

# 2009-10 OHSAA General Media Regulations

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**Note:** Underlined text denotes changes from 2008-09 media regulations.

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## Introduction

The Ohio High School Athletic Association develops the regulations for media coverage of all OHSAA tournament contests. Some policies shall also be in effect for regular-season contests. Besides the following regulations, the OHSAA Board of Directors may adopt additional media regulations for OHSAA tournament contests.

## Section 1 General Broadcasting Regulations

**a.)** Radio, television and webcast companies may originate broadcasts from regular season and OHSAA tournament contests provided OHSAA, school and local regulations and OHSAA exclusive agreements are adhered to, space is available and the set-up at the venue is logistically feasible for the host site. Written requests to originate OHSAA tournament contests should be made at least one week in advance of each contest, or as soon as qualifying teams are known, with the contest manager (sectional, district and regional contests) or the OHSAA office or designated contest or media managers (state contests).

**b.)** All OHSAA tournament contests are the property of the OHSAA, and rights awarded to broadcast an OHSAA tournament contest are limited. Radio, television and webcast companies must apply in writing to originate broadcasts of OHSAA tournament contests. Rights fees will be assessed in sports and at rates to be determined by the OHSAA Board of Directors.

**Notes:** Rights fees paid to the OHSAA help cover the Association's costs of administering tournaments. Rights to broadcast do not entitle the outlet the right to determine any of the logistical matters related to the origination or special access to areas or individuals. All logistical issues are to be worked out between

the originating outlet and the contest manager of the host venue in advance of the event, with the contest manager having the final say when the two sides cannot mutually agree. The OHSAA office will mediate in any unresolved issues.

**c.)** When rights fees are assessed, checks, cash or money orders must be collected prior to a station going on the air unless alternative arrangements have been made in advance. Checks or money orders must be made out to the OHSAA unless a tournament contest manager or the OHSAA office or designated contest or media managers indicate otherwise.

**d.)** Broadcast rights for OHSAA tournament contests may not be sold, leased or given to any other media outlets without permission from the OHSAA. A media outlet given permission to take a feed from another outlet must apply for broadcast rights approval before accepting a feed from that outlet and must abide by all other OHSAA regulations, including payment of appropriate rights fees.

**Notes:** A videotape of a contest is considered a "feed." Therefore, a television station, even if granted broadcast rights by the OHSAA, may not share a videotape with any other station or stations without written permission from the OHSAA and payment of appropriate rights fees. The airing of a coach's game or scouting video does not qualify for a rights-fee waiver.

**e.)** The OHSAA may enter into an exclusive contract with a company to provide live and/or tape-delayed telecasts and/or video and audio webcasts of OHSAA tournament contests. No other television originations or video or audio webcasts — live or tape-delayed — are permitted during contests in which the OHSAA has entered into an exclusive contract.

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f.) Broadcasts of OHSAA tournament contests may not be duplicated in any form for resale without the written permission of the OHSAA. Should permission for resale be granted, the OHSAA reserves the right to collect a rights fee for such sales at rates to be determined by the OHSAA Board of Directors.

g.) During regular season and OHSAA tournament contests, advertisements for alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any other advertising considered in poor taste are prohibited.

**Notes:** No tavern or other establishment whose primary business is serving or distributing alcoholic beverages will be accepted for sponsorship. Combination businesses, such as hotels, restaurants or convenience or drug stores, which dispense alcoholic beverages in a capacity secondary to its primary purpose, may advertise on broadcasts but no part of the advertising message may refer to the sale of alcoholic beverages, or to a bar, cocktail lounge or other facility dispensing alcoholic beverages. Advertising messages for the type of prohibited sponsors cannot be used during the broadcast from the station break preceding the contest until after the final station break following the contest. Advertisements promoting the passage of a school levy may be accepted.

h.) The OHSAA reserves the right to terminate a media outlet from broadcasting any tournament contest at any time or to prohibit future broadcasts by an outlet if, in its judgment, there has been an unfair or biased account of the teams or officials in the contest; if previous broadcasting by an outlet has been in poor taste or incompatible with the educational dignity of the OHSAA, event or institution from which it originates, or if an outlet does not comply with the regulations stated herein.

i.) During OHSAA tournament contests, all broadcast equipment shall not be placed in a position where it could be injurious to participants or spectators. The OHSAA, host facilities or host institutions shall not be responsible for any unlawful or negligent acts by any authorized or unauthorized media outlets or any of their employees or agents. These outlets and/or their agents shall hold the OHSAA harmless from any accident claims which arise from such causes, but not limited to, as malfunction of equipment, collapse of platforms or tables or any structure or device which is the property of or under the care of these outlets or agents. More information is described in "conditions for media credentials."

j.) During OHSAA tournament contests, all broadcast equipment is to be placed in a position where it does not interfere with paying spectators. When contests are sold out, the originating party may be required to pay for any seats which are made unusable by equipment set-up for the origination of a broadcast. The OHSAA office will medi-

ate in any unresolved issues.

k.) During OHSAA tournament contests, all costs, including installations, wire charges, etc., incurred in connection with broadcasts are to be met by the media outlets concerned. There are to be no expenses to the OHSAA or tournament contest managers in connection with such broadcasts.

l.) During OHSAA tournament contests, radio, television and webcast companies may utilize sideline reporters in the sport of football provided school and local regulations are adhered to, space is available and it is logistically possible at the host site's venue. Sideline reporters in all other sports are not permitted unless approved by the OHSAA.

m.) At the discretion of the OHSAA, stations may be required to provide a minimum of 60 seconds per tournament game broadcast for public service messages provided by the OHSAA. Each message shall be 30 seconds in length, with recommended insertion order for one in each of the first and second halves of each contest, or one during the contest and one during the pre-game, halftime or post-game segments. Stations may be required to provide affidavits of performance from each game broadcast to document this regulation.

n.) Other than adhering to the regulations that are described in this section, conferences/leagues or OHSAA member schools hosting contests own the right to enter into exclusive contracts or charge rights fees for broadcasts of regular-season contests.

