

# 2017-2018 CHSAA Media Outlet Bulletin & Policies



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TO: CHSAA Media Outlets

FR: Bert Borgmann, Assistant Commissioner  
Whitney Webermeier, Executive Administrative Assistant

RE: CHSAA Media Outlet Bulletin & Policies

Welcome to the 2017-2018 Colorado High School Activities Association school year!

The CHSAA strives to facilitate your coverage of Colorado's high school student participants. The Media Bulletin is one of several continuing projects designed to make your job easier and create more exposure for high school activities across the state.

The CHSAA Media Credential is another way member schools are working with statewide media outlets to make covering high school sports more efficient. Each outlet can request, through the interactive form at [www.CHSAANow.com](http://www.CHSAANow.com) → chsaa.org → media information, the credentials it needs for the school year. Your outlet has been notified of the credential request policy via e-mail earlier this year.

Please note that the CHSAA Media Credential is for working media only and requires a photo be submitted for each Credential issued to your outlet. The CHSAA Media Credential only allows entrance for the bearer of the pass, no guests. The CHSAA will issue a limited number of "provisional" credentials that can be shared by those media members who may not be regularly scheduled on the prep beat.

It is the sports editor/director's responsibility to make the credential request and establish the contact names for the appropriate credential protocol throughout the school year. Please note that NO credentials will be issued without a credential request form and appropriate approval from the contact person at the media outlet.

The CHSAA expects all media outlets covering CHSAA-sanctioned activities to be professional in conducting this coverage. This includes following the basic tenets of journalism. Any outlet which plagiarizes, or otherwise takes information without attribution from another outlet without their express permission, will be subject to forfeiture of the pass.

Please do not hesitate to contact either Bert Borgmann or Whitney Webermeier with your questions.

**2017-2018**  
**Colorado High School Activities Association**  
**Officers – Board of Directors**

***JIM LUCAS, President***

Assistant Principal, Pine Creek High School  
CASE Representative  
Term Expires: 2019

***RHONDA BLANFORD-GREEN***

**Secretary-Treasurer**  
Commissioner, CHSAA

**Board of Directors**

***PAUL CAIN, District Athletic Director***

Mesa County Valley Schools  
District 1 Representative  
Term Expires: 2018

***RICHARD HARGROVE, Superintendent***

Springfield School District  
District 9 Representative  
Term Expires: 2021

***RICK LOGAN, District Athletic Director***

Thompson School District  
District 2 Representative  
Term Expires: 2020

***KELLEY EICHMAN, Athletic Director***

Welte Education Center  
At-Large Representative  
Term Expires: 2019

***DOUG PFAU, Superintendent***

Weldon Valley School District  
District 3 Representative  
Term Expires: 2019

***TERITA BERRY, Assistant Principal***

Denver East High School  
At-Large Representative  
Term Expires: 2021

***ANGIE SANDERS, Athletic Director***

Conifer High School  
District 4 Representative  
Term Expires: 2021

***WENDY DUNAWAY, School Improvement Manager***

Colorado Department of  
Education Representative  
Term Expires: 2019

***LOREN LARRABEE, Activities Director***

Lutheran High School  
District 5 Representative  
Term Expires: 2018

***JEFF DURBIN, Superintendent***

Stratton School District  
Colorado Association of School  
Executives Representative  
Term Expires: 2021

***MICHAEL HAWKES, Athletic Director***

Shining Mountain Waldorf School  
District 6 Representative  
Term Expires: 2021

***JON DESTEFANO, School Board Member***

Platte Canyon School District #1  
Colorado Association of School  
Boards Representative  
Term Expires: 2020

***TROY BAKER, Athletic Director***

Buena Vista High School  
District 7 Representative  
Term Expires: 2019

***JIM WILSON***

Colorado State Legislature Representative  
Term Expires: 2016

***JOE GARCIA, Athletic Director***

Antonito High School  
District 8 Representative  
Term Expires: 2018

**Advisory Members**

***KATY ANTHES, Colorado Commissioner of Education***  
***KEN DELAY, Colorado Association of School Boards***  
***TOM ROBINSON, CHSAA Associate Commissioner***  
***BERT BORGMANN, CHSAA Assistant Commissioner***  
***BETHANY BROOKENS, CHSAA Assistant Commissioner***  
***RYAN CASEY, CHSAA Director of Digital Media***  
***ERNIE DERRERA, CHSAA Assistant Commissioner***  
***BUD OZZELLO, CHSAA Assistant Commissioner***  
***JENN ROBERTS-UHLIG, CHSAA Assistant Commissioner***  
***ALEX HALPERN, CHSAA Legal Counsel***

# CHSAA PRESS CREDENTIALS

Member schools of the Colorado High School Activities Association have allowed the CHSAA Office to issue all-activities credentials to working members of the media for the purpose of covering their events. These credentials, issued each school year, entitle the bearer entry to all regular season, tournament and playoff events conducted by the CHSAA member schools, for the purpose of written, broadcast or photographic coverage of the event.

