.
- d) Social Media Restrictions apply to credentialed and non-credentialed media, the general public, schools and all other entities.
- e) Violations will be considered a theft of copyright content and violators may be prosecuted

### **15) Pay-Per-View Restrictions, Registrations and Selling Content**

- a) Your approved [license](#) or use of the Fair Use policy to broadcast or disseminate an IHSAA tournament event or content prevents the implementation of a PPV model during the live presentation without the written permission of the [Director of Broadcasting at the IHSAA](#).
- b) All live presentations must be free to watch, on the IHSAA Champions Network web portal, IHSAAtv.org.
- c) You may not sell DVDs, MP4s or other forms of IHSAA tournament game content outside of the IHSAA Champions Network web portal.
- d) At its discretion, the IHSAA may place tournament events behind a paywall.
- e) The IHSAA does not regulate VOD and PPV during the [regular season](#)

## 16) Broadcasting Quality Standards

- a) See [“Broadcaster Decorum at IHSAA Sanctioned Events”](#) for guidelines and adherence requirements for on-air talent.
- b) Announcer’s Restrictions and Relief From Past Rules
  - i) Past references to the use of radio audio overlaid on video have been removed. Commercial Radio and Television may use each other’s audio without restriction subject to paying the appropriate licensing fees outlined within this document. A radio station and a television station owned by the same entity must pay separate broadcast fees per the fee schedule.
  - ii) Educational broadcasters need to obtain a waiver from the [Director of Broadcasting at the IHSAA](#).
- c) All broadcasts at the tournament level must have live announcers. No broadcast will be permitted with natural/venue sound only.
  - i) Game productions without an announcer's cadence and audio must receive approval by the [Director of Broadcasting at the IHSAA](#) on a game by game basis.
- d) High fidelity audio requirement is required
  - i) The use of cell phone microphone audio as a source for audio when broadcasting is prohibited. Broadcasters are expected to use professional microphones and technology to transmit the highest quality and fidelity possible given restrictions that the venue may present.
  - ii) No audio clearly exhibiting [harmonic distortion](#) is allowable.
- e) High Definition Video Requirement - Video broadcasters must use high definition video with the following minimum standards and enhancements:
  - i) 1280x720 resolution at 30 frames per second
  - ii) Stereo audio, though both channels may be identical
  - iii) A scoreline containing the team names and score
  - iv) The use of a 10 times optical zoom camera.
- f) At least two levels of transcoding via the use of a qualified CDN (Content Delivery Network)
- g) Audio containing the talent on one channel and crowd or effects on the other is prohibited.
- h) Quality of all broadcasts shall reflect positively on the IHSAA, officials, schools and student athletes.



### **17) Notice of Poor Quality and Resolutions**

- a) [The Director of Broadcasting at the IHSAA](#) or his/her agent will provide a 'Notice of Noncompliance' if quality standards are deemed to be unacceptable or below those guidelines listed above.
- b) Upon receipt, the broadcaster will be instructed to contact the Engineer/Executive Producer of the [Champions Network](#) for assistance to resolve the issue. Should continued noncompliance issues persist, denial of a [license to broadcast](#) will result.

### **18) Broadcasting Production Restrictions**

- a) All restrictions apply to [licensed and non-licensed media](#) members, the public or any person or device capturing content during an IHSAA tournament event, unless prior approval by the IHSAA.
- b) Only video broadcasts will be permitted on IHSAAtv.org once the tournament begins. All audio-only internet broadcasts will need to be hosted on an alternative website.
- c) Restricted Areas - No person or device shall capture, produce, or disseminate video or audio content captured in or near the following locations or assemblies:
  - i) Locker rooms
  - ii) Team huddles on or near the contest floor
  - iii) Medical tents, rooms or locations where the student-athlete is located
- d) Audio capturing
  - i) Audio capturing devices are prohibited from being worn by or pointed at coaches or contestants.
  - ii) Parabolic capturing devices, crowd mics and ambient sound devices are acceptable but shall not be directed at individual players or coaches.
- e) Intentionally capturing audio from officials is strictly prohibited without the permission of the lead referee or lead official, with the following exceptions:
  - i) The 'Chair' during tennis matches may be captured
  - ii) The 'White Hat' referee in football may be mic'd with his permission if the venue does not provide a venue public address feed. Your intentions must be communicated to the IHSAA Director of Broadcasting no less than three (3) days before the contest.
  - iii) With the public address feed, the producer may coordinate and take his audio without his permission via interfacing with the venue sound system.
- f) Access to the Pressbox and the Placement of Equipment
  - i) The [hosting AD](#) or IHSAA personnel are responsible for administering the placement of authorized personnel in the press box or in press row



subject to seating availability and per the guidelines laid out elsewhere within this document.

- ii) There is no guarantee of table or floor space to place broadcast equipment that does not easily fit completely in front of a seat that has been designated and assigned to the broadcaster.
  - iii) Early access to the press box must be arranged with the [hosting authorities](#).
- g) Placing Large Vehicles and Trailers
- i) The location of video production vehicles, ENG and satellite trucks will be assigned in advance by the [hosting authorities](#).
  - ii) The broadcaster must supply the exact number and dimensions of such three days prior to the event to the [hosting authority](#).
  - iii) There may be venue limitations preventing the close positioning of large vehicles or trailers.
- h) Restricted Camera Locations:
- i) Football and Soccer
    - (1) Field cameras and media personnel must be located between the goal line and the 30 yard line (or 30 yards) and no closer to the field than the [media set back lines](#).
    - (2) In the event that no set back lines are present, the camera shall be placed no closer to the sideline than 6’.
    - (3) If field cameras are not wireless, a [Grip](#) must be employed and in service at each camera location to handle the signal cabling.
    - (4) Cameras on end zone scaffolding during football must obtain permission from the [Hosting Authority](#) prior to placement.
    - (5) Drones are not allowed.
  - ii) Basketball
    - (1) Courtside cameras are permissible under the basket if and only if the goal has a floor mounted pole or stand. In that event, the cameraman must be seated on a rolling chair with non-marking or non-floor damaging wheels and placed within 6’ either side of the center of the goal stand or pole.
    - (2) No person shall stand under the goal while play is in progress.
    - (3) The IHSAA, nor the venue, can guarantee additional seats to provide for a clear shot of the floor when cameras are placed in crowded areas.
  - iii) Volleyball

- (1) Center floor placed cameraman must be located on the side opposite the players bench, seated on a rolling non-marking and non-floor damaging chair and placed exactly in line with the net.
  - (2) Down left and right cameras must be seated and placed at the most extreme floor positions away from play which may be a corner.
- iv) Baseball and Softball
- (1) Outfield cameras shall not protrude over the fence, towards the field of play.
  - (2) Attachment of robotically or fixed cameras to fences which extend outside of play must be pre-approved by the [Director of Broadcasting at the IHSAA](#) but may be overruled by the game officials once the assembly has been inspected or viewed and deemed as a possible interference to play.
  - (3) Cameramen may not be placed on the roof of dugouts. Robotically controlled cameras are acceptable with the permission of the hosting authority, but subject to removal at the discretion of the officials.