**Notes:** The OHSAA highly encourages schools to, at a minimum, allow a radio station from each of the participating schools the ability to broadcast a contest. The membership is also reminded that every effort made to accommodate the media will enhance public relations. When deciding whether or not to charge rights fees or enter into exclusive agreements, consideration should be given to the value of public relations and the services that broadcast outlets traditionally provide at no cost to schools (such as announcements of closings, delays, contest postponements, ticket availability, etc.).

o.) During OHSAA tournament contests, stations approved for broadcast may display one banner if space is available at a venue for that purpose; the displaying of banners does not violate school or local regulations, and the displaying of such banner does not conflict with a contract the OHSAA has in place with an exclusive corporate or media partner. If approved, banners should be displayed at the station's broadcast location, and the banner may only be displayed while the station is broadcasting.

p.) Stations are reminded that athletic staff representatives of NCAA-member schools (all divisions and including members of a school's coaching staff) are not to appear as commentators or for guest interviews during regular season

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or OHSAA tournament contests since this is a violation of NCAA rules. Violation of this rule could result in penalties to the NCAA school involved or jeopardize the eligibility of athletes participating in the game being originated. This is not an OHSAA regulation but is provided as information and to prevent violations from occurring.

1.) While athletic staff representatives of NCAA-member schools are permitted to comment about recruits after the recruit has signed a National Letter of Intent, NCAA Bylaw 13.10.3.2 prohibits coaches and institutional staff members from making any appearance, live or video-taped, during a broadcast of a contest featuring prospects.

### Section 2 Television Regulations

#### Television, Section 1. — Definitions

a.) For the purpose of these regulations, a live telecast shall be defined as one in which the origination occurs simultaneously with the event being covered.

b.) For the purpose of these regulations, a delayed telecast shall be defined as one which is telecast after 10:00 p.m. on the day of the contest played, and includes more than three minutes of game-action footage.

c.) For the purpose of these regulations, an over-the-air commercial station shall be defined as one which is freely available to anyone with a television within the broadcast area and accepts payments for advertising of any programming, even if a broadcast is not sponsored.

d.) For the purpose of these regulations, a cable television station shall be defined as one which requires a subscription to receive. Subscribers receive cable stations through local cable system operators, who receive the programming from the networks and transmit them into homes.

e.) For the purpose of these regulations, a low power station shall be defined as one which provides television service for locally-created and community-oriented programming in both rural locations and individual communities within larger urban areas. Low power stations cannot employ transmitter powers in excess of 1,000 watts.

f.) For the purpose of these regulations, an educational access station shall be defined as one which is not-for-profit, non-commercial (funding is obtained from community governments or cable franchise fees; there are no sponsorships or advertising) and broadcasts are produced by volunteers.

g.) For the purpose of these regulations, a school station shall be defined as one which is school-owned and oper-

ated, non-commercial (accepts no sponsorships or advertising) and at least half of the production and broadcast crew is comprised of students (technical assistance may be provided by school or station personnel).

#### Television, Section 2. — Live Telecasts

a.) Live telecasts of regular season high school football games are prohibited on Friday nights. Live telecasts of regular season football games are permitted on other days of the week, and live telecasts of regular season contests in all other sports on any day are permitted.

**Notes:** Requests to televise contests live (other than Friday night football games) must be approved by the principals, or a representative authorized by the principals, of the participating schools. Schools do NOT have to honor requests to televise contests live.

b.) Live telecasts of OHSAA tournament contests (all sports) are prohibited unless the OHSAA enters into an exclusive contract with a company to provide live and/or tape-delayed telecasts of OHSAA tournament contests, at which time said company may provide live and/or tape-delayed tournament telecasts.

c.) The OHSAA Board of Directors may waive the regulation that prohibits live telecasts of regular season high school football games on Friday nights or OHSAA tournament contests (all sports) at its discretion on a case-by-case basis. Consideration of such waiver shall include potential conflicts with other contests, expected attendance at that and other contests and approval by the principals, or a representative authorized by the principals, of the participating schools. Written application must be made in time for the Board to act on the request at its regularly scheduled meeting. Waivers shall be granted with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

**Notes:** Additional announcer set-ups are permissible should the originating unit provide a "split feed" to another outlet desiring the game video and desiring to use its own announcers, provided the local site can accommodate the requesting media outlet.

#### Television, Section 3. — Delayed Telecasts

a.) Delayed telecasts of regular season contests are permitted provided approval is granted by the principals, or a representative authorized by the principals, of the participating schools with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

b.) Delayed telecasts of OHSAA tournament contests are permitted provided they do not conflict with an OHSAA exclusive agreement and approval is granted by the tournament contest manager (sectional, district and regional contests) or the OHSAA office or designated contest or media

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managers (state contests) with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

c.) Approval for delayed telecasts of OHSAA tournament contests permit stations the right to telecast the stated contest(s) an unlimited number of times for two weeks following the date of the contest. Additional airing of contests following the two-week period shall result in additional rights fees assessed at rates to be determined by the OHSAA Board of Directors.