## OBTAINING PRESS CREDENTIALS

CHSAA press credentials may be obtained through the CHSAA by visiting [CHSAANow.com](http://CHSAANow.com) → [chsaa.org](http://chsaa.org) → Media Information → Media Credential Request. **Credentials are strictly limited to working members of the media.** All credential requests should be submitted on the official form available on CHSAANow.com prior to September 15<sup>th</sup>. Any request submitted to the CHSAA office after September 15 will need to be submitted two weeks prior to the event wishing to attend. **No passes will be issued within 72 hours of a CHSAA event.**

## Credential Restrictions:

1. Credentials will be issued to working members of the media only.
2. Unauthorized use of the media credential for that person and the media outlet will result in the revocation of credential and non-issuances of future Credentials.
3. Each outlet is required to provide the name of one or two contact persons (Media Outlet Liaison) who have the authority to request credentials. No credentials can be issued without the appropriate form and signatures from one of those Outlet Liaisons.
4. Credentials issued during the school year must be requested 14 days in advance of the date they are needed.
5. All Credentials must have the bearer's photo on them (JPEG photos are required and should be properly identified when sent to the CHSAA Office).
6. The person whose photo is on the Credential is the only person who may use that credential.
7. No credentials will be issued 72 hours prior to the day of the event – PLAN AHEAD.
8. There is no charge for the first credential; lost Credentials will be reissued after the receipt of a \$30 reprocessing fee.
9. No credentials will be issued to school photographers, coaches, parents of athletes at any time.
10. If you use freelance photographers or stringers, their credentials must be requested from your outlet and your outlet will be identified on that credential.

## PROVISIONAL PRESS CREDENTIALS

Each outlet may request the issuance of a "Provisional Credential" in addition to the credentials it request. The Provisional Credential can be used by the outlet to credential a media person in an emergency. The person to whom the Provisional Credential is issued MUST have some form of picture identification/outlet identification. The proper use of the Provisional Credential – as well as the annual Credential- is the responsibility of the media outlet. Unauthorized use of the Credential will result in the revocation of current credentials and the non-issuance of future Credentials. Multiple Provisional Credentials will be issued at the discretion of the CHSAA and limited by outlet size and audience. Lost or misplaced "Provisional Credentials" will not be re-issued. Therefore the use of the Provisional Credential remains the responsibility of the media outlet.

## ON-SITE PROVISIONAL PRESS CREDENTIALS

Select CHSAA events will have provisional passes that may be used for that specific event. These passes are first come first serve, and must be returned to the CHSAA Media Liaison on site that day. Failure to do so will result in a \$75.00 fine and future credential privileges revoked.

## 2017-2018 CHSAA PRESS CREDENTIAL - PURPLE



## CHSAA MEDIA/PHOTO CREDENTIALING POLICY

The Colorado High School Activities Association has been directed by its membership to issue press credentials. CHSAA Media/Photo passes will be issued to the state's recognized media outlets that provide the following information, and under the following limitations:

1. Circulation numbers (newspapers/magazines), Arbitron Rating numbers or similar information (broadcast), page views/hits (on-line entities);
2. The CHSAA shall contact all media outlets in its database prior to the start of the school year. All outlets should request the passes it needs at that time.
3. After the school year begins, all requests must be submitted in writing at least 14 days in advance of an event; Additional passes may be issued to an outlet at the discretion of the CHSAA Office and must be requested in writing
4. A Headshot photo is required for all passes issued;
5. **NO** athletic recruiting organizations or media outlets that can be construed as recruiting publications will be credentialed;
6. The number of passes issued may be limited based on the size and audience of the outlet.
7. Media passes will be issued to persons 18 years or older only; **NO CURRENT STUDENTS WILL BE ISSUED CREDENTIALS**
8. Passes may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, (including use of a pass to gain admission to an event that person is not working), cheering or cheerleading during an event, using the pass to help others gain access to the event;
9. The CHSAA Office may request at any time proof of your outlets' legitimacy through required submission of tear sheets and/or broadcast tapes or other demonstration of the outlets media standing;
10. **NO** Freelance photographers will be credentialed for "freelance" work. Freelance photographers and stringers credentials must be requested by an outlet and that outlet will be identified on that credential.
11. **No "official" school photographers or amateur photographers will be credentialed.**
12. Media persons who may receive a CHSAA courtesy card (for serving a role in an area other than media) will not be given a media pass unless the courtesy card is returned.
13. No commercial photography outlets will be credentialed unless a contract with the CHSAA has been negotiated and signed. These agreements shall be done through the CHSAA corporate sponsorship personnel.