## **19) Advertiser and Sponsor Restrictions**

- a) Broadcasters may sell advertising and sponsorships without limitation, except insurance, healthcare, sports medicine, and professional sports, which are category protected industries and reserved for Indiana Farm Bureau Insurance, Franciscan Health, Forte Sports Medicine, the Indiana Pacers, the Indiana Fever and the Indianapolis Colts, or any of the below advertisers or sponsors.
- b) Broadcasters are prevented from mentioning or commercializing certain products:
  - i) Alcoholic beverages
    - (1) Local family restaurants are welcome to sponsor tournament broadcasts so long as associated commercial announcements do not include reference to “bar” or “drink specials.”
  - ii) Firearms, guns or weapons
  - iii) Sexual enhancement products
  - iv) Cosmetic surgery calls to action
  - v) Gambling and lottery
  - vi) Fantasy sports sites or products
  - vii) Professional sports teams (football, girls and boys basketball)
  - viii) Tobacco or vaping
  - ix) Political

- x) Controversial or lewd subject matter as determined by the IHSAA

## **20) Time out coordination, timing of ads and delay of play**

- a) Broadcasters are not allowed to instruct the game officials to delay play or use a time out coordinator for the purpose of playing commercials without the permission of the [Director of Broadcasting at the IHSAA](#). This must be communicated to the Director of Broadcasting at the IHSAA no less than three (3) days before the contest.
- b) Broadcasters may request a delay in the start of the game by no more than seven minutes to allow prior telecasts to end and thus preventing a JIP into play. However, granting this request is at the pleasure of the [Hosting Authority](#) and must be communicated to the Hosting Authority no less than three (3) days before the contest.
- c) Broadcasters should not place intrusive or obstructive graphics over the playing area of the screen.

## **21) Venue Setup Guidelines**

- a) The use of [duct tape](#), tie wraps, electrical tape or rugs may not be used to support, adhere or cover wiring or signal cable at any venue. The use of [gaffer tape](#), driveway guards or velcro wraps is desired.
- b) You may 'fly' wiring where necessary after gaining venue permission from the hosting authorities.
- c) Setup times must be arranged with hosting authorities.
- d) Any venue lighting requirements during your strike of equipment after the event must be arranged in advance.

## **22) The use of drones**

- a) Drones at tournament sites are not permitted.

## **23) The use of Remote Integration (REMI)**

- a) REMI is the use of internet technologies to place above-the-live personnel remotely from the venue. Production processes are done via internet feeds from cameras at the event then streamed or broadcast from the remote studio. Optionally, talent may be remoted away from the pressbox or pressrow.
- b) The IHSAA encourages the use of leading technologies only when the producer has a proven track record of their use. REMI productions must be approved in advance by the Director of Broadcasting at the IHSAA.
- c) The use of existing HUDL or other robotically controlled cameras as a source for a REMI production is encouraged but must abide by all the production [quality standards of a regular broadcast](#).

#### **24)The Use of autonomous or semi-autonomous video devices (robots)**

- a) The use of autonomous non-drone or robotically controlled cameras is allowable if and only if the video feed contains a scoreline and other requirements, as defined within this document.
- b) Currently, the most common types of robots are Pixellot and Hudl. The Pixellot system is captive to the NFHS network, which requires a paid subscription to watch, and therefore is not permitted for Indiana schools and webcasters during tournament contests.

#### **25)Internet Access**

- a) Internet Access is the responsibility of the Producer.
- b) The Producer or Broadcaster may arrange such with the venue, or [hosting athletic director \(AD\)](#).
- c) The Athletic Director is not required to facilitate internet access.
- d) Loss of internet access during a broadcast is not cause for a refund of the licensing fee. Therefore, it is the recommendation that the broadcaster arrange their own internet access via the local telecom, cable company or via cellular access.
- e) Possible Fee for Internet Access
  - i) [The venue or Athletic Director](#) may impose a fee for providing internet access which may be priced at their discretion to recover costs associated with the physical routing and labor needed.

#### **26)Electrical Power**

- a) There is no guarantee of electrical power at the venue
- b) Electrical power for production vehicles or trailers is not required to be provided by the venue.
- c) There is no guarantee of electrical access on roofs or where cameras are placed.
- d) Where power is available, each producer must bring the necessary power splitters to provide sufficient receptacles for their own equipment.
- e) Splitting of power must be done in concert with all other Producers as not to disrupt broadcasts before, during and after the events.

#### **27)Generator restrictions**

- a) When a generator is used, the specifications for noise may not exceed 58dBA per the manufacturer's spec.
- b) Generators may not be used indoors, near venue ventilation ducts or within 50 feet of spectator seating. Every effort must be used to prevent the generator from being touched or placed in walk-paths.

## **28)Ground Fault Interrupters and Safety**

- a) The use of [GFCI circuits](#) is required when you place electrical outlets inside of the venue when sourced from your equipment.
- b) You may not place electrical power wires in an area accessible to the public or participants or where they may navigate.
- c) 110 volt AC electrical power and above may not be used by field or court level cameramen. Battery powered equipment must be used.
- d) Powering equipment with 110 volt AC for equipment by talent behind a table or desk is acceptable as long as that location is completely protected from rain, snow, sleet or other weather related hazards.

## **29)Credentialing and Identification**

- a) State Championship credentialing at all State Championships is required via the Sports Information Director at the IHSAA.
- b) Second form of identification
  - i) All broadcast personnel, in addition to issued credentials, must possess identification in the form of both a driver's license or state issued identification card and a form of company or independent contractor I.D.
  - ii) [Below-the-line](#) personnel may wear a shirt with the company logo or company name on the back and which will suffice as a second form of company identification.
  - iii) [Above the line personnel](#) must carry a business card, company ID, or have some documentation listing them as employed.
- c) Credentialing for State Championships is different than applying for [Licence](#) to broadcast.

## **30)Inspection of Vehicles, Backpacks, Cases and Personnel**

- a) By virtue of applying for and subsequently receiving a license to broadcast, the broadcaster must agree to allow security personnel to inspect all vehicles, backpacks, cases and personnel prior to entering the event facility when requested.

## **31)Resolution of Conflicts**

- a) Remedies to Resolve Documentation and Rule Conflicts
  - i) When necessary, the [Director of Broadcasting](#) shall act as the final and sole judge regarding resolutions of conflicting documentation if discovered within the various rules surrounding the process of broadcasting, affiliation, pricing and contracts.
  - ii) When issues arise outside of this document, involving Producers, Broadcasters or the media's presence at a tournament contest, the

hosting authority shall first be contacted. The Hosting Authority may consult the Director of Broadcasting.

- iii) When necessary, the Director of Broadcasting may issue periodic addendums mandating rule changes or clarifications.

### **32) Violations of IHSAA Broadcasting Rules**

- a) Violations shall extend to all sections of this and all related documents as listed, but not limited to, those at the beginning of this document. Violations may be determined to have occurred by licensed producers, broadcasters, media operating under the fair use relief and the general public.

#### **b) Involuntary or accidental violations**

- i) Upon discovery of an apparent involuntary IHSAA broadcasting rule violation, a representative of either the IHSAA or the ALA will initiate an email or letter to the [licensee](#) or individual detailing the discovery with references to the appropriate rule.
- ii) It is required that the offender respond in the affirmative accepting responsibility or stating their denial of the infraction within three working days.
- iii) If after a denial, it is still judged to be a violation, a second involuntary warning may be issued.
- iv) A second denial may be sent by the offender. If after the second denial, it is determined by the Director of Broadcasting to be in non-compliance with the rules, the involuntary violation is elevated to 'Voluntary'.
- v) If the first or second denial is deemed credible, the IHSAA or ALA will issue a letter of retraction.