### Television, Section 4. — Rights Fees

a.) When the live telecast exception is granted for tournament contests, a rights fee shall be determined by negotiation between the media outlet desiring to telecast the contest and the OHSAA. When the live telecast exception is granted for regular season contests, a rights fee and other requirements shall be determined by negotiation between the media outlet desiring to telecast the contest, the OHSAA and the participating schools.

b.) For OHSAA tournament contests, rights fees will be assessed in sports and at rates to be determined by the OHSAA Board of Directors.

c.) Tournament rights fees for the 2009-10 school year are posted on the OHSAA web site ([www.ohsaa.org](http://www.ohsaa.org)).

### Television, Section 5. — Additional Tournament Fees

a.) Outlets approved for a television broadcast that desire to also stream a contest onto a station-owned web site are permitted to do so as long as this does not conflict with a contract the OHSAA has in place with an exclusive media partner. When there is not a conflict and the station is permitted to stream, the station shall not be assessed a rights fee twice.

b.) The OHSAA has no control over “park and power” fees, “hookup” fees or any other miscellaneous fees that school or local tournament sites may assess for broadcasting at their venue.

### Television, Section 6A. — Waiver of Tournament Rights Fees

Tournament rights fees shall be waived when the following conditions are met:

a.) School Stations — All OHSAA regulations shall be adhered to; the contest shall not be fed to any other station; formal application for waiver shall be submitted by the principal or athletic administrator in the same manner as other outlets but shall also include a full description of the station and its programming, and students involved with the broadcast shall be accompanied at the contest by a school administrator (teacher, advisor, principal, athletic administrator, etc.).

### Television, Section 6B. — Majority Waiver of Tournament Rights Fees

The majority of tournament rights fees shall be waived when the following conditions are met (Note: The fee assessed Education Access Stations shall be determined by the OHSAA Board of Directors):

a.) Educational Access Stations — All OHSAA regulations shall be adhered to; the contest shall not be fed to any other station, and formal application for waiver shall be submitted by a station administrator in the same manner as other outlets but shall also include a full description of the station and its programming.

**Notes:** Educational access stations and school stations that accept sponsorships or advertising for coverage of contests must pay established OHSAA rights fees.

### Television, Section 7. — One Origination

In the event more than one station is approved to telecast the same OHSAA tournament contest(s), said stations shall be required to share equipment and announcing positions should the host site not be able to accommodate more than one request. Such sharing will be mutually arranged by the stations involved, the contest manager and the OHSAA. If facilities are not available to accommodate more than one station and sharing of equipment and announcing positions cannot be arranged, consideration shall be given first to the home team (as designated by the brackets drawn for the tournaments - not necessarily the host site). With these factors being equal, priority shall be given first to stations which have previously televised OHSAA activities. Sharing equipment and announcing positions means that only one production unit and set of cameras are allowed at the site. Additional announcer set-ups are permissible should the originating unit provide a “split feed” to another outlet desiring the game video and desiring to use its own announcers, provided the local site can accommodate the personnel.

**Notes:** While recognizing the value of providing educational opportunities for students at its member schools, the OHSAA will make all efforts to accommodate school stations. However, space limitations at OHSAA tournament contests will likely result in the priority for accommodations going to “traditional” broadcasting outlets.

### Television, Section 8. — Spot News Coverage

a.) Reporters and photographers from over-the-air stations, cable stations or web sites approved for credentials shall be granted access to OHSAA tournament contests for spot news coverage and may broadcast, cablecast, air, televise or display game highlights only on a bona-fide newscast or approved web site. A bona-fide newscast is one that is regularly scheduled, is one hour or one-half hour in length and includes a news, weather and sports format or has a sports-only news magazine format. Guidelines for approved web sites are listed later in these regulations.

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b.) Stations or web sites shall be limited to show a maximum of three minutes of game highlights from each OHSAA tournament contest for a bona-fide newscast or on an approved web site.

c.) No live feeds from an OHSAA tournament contest may be shown on a newscast or posted on a web site if they conflict with a company that has an exclusive agreement with the OHSAA to air a contest live or by tape-delay.

d.) So long as highlights of OHSAA tournament contests are limited to three minutes or less, no rights fees will be assessed by the OHSAA.

e.) Rights fees established by the OHSAA Board of Directors will be assessed whenever highlights of OHSAA tournament contests are sold.

### Section 3 Radio Regulations

#### Radio, Section 1. — Definitions

a.) For the purpose of these regulations, an over-the-air commercial station shall be defined as one which is freely available to anyone with a radio within the broadcast area and accepts payments for advertising of any programming, even if a broadcast is not sponsored.

b.) For the purpose of these regulations, a public radio station shall be defined as one which is not-for-profit, non-commercial and privately funded.

c.) For the purpose of these regulations, a low power station shall be defined as one which provides radio service for locally-created and community-oriented programming to small community areas. These stations are non-commercial (accept no sponsorships or advertising), and broadcasts are produced by volunteers.

d.) For the purpose of these regulations, a school station shall be defined as one which is school-owned and operated, non-commercial (accepts no sponsorships or advertising) and at least half of the production and broadcast crew is comprised of students (technical assistance may be provided by school or station personnel).

#### Radio, Section 2. — Live Broadcasts

a.) Live broadcasts of regular season contests are permitted provided that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

b.) Live broadcasts of OHSAA tournament contests (all sports) are permitted — unless the OHSAA enters into an exclusive contract with a company to provide live and/or

delayed broadcasts of state tournament contests — with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

#### Radio, Section 3. — Tournament Rights Fees

a.) For OHSAA tournament contests, rights fees will be assessed in sports and at rates to be determined by the OHSAA Board of Directors. The same rates will be assessed whether the contest is broadcast live or is tape-delayed.

b.) Tournament rights fees for the 2009-10 school year are posted on the OHSAA web site ([www.ohsaa.org](http://www.ohsaa.org)).