**NOTE: Lost credentials will cost \$30 for replacement. Remittance must be received prior to the reissuing of any pass.**

Last Approved: 06/17

## CHSAA PLAYOFF INFORMATION

### MEDIA CREDENTIALS

No member of the media will be admitted to a CHSAA event without a CHSAA Media Credential.

### MEDIA RELEASES

Media releases will be e-mailed to outlets throughout the school year to update the progress of competition in each sport. All playoff format information can be found at [www.chsaanow.com](http://www.chsaanow.com). The media update targets upcoming events and special CHSAA projects.

### MASTER SCHEDULES

Check CHSAANow.com

### MEDIA FACILITY MANAGEMENT - CHAMPIONSHIP EVENTS

The CHSAA is responsible for media accommodations and press facility operations at state championship events. These services include making arrangements for seating and interviews. In addition, the CHSAA provides the public address script, message board announcements (where appropriate), pre-game notes, programs, statistical data and game results. If the event is to be broadcast on radio, televised, or via webcast of some kind, Assistant Commissioner Bert Borgmann or Executive Assistant Whitney Webermeier will act as liaison between game management, the competing teams and the producer. Any needs prior to the state championship level should be addressed to the site host. Contact the CHSAA for any assistance at any level prior to the state championship.

**Note:** The CHSAA state championship sites occasionally create media seating concerns. The Association will do all in its power to facilitate the proper access to its events. However, specific circumstances at some sites preclude this assistance and seating and access to the floor or playing surface must be restricted.

### PHONE SERVICE AT CHAMPIONSHIP EVENTS

*Media outlets requiring temporary phone service at CHSAA championship events are responsible for making their own orders.*

**Tips for Temporary Phone Service Orders:** Outlets requiring phones at championship events should make their service order a minimum of two weeks in advance. A follow-up call to review the order a few days before the event is also recommended. Be sure to have your line and equipment clearly marked for easy identification at the event site. Additionally, make sure that your reporter is briefed on all details pertaining to the service order. **Remember, once you arrive at the event site, it is usually too late to rectify the situation, so plan ahead.**

### COLORADO BROADCASTERS ASSOCIATION

For the basketball and championships, members of the Colorado Broadcasters Association should contact the **CBA at 720.536.5427** for information on telephone arrangements. The CBA will make all necessary arrangements at the tournament site. Non-members should contact the site directly to arrange for telephone lines. Seating for non-members will be completed after CBA members have been placed on media row. Membership in the CBA is required to access CBA telephone lines. **For the wrestling championships at the Pepsi Center there are no phone lines available. The use of cellular is suggested.**

### STREAMING

The CHSAA and its broadcast partners (NFHS Network, Play On! Sports) own all playoff broadcast and streaming rights. The use of any live streaming apps, such as Periscope and Meerkat, by any person is expressly prohibited unless written permission has been obtained from the CHSAA

# BROADCAST POLICIES, REGULATIONS AND FEE SCHEDULES

## Colorado High School Activities Association

### RADIO, TELEVISION AND WEBCAST BROADCAST RIGHTS

(Approved by Board of Directors)

#### *GENERAL POLICIES AND REGULATIONS*

1. Although rights to regular season broadcasts belong to the home school or its school district, CHSAA member schools have determined that all television and video webcast negotiations be handled by the CHSAA office. Radio and audio webcast remains the province of the school and/or school district.
2. Arrangements to secure radio and television broadcast rights to state level events must be completed at least 72 hours prior to the game or tournament. A minimum of five days is strongly suggested.
3. Exclusive rights during the regular season may be granted for radio broadcasts. Exception: No station that has been identified by a school or school district as its station of record may be denied broadcast rights. All regular season video streaming or television rights must be negotiated through the CHSAA Office. Note: A school's granting of exclusive radio broadcast rights extends only through the regular season. The CHSAA office will grant rights in the playoffs on behalf of the membership.
4. Fees for all sports, including football playoff games and district and regional basketball and wrestling tournaments are required charges, with the exception noted below:

#### **RADIO**

Stations may opt to provide promotional airtime at 10 times the designated rights fee in lieu of payment for rights fees at district and regional levels. Documentation must be received at the CHSAA office (14855 E. 2nd Ave., Aurora, CO 80011) within 10 working days of the tournaments. **All state level fees must be paid.**

#### **NFHS Network PARTNERSHIP – TELEVISION AND VIDEO WEB CAST INFORMATION**

The Colorado High School Activities Association is a partner in the NFHS Network. Now, as part of the network, the NFHS Network holds the television and video streaming rights to all CHSAA playoff events.

The CHSAA and NFHS Network broadcasts could be live and tape-delayed linear television, live and delayed streaming, and video on demand and DVD sales.

Should the NFHS Network elect not to broadcast specific events, those events will be available to those wishing to broadcast that specific event, with fees based on an established fee schedule. The NFHS Network shall determine its schedule in advance of each sports season so that alternative broadcasters are aware of what will be available.

The CHSAA has developed this relationship to ensure that a broader range of events are televised than in the past. The NFHS Network agreements will not affect radio broadcasts or audio broadcasts unless determined by the CHSAA office.

#### **TELEVISION/VIDEO/AUDIO WEBCASTS**

All district, regional and state level fees must be paid. Note: Webcast and streaming refers to any broadcast over the World Wide Web.

5. Authority for game or tournament directors to approve or reject sponsors and spot announcements during the broadcast and adjacencies is part of each contract or arrangement for broadcast rights. **NO TOBACCO, GAMBLING OR ALCOHOL BEVERAGE ADVERTISERS WILL BE APPROVED.**
6. Fees for live broadcasts and telecasts will be determined by negotiation between the NFHS Network or CHSAA and/or its representatives and the station involved.
7. Television stations may originate newscasts from game or tournament sites without payment of fee, provided:
  - a) The game or tournament director is given 24 hours' notice.
  - b) No more than five minutes of "live" broadcast of the game in progress is included. The rest of the time may be devoted to interviews and other "color" items, reports on previous games, statistics, etc.
  - c) No event may be shown live in its entirety.
  - d) No more than :45 of a wrestling match.
8. The criticism of an official, coach, team, player or school during the play-by-play broadcast or telecast serves no good cause and detracts from the educational nature of high school athletics. Announcers are expected to familiarize themselves with the philosophies and purpose of the high school educational athletic program prior to accepting an assignment to broadcast any high school sports activity. Member schools, NFHS Network and the CHSAA retain the right to refuse broadcasting privileges to any station or person.
9. The CHSAA will place all delinquent Colorado Broadcasters Association members on "restricted status" for the school year, falling in line with sanctions CHSAA uses, for non-payment of rights fees.

Any radio or television station that is delinquent in paying its fees to the CHSAA will be barred from broadcasting any CHSAA district, regional and state level events until that delinquent fee is paid and pre-payment is received for future broadcasts.

*SPECIAL CREDENTIALS NOTE:* Credentials for the school year may be secured by contacting the CHSAA. The credentials are good for the school year and for all sanctioned CHSAA activities. See [www.CHSAANow.com](http://www.CHSAANow.com) credential request form.

## **CREDENTIALS & TELEPHONE HOOK-UPS: RADIO, TELEVISION AND NEWSPAPER**

1. FOOTBALL - Contact the host school (not the CHSAA) to arrange for press seating and broadcast facilities. Exception: for the 4A/5A championship games contact the CHSAA office.
2. BOYS' AND GIRLS' BASKETBALL AND WRESTLING - Contact the CHSAA (303-344-5050) for credentials and press seating. Then, if you are a member of the Colorado Broadcasters Association, call the Colorado Broadcasters Association for a telephone. Non-CBA members should call a local telephone provider to arrange a telephone hook-up.

Wrestling Note: Starting in 2018, the Pepsi Center will not provide phone lines and discourage the addition of lines. It is strongly suggested that stations use cellular in that facility.



- a) Contracts - Each audio or video broadcast outlet must submit a contract (see [www.CHSAANow.com](http://www.CHSAANow.com)) for each game it broadcasts in advance of the event. A signed copy must accompany the outlet to each site.
  - b) Payment of Fees - Broadcast fees are paid to the CHSAA. A check at the tournament is preferred, or the CHSAA will bill you.
  - c) Seating - Stations broadcasting from press row will receive a maximum of two seats.
  - d) Number of Credentials - Be professional. Credentials for working media only.
  - e) Teams Following - In basketball, it is imperative that you notify the CHSAA for the teams you will be following, and on what nights you will be broadcasting. This practice will also assist CHSAA at other events as well.
  - f) Parking - No press parking is available.
3. OTHER STATE ACTIVITIES - Contact Bert Borgmann at the CHSAA for broadcast facility information and other pertinent information.