#### **c) Voluntary violations**

- i) All violations of the IHSAA broadcasting rules by entities who did not apply for [licensing](#) will be deemed voluntary.
- ii) If the violation is the failure to obtain a license to broadcast, the IHSAA or the ALA will impose a fine equal to the appropriate broadcast license fee per the schedule detailed in "IHSAA Fees for Broadcasting Tournament Events" plus administrative fees of 50% above the schedule.
- iii) The amount must be paid in full prior to any subsequent license being issued. Those non-broadcast centric offenders failing to pay the fee and penalty will be denied access to IHSAA sanctioned events and/or subject to legal action.
- iv) Recurring involuntary violations without successful resolution under the terms of Involuntary or Accidental Violations may be elevated to Voluntary.

- v) When the Director of Broadcasting at the IHSAA issues a 'Voluntary Violation' notice to the offending entity, resolution requires the offender to state, in writing or email, their disposition as to the offense. As the judge, the penalty of the offense shall be determined by the Director of Broadcasting. Penalties can range from a warning to denying an issuance of any subsequent license.
- d) Repeat offenders
  - i) A three time repeat voluntary offender will be denied future [licenses to broadcast](#).

## 1) Chapter 2: IHSAA Fees for Broadcasting Tournament Events

- a) Overview: Fees are required and must be paid in advance to obtain a [license to broadcast](#) an IHSAA Tournament Event. An application for broadcasting is obtained from the [Authorized Licensing Agent \(ALA\)](#). The application and fee must be submitted by the [broadcaster](#). The [broadcaster](#) may designate the [producer](#) or the [broadcaster](#) may act as the [producer](#).
- b) Supporting Documentation:
  - i) This document may reference other files or Chapters.
- c) All fees listed in U.S. Dollars.
- d) License fees are subject to an increase

## 2) Audio Broadcast License Fees (Radio and Internet Radio):

- a) Fee schedule for audio broadcasters not possessing a current affiliation with the IHSAA Champions Network.
- b) Boys and Girls Basketball and Football
  - i) Sectional: \$75
  - ii) Regional: \$107
  - iii) Semi-State: \$170
  - iv) State: \$201
- c) All Other Sports
  - i) Sectional: \$75
  - ii) Regional: \$75
  - iii) Semi-State: \$75
  - iv) State: \$138

## 3) Video Broadcast License Fees (Television > 75,000 Subs):

- a) Fee schedule for television stations within a DMA of, or whose connected homes via cable or satellite exceed 75,000.
  - i) Football, Boys Basketball
    - (1) Sectional: \$683
    - (2) Regional: \$683
    - (3) Semi-State: \$683, subject to pre-approval by the IHSAA Director of Broadcasting
  - ii) All Other Sports (including Girls Basketball)
    - (1) Sectional: \$210
    - (2) Regional: \$210



(3) Semi-State: \$210, subject to pre-approval by the IHSAA Director of Broadcasting

(a) Wrestling Semi-States are not available for broadcast

(4) State: If available, subject to pre-approval by the IHSAA Director of Broadcasting

#### **4) Video Broadcast License Fees (Television < 75,000 Subs):**

a) Fee schedule for television stations within a DMA of, or whose connected homes are less than 75,000.

i) Football, Boys Basketball

(1) Sectional: \$341

(2) Regional: \$341

(3) Semi-State: \$341, subject to pre-approval by the IHSAA Director of Broadcasting

ii) All Other Sports (including Girls Basketball)

(1) Sectional: \$210

(2) Regional: \$210

(3) Semi-State: \$210, subject to pre-approval by the IHSAA Director of Broadcasting

(a) Wrestling Semi-States are not available for broadcast

#### **5) Internet Video Webstream**

a) Fee schedule for any internet video streaming broadcaster.

i) Football, Boys Basketball

(1) Sectional: \$315

(2) Regional: \$315

(3) Semi-State: \$315, subject to pre-approval by the IHSAA Director of Broadcasting

ii) All Other Sports (including Girls Basketball)

(1) Sectional: \$105

(2) Regional: \$131

(3) Semi-State: \$157, subject to pre-approval by the IHSAA Director of Broadcasting

(a) Wrestling Semi-States are not available for broadcast

#### **6) Discount schedule**

a) Applicable for broadcasters holding a current [IHSAA Champions Network](#) affiliation. Discount schedules only apply to fees to broadcast and not additional charges or fees.

- i) IHSAA Educational Champions Video Affiliate: 100%
- ii) IHSAA Champions Radio Network Affiliate: 100%
  - (1) 100% discount fee applies only to Football, Girls Basketball, Boys Basketball, and Baseball
- b) Discount Schedule for non-affiliates
  - i) Educational Radio: 100%
- c) Discount schedules are not applicable for negotiated broadcasts at the Semi-State and State Championship level

## 1) Chapter 3: Decorum for Broadcasters and Media at IHSAA Tournament Events

- a) Overview: Decorum, including words and images transmitted by IHSAA [licensed broadcasters](#), is regulated during tournament events. These rules now extend to members of the media attending such events, with or without credentials.
- b) Attire:
  - i) Broadcasters and support staff should dress according to community standards as would be considered 'common.'
  - ii) Dressing according to religious standards by those practicing such, or ethnic dress worn by those of that culture are acceptable.
  - iii) Broadcasters and staff wearing attire with the name of their company or the media carriage and/or distributor of the event are acceptable. However, no attire may not include any [marketing call to action](#).
  - iv) During the broadcast, broadcasters are prohibited from wearing IHSAA issued apparel intended for use by IHSAA staff and announcers. This includes hats, shirts or jackets that have the IHSAA or [IHSAA Champions Network](#) logo present.
- c) Signs, Banners and In-Venue Presence:
  - i) Placement of signs and banners at IHSAA tournament events is regulated.
  - ii) The placement of signs and banners by licensed IHSAA producers or any member of the media is by permission only, which is granted by the hosting authority. This includes banners and signs stating the call sign or website of the broadcaster. Signs and Banners of the sponsor of the producer's broadcast are strictly prohibited.
  - iii) Placing a tent, table or any structure within the venue of an IHSAA tournament event is prohibited without the permission of the hosting authority.
- d) No person or entity is permitted to distribute hand-bill, tickets, marketing material or hold raffles.
- e) Words, Images and Replays
  - i) Broadcasters may not use any [disparaging language](#) including innuendos or speech which is clearly directed at any demographic, political or ethnic persons or groups.
  - ii) The use of [Profanity](#) is prohibited
  - iii) Disparaging remarks or profanity on-air, captured either unintentionally or intentionally and directed at any student-athlete, coach, official, person or any entity such as the IHSAA, a competitor, vendor or business will be subject to non-compliance remedies.
  - iv) Questioning the judgment or integrity of a game official is prohibited.
- f) [Doxing](#) resulting in any on-air disclosure is strictly prohibited.

- g) Disclosure of known medical information of an official, participant or coach resulting in a privacy violation of [HIPAA](#) is prohibited.
- h) Replays of questionable calls may not recur more than once when the call is clearly incorrect.
- i) Replays clearly showing catastrophic injuries, when the producer or director is aware of such, are prohibited.
- j) Extending the zoom of a camera, or a video 'push' to an injured player in a prone position is prohibited. A wide shot is the only allowable video image.
- k) Press box or Press row Decorum
  - i) Conflicts in the press box and along the press row should be avoided.
  - ii) Conflicts concerning seating and access to areas reserved for press are often encountered. Licenses and order of approval for media are defined in Chapter 1.
  - iii) All media must refrain from confrontation with other members of the media or host authorities including designated press box or press row administrators as appointed by the hosting authority.
  - iv) At the discretion of the hosting authority, conflicting media members may be removed from the press area even if permission to broadcast was previously licensed. Violations may also result in loss of future broadcast approval.