#### Radio, Section 4. — Additional Tournament Fees

a.) Outlets approved for a radio broadcast that desire to also stream the audio of a contest onto a station-owned web site or onto a cable television system are permitted to do so long as this does not conflict with a contract the OHSAA has in place with an exclusive media partner. When there is not a conflict and the station is permitted to stream, the station shall not be assessed a rights fee twice. Outlets approved for a radio broadcast which originates an audio broadcast exclusively onto a cable television system shall be subject to the rights fees as posted on the OHSAA web site.

b.) The OHSAA has no control over “hookup” fees or any other miscellaneous fees that school or local tournament sites may assess for broadcasting at their venue.

#### Radio, Section 5A. — Waiver of Tournament Rights Fees

Tournament rights fees will be waived when the following conditions are met:

a.) School Stations — All OHSAA regulations shall be adhered to; the contest shall not be fed to any other station; formal application for waiver shall be submitted by the principal or athletic administrator in the same manner as other outlets but shall also include a full description of the station and its programming, and students involved with the broadcast shall be accompanied at the contest by a school administrator (teacher, advisor, principal, athletic administrator, etc.).

#### Radio, Section 5B. — Majority Waiver of Tournament Rights Fees

The majority of tournament rights fees shall be waived when the following conditions are met (Note: The fee assessed Low Power Stations shall be determined by the OHSAA Board of Directors):

a.) Low Power Stations — All OHSAA regulations shall be adhered to; the contest shall not be fed to any other station, and formal application for waiver shall be submitted by a

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station administrator in the same manner as other outlets but shall also include a full description of the station and its programming.

**Notes:** Low power stations and school stations that accept sponsorships or advertising for coverage of contests must pay established OHSAA rights fees.

### Radio, Section 6. — One Origination Per School

**a.)** In the event that more than one radio station is approved to broadcast the same OHSAA tournament contest(s) for each school, each school shall be required to designate just one radio station to cover the contest should the host site not be able to accommodate more than one station per school. Should each school not be able to designate one radio station, priority shall be given first to stations which have previously broadcast OHSAA activities.

**Notes:** While recognizing the value of providing educational opportunities for students at its member schools, the OHSAA will make all efforts to accommodate school stations. However, space limitations at OHSAA tournament contests will likely result in the priority for accommodations going to “traditional” broadcasting outlets.

## Section 4 Webcast Regulations

### Webcast, Section 1. — Definitions

**a.)** For the purpose of these regulations, a live webcast shall be defined as the placement of an audio or video broadcast on-line that occurs simultaneously with the event being covered.

**b.)** For the purpose of these regulations, a delayed webcast shall be defined as the placement of an audio or video broadcast on-line that occurs following a contest. Provisions of this agreement permit the cybercast of the stated contest(s) an unlimited number of times.

**c.)** For the purpose of these regulations, a school webcast shall be defined as the placement of an audio or video broadcast onto a school-owned and operated web site, is non-commercial (accepts no sponsorships or advertising) and at least half of the production and broadcast crew is comprised of students (technical assistance may be provided by school or station personnel).

### Webcast, Section 2. — Live Audio and Video Webcasts

**a.)** Live audio webcasts of regular season contests are permitted provided that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

**b.)** Live audio webcasts of OHSAA tournament contests (all sports) are permitted — unless the OHSAA enters into an exclusive contract with a company to provide live and/or

delayed webcasts of OHSAA tournament contests — with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

**c.)** Live video webcasts of regular season high school football games are prohibited on Friday nights. Live video webcasts of regular season football games are permitted on other days of the week, and live video webcasts of regular season contests in all other sports on any day are permitted.

**Notes:** Requests to video webcast contests live (other than Friday night football games) must be approved by the principals, or a representative authorized by the principals, of the participating schools. Schools do NOT have to honor requests to video webcast contests live.

**d.)** Live video webcasts of OHSAA tournament contests (all sports) are prohibited unless the OHSAA enters into an exclusive contract with a company to provide live and/or tape-delayed webcasts of OHSAA tournament contests, at which time said company may provide live and/or tape-delayed tournament telecasts.

**e.)** The OHSAA Board of Directors may waive the regulation that prohibits live video webcasts of regular-season high school football games on Friday nights or OHSAA tournament contests (all sports) at its discretion on a case-by-case basis. Consideration of such waiver shall include potential conflicts with other contests, expected attendance at that and other contests and approval by the administrative heads of the participating schools. Written application must be made in time for the Board to act on the request at its regularly scheduled meeting. Waivers shall be granted with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

**Notes:** Additional announcer set-ups are permissible should the originating unit provide a “split feed” to another outlet desiring the game video and desiring to use its own announcers, provided the local site can accommodate the requesting media outlet.

**f.)** The OHSAA Board of Directors may waive the regulation that prohibits live video webcasts of regular season high school football games on Friday nights for school webcasts that occur on a school-owned and operated web site. The contest shall not be fed to any other station; written application must be made in time for the Board to act on the request at its regularly scheduled meeting; waivers shall be granted with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site, and students involved with the webcast shall be accompanied at the contest by a school administrator (teacher, advisor, principal,

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athletic administrator, etc.). When this waiver is granted, no obligation shall be given to accommodate “visiting school” webcasts.

### **Webcast, Section 3. — Delayed Video Webcasts**

**a.)** Delayed video webcasts of regular-season contests are permitted provided approval is granted by the principals, or a representative authorized by the principals, of the participating schools with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

**b.)** Delayed video webcasts of OHSAA tournament contests are permitted provided they do not conflict with an OHSAA exclusive agreement and approval is granted by the tournament contest manager (sectional, district and regional contests) or the OHSAA office or designated contest or media managers (state contests) with the understanding that local regulations are adhered to, space is available and the set-up at the venue is logistically feasible for the host site.