## 1) Chapter 4: Rules for IHSAA Champions Affiliation

### a) Video Champions Affiliation

- i) Overview: Membership as an IHSAA Champions Affiliate is by invitation only.
- ii) Overview of IHSAAtv - IHSAAtv.org was created in 2010 as the third leg of the IHSAA Champions Network joining television and radio. [IHSAAtv.org](http://IHSAAtv.org), its social media platforms, apps and [over-the-top \(OTT\) services](#) are the components.
  - (1) The intent of IHSAAtv is to ensure viewing access to everyone, including fans without cable or over-the-air capabilities, using video webcasting technologies on the internet.
  - (2) IHSAAtv is charged with creating and maintaining interest in Indiana High School athletics by providing constant productions of tournament and state championship events.
  - (3) Affiliation is granted equally to qualified educational and commercial webcasters and is by invitation or approval from the [Director of Broadcasting](#)
- iii) Creating a Video Webcaster Affiliate Program:
  - (1) The IHSAA allows authorized video webcasters to purchase broadcasting and webcasting licenses and to stream games during its tournaments. Those webcasters who have contracted with Hudl, formally [BlueFrame Technology](#), the IHSAAtv [Content Delivery Network \(CDN\)](#), and who have submitted a request and received subsequent approval from the [Director of Broadcasting](#) at the IHSAA in writing or via email for an 'affiliate designation' will have their webcasts viewable on IHSAAtv and its properties. These properties include:
    - (a) IHSAAtv.org
    - (b) IHSAAtv Roku Channel
    - (c) IHSAAtv Amazon Fire Channel
    - (d) IHSAAtv Apple TV Channel
    - (e) iOS device apps
    - (f) Android device apps
- iv) Commercial affiliates are not prevented from video distribution to their website via an embed or widget, or their social media properties in the regular season.

- v) Educational affiliates are now allowed to syndicate to and/or post game videos on social media in the regular season.
- vi) Exposure
  - (1) Affiliate's games are automatically listed and seen on the IHSAAtv.org website. The affiliate receives all metrics from the viewers.
- vii) Privileges
  - (1) A separate service agreement must be signed with Hudl, formally BlueFrame, but only AFTER the webcaster has submitted for and been approved for affiliation from the Director of Broadcasting at the IHSAA.
  - (2) Members may market themselves as a "Champions Affiliate." This includes the use of the IHSAA Champions Network chevron/logo on air and in the marketing materials. The member may NOT state affiliation with the IHSAA directly or the use of the IHSAA chevron/logo in production or marketing.
- viii) Additional revenue opportunities for affiliates
  - (1) Affiliates are granted the privilege to sell downloadable files of archived games, but only exclusively on IHSAAtv.org or your company hosted Hudl, formally BlueFrame Technology, created portal. Currently, no webcaster or broadcaster has rights to the sale of DVDs or downloads of any IHSAA tournament game without the affiliation.
  - (2) Ability to use "preroll," "midroll," and "postroll" commercial insertion provided by Hudl, formally BlueFrame Technology, as a way to help revenue broadcasts.
  - (3) Ability to do [PPV](#) video on demand of archived games at any time.
- ix) Requirements for Membership
  - (1) Prior to applying for affiliate membership and continuing after acceptance, there are guidelines:
  - (2) Service Agreement with Hudl, formally BlueFrame Technology, as your primary CDN (streaming provider) or as a re-syndication destination.
  - (3) Optionally, use the Hudl, formally BlueFrame, Production Truck software. This is not mandatory. Other software is allowable .
  - (4) Maintain a level of broadcasting quality acceptable to the IHSAA and IHSAAtv. This must include the use of experienced announcers (unless permission has be granted by the [Director of Broadcasting at the IHSAA](#)) and cameramen. Further definition of

broadcasting decorum is found at [“Chapter 3: Broadcaster Decorum at IHSAA Tournament Events”](#)

- (5) Support the mission of the IHSAA at all times. Never discuss sensitive topics that might cast the association, schools, officials or the student athletes in a degrading way.
  - (6) Allow optional [syndication](#) to other IHSAAtv properties such as Facebook, X (Twitter), and YouTube by IHSAAtv during non-tournament games. During the tournament, the IHSAA owns all games and video content and may use it for any reason, at any time as detailed in [“Chapter 1: IHSAA Broadcasting Rules for Tournament Events”](#)
  - (7) Affiliates are required to run three minutes (3:00) worth of IHSAA designated inventory during each broadcast. Spots will be available via an internet cloud hosting location.
  - (8) Only IHSAA sanctioned events may be broadcast on your IHSAAtv affiliate channel. If you have the desire to broadcast events other than IHSAA sanctioned events, please contact the [Director of Broadcasting at the IHSAA](#) and arrangements can be made.
  - (9) All productions, regular season and tournament, must be available on the IHSAAtv.org website via setting permissions within the affiliates vcloud account. No game or contest, regular season or tournament can be placed exclusively on a third party CDN for any reason, even those exclusively owned that would fall under the definition of an ‘owned’ property. No pay-per-view walls are allowable at any time for any reason other than through the vcloud, Hudl, formally BlueFrame, portal and their PPV platform.
- x) Bright Lights Only
- (1) Affiliates are held to a higher standard of decorum.
  - (2) Members must maintain a level of quality which will periodically be reviewed by IHSAA staff. Failure to commit proper resources or staffing that doesn’t represent a pleasant, well produced webcast may result in the revocation of the IHSAAtv affiliation.
  - (3) No references shall be made concerning webcasting fees or using past or future increases or existence of such in visual, verbal or produced spots in an attempt to gain sympathy or funds for the broadcaster. This includes the placement of such in affiliate websites, in print or in any other media.
  - (4) Announcers shall not use ‘radio speak’ where their natural voice is modified resulting in an unnatural cadence or disk jockey style.

- (5) Affiliates are required to use an announcer unless permission for relief is granted by the [Director of Broadcasting at the IHSAA](#).  
The use of a second color analyst is desirable but not required.
- xi) Pricing of Tournament On-Demand PPV and Downloads
- (1) Only the IHSAA sets pricing during Tournament Event broadcasts.
  - (2) During the tournament, the following pricing structure must be used for viewer purchases of On-Demand Pay Per View (PPV) and On-line MP4 downloads of games:
    - (a) On-Demand PPV: \$4.95
    - (b) MP4 Downloads: \$9.95
  - (3) LIVE Pay Per View: RESTRICTED, all games must be free to watch. However, the IHSAA reserves the right to put anything behind a paywall at their discretion.
- xii) Affiliate clarifications:
- (1) Membership does not relieve the broadcaster from paying published broadcasting fees, where applicable.
- xiii) Affiliation is a Privilege.
- (1) The webcaster may be removed from affiliation at any time, for any reason, without cause at the discretion of the [IHSAA Director of Broadcasting](#). Notification of a pending removal will be given 30 days prior to execution. Should the webcaster facing removal vilify or disparage the IHSAA or any IHSAA property or person, removal will be instantaneous.
  - (2) Affiliation does not provide for [exclusivity](#). The IHSAA and a linear television network may hold exclusivity contracts and thus could prevent an affiliate from webcasting during the tournament from a designated site.
  - (3) Rights to air regular season contests sanctioned by the IHSAA are at the sole discretion of the home team athletic director. The IHSAA and IHSAA Champions Network do not have intervention rights on your behalf. However, regular season games all enjoy the distribution privileges on the IHSAA Champions Network and IHSAAtv.
  - (4) Press box and press row seating privileges are detailed in Chapter 1. As an affiliate, you may have special approval priorities during the tournament.
- xiv) Affiliate License:
- (1) There is no charge for designation as an “Champions Affiliate”



- (2) The license cannot be transferred, sold or moved to any company, domain or person without the expressed written permission of the [Director of Broadcasting at the IHSAA](#).
  - (3) Upon agreement, the affiliate agrees to hold harmless the Indiana High School Association, the IHSAA Champions Network, IHSAAtv, the 360 Group and Hudl, formally BlueFrame Technology, from loss or damage resulting from any issue for any reason and under all circumstances. This includes, but is not limited to:
    - (a) Loss of internet access
    - (b) Lack of seating space
    - (c) Power Failures
    - (d) Game Cancellations
    - (e) Exclusivities by others
    - (f) Acts of God
    - (g) Failure of venue equipment
    - (h) Vandalism, theft or crimes committed by others
- xv) Required Disclaimer:
- (1) You are required to read this statement, on air, for each broadcast during the tournament.
    - (a) “This broadcast is copyrighted by the Indiana High School Athletic Association for the private use of our audience. The use of pictures, videos and audio without the expressed written permission of the IHSAA is prohibited.”
  - (2) You are prevented from stating any ownership or copyright during tournament games.
- xvi) Required Game Labeling rules within your vCloud account:
- (1) vCloud is the tool provided to affiliates via Blue Frame Technology for creating and administering your future and past webstreams.
  - (2) Affiliate’s regular season and tournament upcoming and on-demand games are automatically harvested by the IHSAA Champions Network webpage and appear as ‘tiles’ and are included in the link to “Schedule & Replays.”
  - (3) Affiliates must have their upcoming games scheduled within vCloud no later than 8am on the day of the event to have a tile created. However, the Schedule & Replays section will update every five minutes and will always be current.

- xvii) Initials to identify teams are strictly PROHIBITED. As an example, Lawrence Central is NOT LC.
- xviii) To enhance the viewer experience and aid when using the searching tools on the website, affiliates are required to label games as follows:
  - (1) Field 1 | Field 2 | Field 3 | Field 4 | Field 5, where:
  - (2) Field 1 is the Class, Tournament Level, Tournament Number, Tournament Game and optionally, the Tournament site. Field 1 is omitted during the regular season.
    - (a) Example: 4A Sectional 7 Semifinal
  - (3) Field 2 are the teams with the home team listed last. The demarcator is a 'v'
    - (a) Example: Fishers v Carmel
  - (4) Field 3 is the year, the gender when necessary and the sport
    - (a) Example: 2024 Girls Basketball
  - (5) Field 4 is the approved affiliate name on your application
    - (a) Example: Hamilton County Sports
  - (6) Field 5 is reserved for a special event designation such as 'Hall of Fame Classic' or similar and typically only used during the regular season.
  - (7) The demarcator between fields is the vertical line located typically as a Shift \ on a keyboard with spaces on both sides. Combining the above rules would result in:
    - (a) 4A Sectional 7 Semifinal | Fishers v Carmel | 2020 Girls Basketball | Hamilton County TV
  - (8) Other Examples:
    - (a) 2A Regional 9 Lapel | Covington v Frankton | 2019 Boys Basketball | IndianaSRN
    - (b) Regional 1 Bloomington | 2020 Girls Swimming | IHSAAtv (Field 2 was omitted since multiple teams or individuals will compete)
      - (i) (Clarifications, The IHSA does not have Sectionals. We have a Sectional. Refrain from using the word 'sectionals')
- xix) During the regular season, Field 1 is omitted. Here are regular season naming examples:
  - (a) Noblesville v Hamilton Heights | 2020 Baseball | WHMB TV | Dunker Classic (Field 5 was used as this was a special event)
  - (b) Jeffersonville v Seymour | 2020 Girls Basketball | Southern Indiana Sports
- xx) Required Score Line Team Name Labeling
  - (1) Team names shall not include team initials unless those initials are known state wide and if the school identifies itself as such. Every effort should be implemented to clearly represent the teams which are playing. This should include a logo, primary jersey color and team name limited to no more than seven letters including any spaces.

- (2) When team colors are yellow or white or when the luminance of the primary jersey or team color are such that white lettering is too close in contrast, the affiliate shall decrease the luminance to clearly create a readable name.

xxi) Team naming examples are as follows:

- (1) Law N is Lawrence North, not LN
- (2) Fish or Fishers is Fishers, not FHS
- (3) Ben Davis is Ben Davis, not BD
- (4) Laf Jef is Lafayette Jeff, not LJ
- (5) BrownsB is Brownsburg, not BHS
- (6) TritonC is Triton Central, not TC
- (7) HSE is Hamilton Southeastern, as they identify themselves primarily as such and no other school uses this abbreviation.

b) Internet-Audio Affiliation

- i) While there is no current agreement available for internet-audio broadcasters to join the IHSAA Champions Network, we invite broadcasters to submit a reasonable proposal that clearly defines and outlines the following:
  - (1) benefits for the Association of a potential internet-audio affiliation program
    - (a) how internet-audio broadcasters will deliver coverage of Football, Girls Basketball, Boys Basketball, and Baseball State Finals contests and pairings shows originated and produced by Radio One (formerly Emmis)
    - (b) alternatives to fulfillment of (or requirements for) airing the IHSAA PSA programming, Commissioner's Corner segments, and Mental Attitude Award interviews
  - (2) benefits for the internet-audio station
    - (a) discount schedule for tournament broadcast licenses
    - (b) ability to sell advertising
- ii) all proposals should be sent to the [IHSAA Director of Broadcasting](#) and the IHSAA's [ALA](#), [Three Sixty Group](#) by September 1, 2024.

c) IHSAA Champions Radio Network Affiliation

- i) Overview: The Indiana High School Athletic Association invites all interested **terrestrial over-the-air commercial** broadcast radio stations to apply for Affiliation with the IHSAA Champions Radio Network for the 2024-25 season.

- ii) As in previous years, the IHSAA's [ALA](#), Three Sixty Group, will coordinate the IHSAA Champions Radio Network during the 2024-25 season. Three Sixty Group's broadcast team can be reached at [IHSAA@threesixtygroupagency.com](mailto:IHSAA@threesixtygroupagency.com) or 317.633.1456.
- iii) 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 will not be subject to the broadcast license fee structure laid forth for independent broadcast radio stations during the Tournament(s) of their Network Affiliation. In exchange, Affiliate Stations are required to air network programming throughout the season. Details of this beneficial Affiliate opportunity are outlined below.
- iv) Any station intending to join the IHSAA Champions Radio Network must review the details of the Affiliate Station Agreement and return the included application preferably via email or fax to Three Sixty Group (Email: [IHSAA@threesixtygroupagency.com](mailto:IHSAA@threesixtygroupagency.com) | Fax: 317-633-1461) **by Thursday, September 5, 2024**. No applications will be accepted after this deadline.
- v) **New for 2024-25:**
  - a) **SOFTBALL HAS BEEN ADDED AS A CHOICE OF SPORTS AFFILIATION!**
  - b) Clarifications:
    - i) If a broadcaster wants to broadcast on two different mediums, they must pay the higher license fee, but will be permitted to air on both.
      - (1) For Example: Radio station wants to air on both radio and video, must pay video license fee, and can air on both mediums.
      - (2) All post season video MUST be exclusive to IHSAAtv, so the broadcaster must become an Affiliate.
      - (3) **Champions Radio Network Affiliation waives RADIO license fees exclusively for Football, Girls Basketball, Boys Basketball, Baseball, and NOW SOFTBALL!**
- vi) Champions Radio Network Affiliate Station Agreement
  - (1) The IHSAA Champions Radio Network features coverage and Affiliate opportunities for the IHSAA State Tournaments in Football, Girls Basketball, Boys Basketball, Softball, and Baseball.
  - (2) The IHSAA, in coordination with Radio One, formerly Emmis Communications (Official Production Partner and Flagship of the