**c.)** Approval for delayed video webcasts of OHSAA tournament contests permit stations the right to video webcast the stated contest(s) an unlimited number of times for two weeks following the date of the contest. Additional airing of contests following the two-week period shall result in additional rights fees assessed at rates to be determined by the OHSAA Board of Directors.

### **Webcast, Section 4. — Rights Fees**

**a.)** When the live video webcast exception is granted for tournament contests, a rights fee shall be determined by negotiation between the media outlet desiring to telecast the contest and the OHSAA. When the live video webcast exception is granted for regular season contests, a rights fee and other requirements shall be determined by negotiation between the media outlet desiring to telecast the contest, the OHSAA and the participating schools.

**b.)** For OHSAA tournament contests, rights fees will be assessed in sports and at rates to be determined by the OHSAA Board of Directors.

**c.)** Tournament rights fees for the 2009-10 school year are posted on the OHSAA web site ([www.ohsaa.org](http://www.ohsaa.org)).

### **Webcast, Section 5. — Additional Tournament Fees**

**a.)** The OHSAA has no control over “hookup” fees or any other miscellaneous fees that school or local tournament sites may assess for webcasting at their venue.

### **Webcast, Section 6. — Waiver of Tournament Rights Fees**

Tournament rights fees will be waived when the following conditions are met:

**a.)** School Webcasts, Live Audio and Tape-Delayed Video — All OHSAA regulations shall be adhered to; the contest shall not be networked to any other outlet; formal application for waiver shall be submitted by the principal or athletic administrator in the same manner as other outlets but shall also include a full description of the station and its programming, and students involved with the broadcast shall be accompanied at the contest by a school administrator (teacher, advisor, principal, athletic administrator, etc.).

**Notes:** School webcasts that accept sponsorships or advertising for coverage of contests must pay established OHSAA rights fees.

### **Webcast, Section 7. — Combined/Limited Originations**

**a.)** Video, One Origination — In the event that more than one outlet is approved to video webcast the same OHSAA tournament contest(s), said outlets shall be required to share equipment and announcing positions should the host site not be able to accommodate more than one request. Such sharing will be mutually arranged by the outlets involved, the contest manager and the OHSAA. If facilities are not available to accommodate more than one outlet and sharing of equipment and announcing positions cannot be arranged, consideration shall be given first to the home team (as designated by the brackets drawn for the tournaments - not necessarily the host site). With these factors being equal, priority shall be given first to outlets which have previously video webcasted OHSAA activities. Sharing equipment and announcing positions means that only one production unit and set of cameras are allowed at the site. Additional announcer set-ups are permissible should the originating unit provide a “split feed” to another outlet desiring the game video and desiring to use its own announcers, provided the local site can accommodate the personnel.

**b.)** Audio, One Origination Per School — In the event more than one outlet is approved to audio webcast the same OHSAA tournament contest(s) for each school, each school shall be required to designate just one outlet to cover the contest should the host site not be able to accommodate more than one outlet per school. Should each school not be able to designate one outlet, priority shall first be given to outlets which have previously broadcast OHSAA activities.

**Notes:** While recognizing the continued growth and validity of webcasting, the OHSAA will make all efforts to accommodate outlets that are webcasting. However, space limitations at OHSAA tournament contests will likely result in the priority for accommodations going to “traditional” broadcasting outlets. In addition, while recognizing the value of providing educational opportunities for students at its member schools, the OHSAA will make all efforts to accommodate school webcasts. However, space limitations at OHSAA tournament contests will likely result in the priority for accommodations going to “traditional” broadcasting outlets.

## Section 5 Tournament Media Credentials

**a.)** Working credentials are issued by the Ohio High School Athletic Association for OHSAA tournament contests by a tournament contest manager (sectional, district and regional contests) or the OHSAA office or designated contest or media managers (state contests) to a representative of an accredited media organization recognized by the OHSAA for the sole purpose of providing access to cover a tournament contest.

**b.)** Written requests for OHSAA tournament credentials should be made at least one week in advance, or as soon as qualifying teams are known, of each contest with the tournament contest manager (sectional, district and regional contests) or the OHSAA office or designated contest or media managers (state contests). Because of demand, credentials will be issued on a priority system approved by the OHSAA Board of Directors. All requests may not be honored. Size of circulation, market sizes and the number of subscribers will be the main determining factors. Requests made by e-mail or telephone will not be accepted.

**Notes:** If space limitations prohibit all requests from being filled, the competing schools' athletic administrators shall help determine who should be eliminated. Those who have not followed a school on a regular basis will be eliminated first. In addition, the competing schools' athletic administrators, the sports or managing editor of a newspaper or the news or sports director of a broadcast company may be asked to answer questions concerning the legitimacy of a media request.

**c.)** When media members arrive at OHSAA tournaments, they may be requested to present employee identification or a letter from a supervisor to verify legitimacy.

**d.)** Unprofessional conduct or "cheerleading" in the working news media area at OHSAA tournament contests shall not be permitted. Children are not permitted in the working news media area without written permission from the OHSAA. These areas will be maintained to offer a working atmosphere conducive to productivity and concentration. Violation of this regulation may result in loss of credentials and ejection from the news media area.

**e.)** Radio, television and webcast companies that originate broadcasts from OHSAA tournaments shall be limited to two seats for play-by-play talent. A third seat may be available if space permits but is never guaranteed. In addition, a third credential may be granted to a station engineer who may need to set up equipment before and after a contest for the broadcasters, but a third seat in the press box is never guaranteed.