IHSAA Champions Network), will produce a network broadcast feed of the following events during the 2024-25 school year:

- (3) Note: Stations may choose any combination of Affiliations by Sport:
- (4) ALL Affiliates – Provided via weekly email:
- (a) Annual Radio PSA Program
  - (b) *Indiana Sports Talk Interviews* (approx. 51x segments) – Fridays, August 23, 2024 to June 21, 2025
  - (c) Football Affiliates – Network Broadcast Feed:
    - (i) Football Tournament Pairings Show  
Sunday, October 13, 2024
    - (ii) 2A, 4A, & 6A Football State Finals  
Friday, November 29, 2024
    - (iii) 1A, 3A, & 5A Football State Finals  
Saturday, November 30, 2024
  - (d) Girls Basketball Affiliates – Network Broadcast Feed:
    - (i) Girls Basketball Tournament Pairings Show  
Sunday, January 26, 2025
    - (ii) 1A, 2A, 3A, & 4A Girls Basketball State Finals  
Saturday, March 1, 2025
  - (e) Boys Basketball Affiliates – Network Broadcast Feed:
    - (i) Boys Basketball Tournament Pairings Show  
Sunday, February 23, 2025
    - (ii) 1A, 2A, 3A, & 4A Boys Basketball State Finals  
Saturday, March 29, 2025
  - (f) **NEW!** – Softball Affiliates – Network Broadcast Feed:
    - (i) (No Pairings Show)
    - (ii) Softball State Finals – Day 1  
Friday, June 13, 2025
    - (iii) Softball State Finals – Day 2  
Saturday, June 14, 2025
  - (g) Baseball Affiliates – Network Broadcast Feed:
    - (i) (No Pairings Show)
    - (ii) Baseball State Finals – Day 1  
Friday, June 20, 2025
    - (iii) Baseball State Finals – Day 2  
Saturday, June 21, 2025
  - (h) *The dates listed for IHSAA Tournament Pairings Shows are prospective and will be confirmed at least one month prior to the broadcast date. Dates and times are subject to change due to programming conflicts with Affiliate coverage of the Indianapolis Colts, Indiana Pacers, and collegiate properties.*

- (5) As Affiliates, all network stations will be provided these benefits:
- (a) All radio applicable license fees for the station's coverage of a given Tournament will be waived.
    - (i) For Sectionals through Semi-States, an Affiliate may choose to originate a broadcast(s) with applicable license fees waived
    - (ii) For State Finals, an Affiliate may choose to either take the network feed, originate their own broadcast, or a combination of both for the number of required State Finals broadcasts for each Tournament of Affiliation (Affiliate Station must carry the minimum number of State Championship contests for the Tournament of its network Affiliation)
    - (iii) *For example: an Affiliate Station that chooses to join the Network for the 2024 Football Tournament will be allowed to originate a broadcast(s) for Sectionals through Semi-States and either take the network feed, originate their own broadcast, or a combination of both for a minimum of 2x State Finals broadcasts during the 2024 Football Tournament without paying a license fee.*
  - (b) Each station will have the opportunity to derive revenue from the sale of local inventory provided in each network broadcast feed. Below is a tentative list of inventory availabilities:
  - (c) **Total Avails: 416x total :30s**
    - (i) Football Tournament Pairings Show: 14x :30 spots / show (1) = 14x
    - (ii) Football State Finals: 18x :30 spots / game (6) = 108x
    - (iii) Girls Basketball Tournament Pairings Show: 15x :30 spots / show (1) = 15x
    - (iv) Boys Basketball Tournament Pairings Show: 15x :30 spots / show (1) = 15x
    - (v) Girls Basketball State Finals: 16x :30 spots / game (4) = 64x
    - (vi) Boys Basketball State Finals: 16x :30 spots / game (4) = 64x
    - (vii) Softball State Finals: 17x :30 spots / game (4) = 68x
    - (viii) Baseball State Finals: 17x :30 spots / game (4) = 68x

- (d) The IHSAA will provide a broadcast quality feed over Network Indiana at no cost for the events in a given Tournament.
    - (i) **Note: Network IN Affiliates will receive the feed via XDS receiver, while non-Network IN Affiliates will receive the feed via phone coupler.**
  - (e) The IHSAA will promote the Affiliate Station's network participation in each of its press releases and State Championship programs for the Championship(s) carried by the Affiliate Station.
- (6) To receive the above listed benefits, each Affiliate Station must comply with these regulations:
- (a) Affiliate Station must carry a minimum of 35x three to five minute *Indiana Sports Talk* interview segments during the 2024-25 season (August 19, 2024 – June 21, 2025). Segments can air Friday or Saturday of each given week between 5pm and 9pm. Ideally, episodes will air adjacent to or within local high school sports coverage. *Indiana Sports Talk* segments:
    - (i) *Indiana Sports Talk* interview segments are inclusive of Commissioner's Corners (CC) & Mental Attitude Award (MAA) interviews
      1. Approximately 52x available selections, 33x CC & 19x MAA
      2. CC's are traditionally available late August – March (Football-Boys Basketball); MAAs available for Football, Girls Basketball, Boys Basketball, Softball, and Baseball
  - (b) Affiliate Station must carry the IHSAA Tournament Pairings Show associated with the Tournament(s) of its Network Affiliation.
  - (c) Affiliate Station must carry the minimum number of State Championship contests for the Tournament of its Network Affiliation:
    - (i) Football: a minimum of **two** Football State Finals game broadcasts
    - (ii) Girls Basketball: a minimum of **two** Girls Basketball State Finals game broadcasts
    - (iii) Boys Basketball: a minimum of **two** Boys Basketball State Finals game broadcasts
    - (iv) Softball: a minimum of **one** Softball State Finals game broadcast

- (v) Baseball: a minimum of **one** Baseball State Finals game broadcast
- (d) Affiliate Station must support the IHSAA's **Annual Radio PSA Program** by airing a minimum of **275x IHSAA radio PSA's** (spots provided by Three Sixty Group) from Monday, August 19, 2024 – Saturday, June 21, 2025.
  - (i) Affiliate Station must air a minimum of 25x PSA's every month, August through June.
  - (ii) All spots must air Monday through Sunday, 6a – 6p.
  - (iii) Any spots over and above the original 275x are welcome, appreciated, and can air at any time.
  - (iv) This program supports attendance / ticket sales at your local high school and thanks fans / community for their support. Additionally, the program supports the value of participation in high school sports, and the education it provides to the future leaders of our communities.
- (e) **In addition** to the annual PSAs (275x), support the IHSAA's **State Tournament Attendance Promotions** by airing **25x spots/wk** during the State Tournaments for Football and Boys Basketball [6-wk flight for FB (150x spots) / 5-wk flight for BBB (125x spots)]
  - (i) Affiliate Stations are required to air unique Sectional, Regional, Semi-State, and State Finals spots to promote attendance at the IHSAA's post season events.
  - (ii) Three Sixty Group will deliver :30 and/or :60 spots weekly in advance of each level of the Tournament.
  - (iii) All spots must air Monday through Sunday, 6a – 6p
- (f) **Affiliate Stations must submit accurate accounting of all carriage commitments on a monthly basis to:**

**IHSAA / Three Sixty Group**  
**212 West 10th Street, Suite F-190**  
**Indianapolis, IN 46202**  
**[IHSAA@threesixtygroupagency.com](mailto:IHSAA@threesixtygroupagency.com)**

- (g) Required post logs:
  - (i) *Indiana Sports Talk* segments
    1. Commissioner's Corners
    2. MAA Interviews
  - (ii) Tournament Pairings Show(s)



- (iii) State Finals
  - (iv) Annual PSAs
  - (v) State Tournament Attendance PSAs (Football & Boys Basketball)
- (h) If Affiliate Stations do not submit an accurate account of all carriage commitments on a monthly basis, the station's Champions Radio Network status will be suspended and the station will be required to pay the appropriate license fees in order to carry a Tournament event.
- (i) **Assign someone to proactively do this each month**
  - (ii) Post logs must be submitted after each broadcast month on a scheduled and timely deliverable schedule without unnecessary follow-up.
- (7) **Deadline:** The attached Affiliate Application must be returned to Three Sixty Group **by Thursday, September 5, 2024** – submit preferably by email to [IHSAA@threesixtygroupagency.com](mailto:IHSAA@threesixtygroupagency.com) or via fax to: 317-633-1461. *No applications will be accepted after this deadline.*
- (8) Clarifications of affiliation:
- (a) Each of these five IHSAA State Tournaments (Football, Girls Basketball, Boys Basketball, Softball, and Baseball) will be conducted separately. A station can join the Network for one, two, three, four, or all five of the Tournaments.
  - (b) Broadcast license fees may be waived on a Tournament-by-Tournament basis. *For example, a station can choose to carry Champions Radio Network games for Football and Girls Basketball, but not for Boys Basketball. Under this scenario, license fees may be waived for Football and Girls Basketball, but the station will be required to pay broadcast license fees for Boys Basketball.*
  - (c) Joining the network for any of the applicable five Tournaments does not exempt a station from paying license fees for other sports such as Volleyball, Cross Country, Soccer, or other Tournament events produced locally.
  - (d) If one (or more) of the high schools listed on a station's broadcast application advances to the State Finals, the station may originate a broadcast from that State Finals and is not obligated to carry the IHSAA Champions Radio Network feed. Please note: in order to originate its own broadcast at the State Finals, a station must have

broadcast EACH of the finalist's previous Tournament games. Under this scenario, a station will not be charged to broadcast from the State Finals because it is a member of the IHSAA Champions Radio Network. Affiliate Stations may also choose to carry the Champions Radio Network feed instead of originating a broadcast.

- (e) WFNI-FM 93.5 & 107.5 (WIBC-HD2) is the exclusive Indianapolis area commercial radio Affiliate for IHSAA Championship broadcasts. Any commercial radio station primarily serving the Indianapolis area and seeking to originate its own broadcast of an IHSAA State Championship event must be approved by the IHSAA, Three Sixty Group, and WFNI-FM.
- (f) In the event that an Affiliate Station fails to fulfill its network must-carry commitments, all applicable per-game license fees for Tournament coverage will be invoiced at the completion of the Tournament.
- (g) If a broadcaster wants to broadcast on two different mediums, they must pay the higher license fee, but will be permitted to air on both
  - (i) For Example: Radio station wants to air on both radio and video, must pay video license fee, and can air on both mediums
  - (ii) All video MUST be exclusive to IHSAA tv, so the broadcaster must become an Affiliate
  - (iii) Champions Radio Network affiliation only waives RADIO license fees for Football, Girls Basketball, Boys Basketball, Softball, and Baseball

d) IHSAA Champions Radio Network Affiliate Application (following page):

**IHSAA Champions Radio Network**  
2024-25 Affiliate Application

This application is for: **[Apply now concerning intentions for the entire school year, for 5x CRN sports]**

- **List each band, separately:** (Affiliate **MUST BE** an over-the-air commercial broadcast station)

Call letters: \_\_\_\_\_ Band: \_\_\_\_\_ Frequency: \_\_\_\_\_, Licensed to: \_\_\_\_\_, \_\_\_\_\_

Station address: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
street city state zip

Owned & operated by (company/individual name): \_\_\_\_\_

Station General Manager (name): \_\_\_\_\_

(phone): \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ (e-mail): \_\_\_\_\_

Sports Director/main IHSAA contact: \_\_\_\_\_

(phone): \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ (e-mail): \_\_\_\_\_

The above listed station would like to apply for status as an Affiliate of the IHSAA Champions Radio Network for the following tournaments (check all that apply):

- 52nd IHSAA Football Tournament** presented by the Indianapolis Colts
- 50<sup>th</sup> IHSAA Girls Basketball Tournament** presented by the Indiana Fever & Indiana Pacers
- 115<sup>th</sup> IHSAA Boys Basketball Tournament** presented by the Indiana Pacers & Indiana Fever
- NEW!** – **40<sup>th</sup> IHSAA Softball Tournament**
- 58<sup>th</sup> IHSAA Baseball Tournament**

I, \_\_\_\_\_, have read the IHSAA Champions Radio Network Affiliate Agreement and agree that radio station \_\_\_\_\_ - **AM / FM** will (**Please initial next to each**):

\_\_\_\_\_ Carry at least thirty-five (35) *Indiana Sports Talk* interview segments during the 2024-25 season

\_\_\_\_\_ Carry the IHSAA Tournament Pairings Show corresponding to the Tournament(s) of its Affiliation

\_\_\_\_\_ Carry the minimum number of State Finals contests for the Tournament(s) of its Affiliation

- **Note: For Pairings Shows and State Finals, Network IN Affiliates will receive the feed via XDS receiver, while non-Network IN Affiliates will receive the feed via phone coupler**

\_\_\_\_\_ Support the IHSAA's **Annual Radio PSA Program** by airing at least **275x PSAs** M-Su 6a – 6p, **Monday, August 19, 2024 – Saturday, June 21, 2025** (first Football game Friday, August 23)

\_\_\_\_\_ Additionally, support the IHSAA's **State Tournament Attendance Promotions** by airing **25x spots/wk** during the State Tournaments for Football and Boys Basketball [6-wk flight for FB / 5-wk flight for BBB]

\_\_\_\_\_ Submit accurate monthly accounting of all PSAs, Commissioner's Corners, MAA Interviews

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

RETURN THIS APPLICATION BY **THURSDAY, SEPTEMBER 5, 2024**

EMAIL: [IHSAA@threesixtygroupagency.com](mailto:IHSAA@threesixtygroupagency.com) | FAX: 317-633-1461

## 1) Chapter 5: Application for Designation as an Educational Broadcaster

- a) Overview: Educational Broadcasters are subject to the rules and regulations of this document. They may receive a discount on fees required, or in some cases, a waiver exempting the broadcaster from fees.
  - i) Failure of an Educational Broadcaster to abide by the rules or a deviation without approval will result in immediate retraction of the designation.
- b) Overview of this application:
  - i) The application will be submitted to the [Director of Broadcasting at the IHSAA](#). If you receive approval, the [ALA](#) will hand out a discount code for your postseason broadcasts.
  - ii) This application requires acknowledgement that all rules and regulations within all related documents are accepted by the applicant.
  - iii) This application can only be submitted by the designated Indiana licensed teacher or administrator who leads the broadcaster group or Educational Broadcaster organization.
  - iv) Once submitted, NO MODIFICATIONS to the application will be acceptable. The application must be re-submitted.