**f.)** Media outlets which are not originating broadcasts will be provided credentials for no more than two reporters and

two photographers for each tournament contest. Attempts will be made to be flexible, especially when space is available and for those media outlets that have shown in the past to provide extensive coverage.

**1.)** Due to space limitations, radio reporters not originating broadcasts may apply for single game credentials at the OHSAA state football, girls basketball and boys basketball tournaments. Space and other factors will determine if the OHSAA can grant all-tournament credentials to non-originating broadcast media.

**g.)** Credentials or tickets for spouses, children, friends, etc., will not be provided, and those who attend an event with a media member will be required to purchase a ticket.

**h.)** Generally, media members can expect to receive programs and rosters upon arrival at OHSAA tournament contests. Statistics will be distributed to media members after each event as soon as possible. Priority will be given to those still on the air producing a live broadcast and those on deadline.

**i.)** Priorities in Issuing OHSAA Tournament Media Credentials

**1.** In allocating space for accredited media organizations to OHSAA tournaments, priority will be given to:

**a.)** Media which is statewide in scope (wire services, regional television, etc.)

**b.)** Media which covers their hometown competing teams (daily newspapers, weekly newspapers, radio stations, television/cable stations, etc.)

**c.)** Media which covers the site of the host facility (daily newspapers, weekly newspapers, radio stations, television/cable stations, etc.)

**d.)** All other media (internet sites, specialty publications)

**2.** In allocating space for accredited media organizations to OHSAA tournaments, priority will be based on:

**a.)** Media outlets who have followed the participating schools on a regular basis

**b.)** The circulation/market size/market penetration of the media outlet in question

**c.)** Space availability

**d.)** Previous coverage of OHSAA tournaments

**e.)** The date of receipt of the media outlet's request for credentials

**3.** In allocating space for the print media at the State Wrestling, State Girls Basketball and State Boys Basketball Tournaments, priority will be as follows:

**a.)** The Associated Press and daily newspapers with circulations of 35,000 or more from the following cities may request two (2) all-tournament credentials: Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Elyria, Lima, Lorain, Mansfield, Springfield, Toledo, Warren, Willoughby and Youngstown.

## 2009-10 OHSAA General Media Regulations - Section 5, Tournament Media Credentials, continued

- b.)** Other daily newspapers with circulations of more than 20,000 and less than 35,000 may request one (1) all-tournament credential as space allows. An additional single-session credential may be requested should a wrestler or school qualify from your normal coverage area and as space allows. Newspapers from the following cities qualify in this category: Ashtabula, Findlay, Hamilton, Marion, Martins Ferry, Middletown, Newark, New Philadelphia, Ravenna, Sandusky, Steubenville, Wooster and Zanesville.
- c.)** Other daily newspapers with circulations of less than 20,000 may request one (1) single-session credential should a wrestler or school qualify from your normal coverage area. An additional credential may be requested for the State Girls Basketball and Boys Basketball Tournaments as space allows.
- d.)** Weekly newspapers may request one (1) single-session credential should a wrestler or school qualify from your normal coverage area.

### **j.) Guidelines for Credentialing Web Sites (Non-Originating Broadcasts) at OHSAA Tournaments**

- 1.** Internet sites desiring OHSAA tournament media credentials must submit requests on company letterhead or by using the OHSAA's approved credential application form. For state tournaments, requests must be made no later than two weeks in advance of the event to allow the OHSAA time to review the site and its content to determine legitimacy.
- 2.** Internet sites desiring media credentials must have a unique, registered domain name, ending in one of the recognized extensions (.com, .cc, .org, .edu, .net).
- 3.** Credentials for internet sites staffed by full-time employees with the intent of reporting tournament results/information for bona-fide news purposes shall be granted credentials as space allows. Designated seats for all representatives of internet sites that have been approved for credentials may not be available. Bona-fied news purposes are ones that are regular in nature.
  - a.)** Web sites run parallel by traditional media (i.e. newspapers, radio stations and television stations) may be issued credentials if the request is for unique content that can only be accommodated by fulfilling the credential request.
- 4.** Credentials for school web sites and internet sites affiliated with/following a participating team, as approved by that school's athletic administrator, will receive strong consideration for being granted credentials.
- 5.** Internet sites desiring media credentials must have a demonstrated record of regular, sustained coverage of high school sports, which should include (but is not limited to):
  - a.)** Publishing game stories and game statistics in a

- timely basis about individual contests;
- b.)** Publishing scores on game days;
- c.)** Streaming audio, video or other content on a real-time basis of contests;
- d.)** Publishing feature stories about high school sports teams, coaches and student-athletes.

### **6.** The following internet sites will not be granted credentials:

- a.)** Personal page internet site publishers;
- b.)** Subscription-based internet sites;
- c.)** Internet sites associated in any way with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any other advertising considered in poor taste or not in compliance with the mission of interscholastic athletics as determined by the OHSAA;
- d.)** Sites developed solely to list/profile/rank recruiting prospects or teams and/or to provide chat rooms/forums/blogs. The OHSAA reserves the right to determine if, in the OHSAA's opinion, a web site falls into the category of a recruiting site.

### **7.** Internet sites must furnish, upon request, certifiable traffic numbers from an established auditing firm (i.e. Nielsen), or from its service provider. Hit counters on pages will not fulfill this requirement. The following information must be provided:

- a.)** The average number of "unique viewers/visitors" to the site in the last 30-60-90 days;
- b.)** The average number of "page views" by each visitor;
- c.)** The name and telephone number of the auditing firm or service provider to discuss/ensure the accuracy of the numbers.

### **8.** Internet sites must furnish, upon request, the name of a contact person who can serve as the liaison to the OHSAA in the event questions or concerns arise related to the accuracy and fairness of content posted from OHSAA tournaments.

### **9.** Due to space concerns, the OHSAA reserves the right to determine if tournament credentials will be granted to webcast companies not originating a broadcast.

### **k.) Guidelines for Credentialing Specialty Publications at OHSAA Tournaments**

- 1.** Specialty publications desiring OHSAA tournament media credentials must submit requests on company letterhead or by using the OHSAA's approved credential application form. For state tournaments, requests must include samples of the specialty publication and must be made no later than two weeks in advance of the event to allow the OHSAA time to review the publication and its content to determine legitimacy.

## 2009-10 OHSAA General Media Regulations - Section 5, Tournament Media Credentials, continued

2. Credentials for specialty publications staffed by full-time employees with the intent of reporting tournament results/information for bona-fide news purposes shall be granted credentials as space allows. Designated seats for all representatives of specialty publications that have been approved for credentials may not be available. Bona-fide news purposes are ones that are regular in nature.

3. Credentials for specialty publications affiliated with/following a participating team, as approved by that school's athletic administrator, will receive strong consideration for being granted credentials.

4. Specialty publications desiring media credentials must have a demonstrated record of regular, sustained coverage of high school sports, which should include (but is not limited to):

- a.) Publishing game stories and game statistics in a timely basis about individual contests;
- b.) Publishing feature stories about high school sports teams, coaches and student-athletes.

5. The following specialty publications will not be granted credentials:

- a.) Specialty publications that only provide recruiting lists, prospect profiles or rankings of recruiting prospects;
- b.) Specialty publications that only provide lists of outstanding teams;
- c.) Any other specialty publication deemed in poor taste or not in compliance with the mission of inter-scholastic athletics as determined by the OHSAA.

6. Specialty publications must declare their coverage plans with their credential request to determine if the content to be printed does not duplicate existing content already being provided, or violate rights already granted by the OHSAA to another party.

- a.) If a specialty publication is seeking credentials merely to report information already available on the OHSAA web site or its designee, the OHSAA reserves the right to deny the credential request.

7. Space and facility restrictions will determine whether credential requests for photographers from specialty publications will be approved.

### I.) Guidelines for Credentialing Student Photographers at OHSAA Tournaments

The following regulations shall apply to authorized student representatives of participating schools at OHSAA tournament events:

1. Photographs taken shall be exclusively for the school's publication, promotional, educational or public relations use.

2. Photographs taken may not be sold.

- a.) At OHSAA state tournament events, photographs taken also may not be provided to fans, parents, relatives, participants and any other interested or third party at no cost.

3. The principal or athletic administrator must submit a written request for the authorized student representative to the tournament contest manager (sectional, district and regional contests) or the OHSAA office or designated contest or media managers (for state tournament contests) in order to be given appropriate media credentials and access. The following terms and conditions shall apply:

- a.) For team events (field hockey, football, soccer, volleyball, basketball, ice hockey, baseball, softball), a school may have a maximum of one authorized student representative.

- b.) Because of the large number of teams involved and limited space available, no media credentials for student representatives shall be authorized in individual sports (golf, tennis, cross country, bowling, gymnastics, swimming and diving, wrestling and track and field).

- 1.) At the state wrestling tournament, a school may have a maximum of one authorized student representative.

- d.) For OHSAA state tournament events, an application form identifying the authorized student representative and signed by the school's principal or athletic administrator, or a note on school letterhead signed by the principal or athletic director, must be submitted to the OHSAA Office for approval. The form will provide a deadline by which the application must be submitted. No requests made at the state tournament site will be honored, nor will requests be honored for adults, parents or for-profit businesses or individuals contracted by the school.

- e.) The authorized student representative must purchase a ticket for each tournament contest, or a school may provide one out of its complimentary ticket allotment, prior to being issued a media credential.

- f.) The authorized student representative agrees to adhere to all OHSAA regulations, including Conditions of OHSAA Tournament Credentials; may be subject to further regulations as determined by the OHSAA, and will lose credentials, be ejected from the tournament contest and jeopardize the school's ability to be granted a student photography credential in the future should these regulations be violated.

m.) Conditions of OHSAA Tournament Credentials Acceptance of working media credentials for OHSAA tournament contests constitutes an agreement by all media members to abide by the following conditions established by the OHSAA:

- 1. Bearer of the credential agrees that he/she is engaged in a legitimate working function for an accredited

## 2009-10 OHSAA General Media Regulations - Section 5, Tournament Media Credentials, continued

media organization, and that the credential shall be used solely for news and editorial coverage of the tournament event.

**2.** Newspaper photographers bearing an OHSAA credential and assigned to the state tournament for news-gathering purposes are permitted to respond to and fill requests from their readers and/or on-line viewers to reproduce and sell images that appear in print or in the newspaper's official web site photo galleries. Auxiliary media web sites, web sites established by individual/free lance photographers/photography companies and/or individual/free lance photographers/photography companies are not covered under this regulation.

**a.)** Should the OHSAA enter into a contract with an official state tournament photographer, the official photographer retains exclusivity regarding on-site marketing and sales presence, on-site promotional consideration, OHSAA souvenir program and broadcast advertising and staff-level event access.

**b.)** No media representatives will be permitted to directly or indirectly market the sale of photography at the state tournament event site proper. This includes the distribution of brochures, flyers, signs or promotional apparel worn by media representatives. Event site proper includes the facility proper and any adjacent facilities or parking locations.