## 2) Educational Broadcaster Application

- a) To apply as an Educational Broadcaster, please go to the following website to begin the process. Click the blue button at the top of the page (Apply as an Affiliate), fill out the fields, and click “Apply”.  
<https://www.blueframetech.com/ihsaatv>

## 1) Chapter 6: Photography, Film and Audio at IHSAA 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.
- b) Still photography, filming, videotaping and audio recording is prohibited at IHSAA Tournament Series events, except as expressly and specifically authorized by the IHSAA.
- c) All video, broadcast, title and [broadcast](#) licenses 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 or via [submitting for and obtaining a license to broadcast](#) from the [ALA](#)
- d) Representatives of participating schools are authorized to take still photographs of IHSAA Tournament Series events. But are not authorized to post video, [webcast](#) or transmit content that would be deemed to be a [broadcast](#) as defined in the [Chapter 1: IHSAA Rules for Broadcasting Tournament Events](#) or exceed the limitations of [fair use](#). Representatives of participating schools are authorized to film, videotape and audiotape IHSAA Tournament Series events only if the [hosting authority](#) of the participating schools receive advanced permission from the host school principal at sectional, regional or semi- state sites, or from the IHSAA Sports Information Director, Jason Wille at the offices of the IHSAA (317-846-6601) for state championship events.
- e) Still photographs, films, videos or audiotapes may not be used to review decisions of game officials.
- f) 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 license fee has been paid to, the IHSAA.
- g) Videotaping, filming, and still photography are not an authorized Tournament Series expenditure and if done, are at the sole expense of the participating school.

## 2) Media Guidelines

- a) 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 school year at its sole and absolute discretion.
- b) Members of IHSAA credentialed media are authorized, without paying a fee, and subject to the [IHSAA media fair use policy](#), to take still photographs, short films, video and audio clips of IHSAA Tournament Series events as highlights for print and electronic news coverage.

- c) Members of the media must obtain advanced permission from the [hosting authority](#) 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.
- i) 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.
  - ii) IHSAA 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 per [Chapter 1: IHSAA Broadcasting Rules for Tournament Events](#).
  - iii) Footage taken at any IHSAA Tournament Series event for showing excerpts thereof as a part of a regularly scheduled sports or news program.
    - (1) 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.
    - (2) All film and content are subject to a [Take Down](#) from the IHSAA.
    - (3) 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 amount of action airing is limited to the [fair use policy](#).
    - (4) A station desiring to use more than the limits of [fair use](#) of action for special programs should contact the [ALA](#), currently the Three Sixty Group (317- 633-1456) to make prior arrangements.
  - iv) IHSAA Credentialed media representatives may post up-to-the-minute textual game details on social media. However, excessive play-by-play updates and overzealous social media posts are not permitted.

### **3) Spectators Guidelines**

- a) Individual spectators are authorized to personally take still photographs at TournamentSeries events, for strictly personal use.
- i) 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 [hosting authority](#) at sectional, regional or semi-state sites of an IHSAA Tournament Series, or from The IHSAA Sports Information Director, Jason Wille at the offices of the IHSAA (317-846- 6601) for the state championship level of an IHSAA Tournament Series.
    - (1) 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 license fee has been paid to, the IHSAA.

- (2) Any still photography, filming, videotaping and audiotaping shall be conducted from the seating area. Spectators are never allowed on the floor or playing field.

#### **4) License to sell and distribute Photographs from State and Sub-State Tournament Series Events**

- a) 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.
- b) 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.
  - i) 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 2024-2025 **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.
  - ii) 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. In some cases, a [Take Down](#) of an image may be issued preventing its use.
  - iii) This license is not a credential and does not grant admission to an event or special access to any location at a venue.

#### **5) Purchase of Media Content**

- a) 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.

#### **6) Use of Electronic Strobes and Flashes**

- a) This policy applies to both regular season and state tournament competition conducted by IHSAA member schools.
- b) Photographers MAY use electronic flash/strobe cameras during the progress of a sporting event as long as, in the opinion of the contest officials, the flash does not hinder the actions of or endanger the contestants. The final decision as it relates to electronic flash/strobe equipment rests with the judgment of the site management and contest officials when IHSAA staff is not present at an event.

- i) **IMPORTANT** -- When determining whether or not the use of electronic flash/strobe equipment represents a hindrance to an event, do not evaluate the situation while looking directly at the strobe, but rather by taking the view of the game participant or the official who is focusing on the action and is not aware of when the strobe is about to go off. Strobes properly positioned **DO NOT** pose a threat to the conduct of most contests. If, after careful consideration, the strobe is determined to be a problem, game management should work with the photographer using the strobe to review the strobe's placement, flash strength and direction. Sometimes, adjusting a strobe so that the flash bounces off the walls or ceilings (not directly aimed at the participants) will correct any potential problems.
- ii) Sports in which the use of electronic flash/strobe equipment is prohibited are: gymnastics, diving and at the beginning of electronically timed events (i.e. track and swimming).
- iii) Requests to use strobe lights mounted to fixed positions shall be made well in advance of the contest.
- iv) As a courtesy, contest managers or the IHSAA should inform participating coaches and contest officials that photographers have been approved to use strobe lights in fixed positions.
- v) Fixed strobes should be placed in corner or ceiling positions, and should never be placed in the direct line of a basket in basketball or focal point common to that sport.
- vi) Camera-mounted (or on-board) strobes are permitted but should also be "bounced" and not fired directly at competitors. A camera operator with an on-board strobe, for example, is allowed to shoot on the baseline in basketball but should be positioned outside of the lane extended and a distance away from the baseline that is safe.
- vii) Spectator use of electronic lighting shall not be permitted either via remotely controlled flashes or camera mounted flashes.
- viii) Film recording using a light to illuminate talent, fans or players is never allowed during game play.

## 7) Photographer Placement

- a) Photographers for all sports shall be placed in positions in accordance with National Federation of State High School Associations National Rules
  - i) In the sport of football, photographers shall be positioned behind the restraining line, two or more yards from the sidelines and end zones. In addition, photographers shall not be positioned in the team boxes between the 25-yard lines.
  - ii) In baseball and softball, photographers are prohibited from being in live ball areas. If a designated media area is used, it shall be established



before the game begins, shall be a lined area and shall be considered a dead ball area.

- iii) In soccer, photographers should be positioned no closer than two yards from any sideline or end line. Some venues and events will have designated areas where photographers may shoot from. Game officials, IHSAA staff and host management have the authority to remove any member of the media for not staying in their designated area in any sport.

## **8) Photographer Order of Staging**

- a) All photographers, film makers or audio recorders using the [fair use exemption](#) during IHSAA tournament events. Are to give right of way to broadcasters who have paid the appropriate license fees, IHSAA tv, IHSAA Officials, official linear television partner and those photographers hired by the IHSAA as exclusive photographers (IHSAA designated official media)
- b) Such IHSAA designated official media shall have clear line of sight for content capture
- c) Under no circumstance shall [fair use](#) media block or impede IHSAA designated official media or those who have paid broadcasting license fees. This includes relinquishing first come locations that later are desired by the IHSAA designated media
- d) Seating of media at IHSAA tournaments are outlined