**3.** Auxiliary media web sites, web sites established by individual/free lance photographers/photography companies and/or individual/free lance photographers/photography companies may be credentialed for OHSAA tournament contests below the state tournament level provided parameters established by the OHSAA Office are adhered to.

**a.)** Among the parameters that may be required are preregistration with the OHSAA Office and submission of an annual or seasonal fee.

**b.)** Once parameters are met and credentials are granted, these photographers are permitted to respond to and fill requests to reproduce and sell images.

**4.** Bearer of the credential agrees that the accredited media organization and bearer shall indemnify, defend and hold the OHSAA and all agents thereof harmless from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorney fees and expenses) incurred by, arising from, or in connection with:

**a.)** the unauthorized use of news and editorial content or photographs/electronic images, whether such unauthorized use is by the bearer, the accredited media organization designating the bearer to use the credential on its behalf, or some third party to whom the bearer distributes news and editorial content or photographs/electronic images;

**b.)** any injuries resulting from acts or omissions by the bearer or some third party to whom the bearer directly

or indirectly distributed news and editorial content or photographs/electronic images;

**c.)** any cameras, wires, cables, computers, telephones or any other equipment brought to the premises by the bearer, or

**d.)** the use of any news and editorial content or photographs/electronic images or any other matter other than coverage of the tournament event.

**Notes:** When news and editorial content or photographs/electronic images are used for entertainment or commercial use, the accredited media organization and/or bearer agrees to obtain all necessary licenses, consents or releases permitting the use of any party's proprietary material, including, but not limited to, any party's copyrights, trademarks, rights of publicity, rights of privacy or other proprietary or personal rights, however denominated, included in any photograph/electronic image taken or other material obtained in connection with the credential. The accredited media organization and/or bearer is solely responsible for determining which licenses, consents and releases shall be obtained.

**5.** Bearer of the credential assumes all risk and danger incidental to this tournament event which is being covered and releases the OHSAA and all agents thereof from any and all liabilities resulting from such cases.

**6.** Bearer of an OHSAA tournament credential agrees that the credential is not transferable, may be revoked at any time at the sole discretion of the OHSAA and will automatically terminate if any term hereof is breached. In cases deemed unique by the OHSAA, these policies and any other OHSAA media policies may be amended. The accredited media organization and/or bearer that breaches the conditions of use of this credential is subject to legal liability as well as all costs incurred in enforcing the terms of these conditions including but not limited to reasonable attorney fees.

## Section 6 Electronic Lighting and Photography Regulations

**a.)** These regulations apply to both regular-season and OHSAA tournament contests. They also apply to all photographers approved for credentials, including those representing the participating schools. See Section 5-I for regulations specific to student media/photographers.

**b.)** These regulations shall be administered by contest managers (hereinafter referred to as "contest managers") for regular-season or OHSAA tournament contests prior to the state tournament or the OHSAA office or designated contest or media managers (hereinafter referred to as "the OHSAA") for state tournaments.

## 2009-10 OHSAA General Media Regulations - Section 6, Electronic Lighting and Photography, continued

**c.)** Authorized news media representatives, who have been approved for credentials by contest managers or the OHSAA, shall be permitted to use electronic lighting equipment throughout the course of a given activity in all sports except gymnastics and diving, as well as volleyball tournament matches (but not when a student-athlete is serving). Such electronic lighting can be: strobe lights mounted to fixed positions and/or electronic attachments (flash) mounted to a camera. Procedures are posted on the OHSAA web site.

**1.** Requests to use strobe lights mounted to fixed positions shall be made well in advance of the contest.

**2.** Requests to use strobe lights mounted to fixed positions shall be honored:

**2.1** as facility space permits

**2.2** on a priority system based on:

**2.21** an official photographer so designated by the OHSAA (OHSAA tournament contests only)

**2.22** newspapers that cover their hometown competing teams (daily newspapers with larger circulations, followed by weekly newspapers)

**2.23** newspapers that cover the site of the host facility (daily newspapers with larger circulations, followed by weekly newspapers)

**2.24** media which is national, regional or statewide (wire services) in scope

**2.25** all other media (internet sites, specialty publications, etc.)

**d.)** Photographers approved to use strobe lights mounted to fixed positions shall ensure contest managers or the OHSAA that such lights are mounted and secured safely.

**1.** To ensure safety, photographers shall meet with contest managers or the OHSAA no less than 45 minutes before game time.

**2.** As a courtesy, contest managers or the OHSAA shall inform participating coaches and contest officials that photographers have been approved to use strobe lights in fixed positions.

**3.** Photographers are expected to use good judgment when placing strobe lights in fixed position so that such lights do not interfere with a participant's execution of a play. In the sport of basketball, for example, strobe lights shall not be mounted directly behind a basket so as not to interfere with a player's direct line of sight to the basket.

**e.)** In the sport of basketball, photographers are prohibited to position themselves along the baseline within the lane area of the court.

**1.** The first violation of this policy shall result in a warning from contest managers or the OHSAA, and the second violation of this policy shall result in the removal of the photographer from the contest facility by contest managers or the OHSAA.

**2.** Photographers may position themselves along the baseline outside the lane area of the court and are permitted to use electronic attachments (flash) mounted to a camera as specified above.

**3.** The use of remote-operated cameras behind a basket is permitted so long as the guidelines listed above are followed.

**f.)** Photographers for other sports shall be placed in positions in accordance with National Federation of State High School Associations National Rules. In the sport of football, for example, photographers shall be positioned behind the restraining line, which is 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. Also, in the sports of 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. The umpire has the authority to remove any member of the media for not staying in or keeping their equipment in the designated dead ball area.