### RADIO/AUDIO STREAMING BROADCAST FEE SCHEDULE

#### Football

Denver County, Adams, Arapahoe, Broomfield, Douglas County, Jefferson, El Paso, Pueblo, Boulder, Weld, Larimer, Mesa

Championship Games	\$100.00
Semi-final Games	\$ 50.00
Preliminary/Quarterfinal Games	\$ 25.00

All Other Counties

Championship	\$ 50.00
Preliminary Games	\$ 30.00

#### Basketball & Volleyball

District, Sectional & Regional Tournaments

All Classes - Each Game	\$ 15.00
Five or More Games	\$ 75.00

State Tournament

All Classes - Each Game	\$ 20.00
Five or More Games	\$ 100.00

#### Wrestling

<u>RADIO</u> - District & Regional Tournament (Per session)	\$ 10.00
State Tournaments (per session)	\$ 20.00

#### Baseball/All Other Sports and Activities

<u>RADIO/ AUDIO STREAMING</u> - State Tournament (per game)	\$ 20.00
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REMINDER: Rights awarded to radio stations limit that broadcast outlets' broadcast area. Awarded rights may NOT be sold, leased, or given to another radio station. Duplicate station broadcasts require fees from all stations involved. No CO-OP broadcast rights will be awarded.

## DECLINED EVENT PRODUCTION AND FEE STRUCTURE

### Third Party Productions: Terms and Requirements.

The below fees represent the minimum amounts CHSAA must charge for a Declined Event. CHSAA is not required to allow a commercial third party to broadcast a Declined Event, and the granting of permission is at the discretion of CHSAA.

CHSAA may choose to increase these fees and add in other restrictions pursuant to their current media policies.

#### Football

Internet Stream	School or Neutral Site	Championship Site
Live	\$500	\$1,000
Delayed/On-Demand	\$250	\$500

Television Broadcast	School or Neutral Site	Championship Site
Live	\$1,500	\$3,000
Delayed/VOD	\$750	\$1,500

#### Basketball

Internet Stream	School or Neutral Site	Championship Site
Live	\$250	\$750
Delayed/On-Demand	\$150	\$250

Television Broadcast	School or Neutral Site	Championship Site
Live	\$1,000	\$2,000
Delayed/VOD	\$500	\$1,000

#### All Other Sports

Internet Stream	School or Neutral Site	Championship Site
Live	\$150	\$300
Delayed/On-Demand	\$75	\$150

Television Broadcast	School or Neutral Site	Championship Site
Live	\$500	\$1,500
Delayed/VOD	\$250	\$750

A DVD or electronic copy of the third party produced Declined Events must be provided to the Network within 72 hours from the initial airing of the Declined Event as a condition of the sublicense.

1. **School-Based Productions: Terms and Requirements.** Schools may elect to produce Declined Events for streaming on the Network. The following terms and requirements shall apply to those circumstances. Fees for Internet streamed events produced by a CHSAA member school (“**School**”) will be waived as long as the event is exclusively distributed either live or delayed on the Network using the Network video streaming and technology infrastructure. Streaming software and access to the Network will be made available to Schools at no cost,

provided that the School utilizes both the consumer subscription platform and video player offered by the Network as its sole means of distribution.

School-based productions must include students on the production crew, must be supervised either directly or indirectly by a School administrator, and use broadcast equipment under the control of the School.

2. **Event Matrix.** The following table and footnotes illustrate the different scenarios (**ability to produce and fee requirements**) for Schools and third party companies to produce content for Network Rights-held events.

Entity	NFHS Network Produced Event	NFHS Network Declined Event
<b>School streaming <u>exclusively</u> to the NFHS Network/State Portal</b>	Limitations Apply <sup>(1)</sup> <u>No</u> Rights Fee	Yes, with <u>No</u> Rights Fee
<b>School <u>not</u> streaming to the NFHS Network/State Portal</b>	No	Yes, with Rights Fee
<b>Third Party Media Company</b>	No	Yes, with Rights Fee

Note (1): For schools that have a team in an event that the NFHS Network is producing, and requests to produce the event with a school-staffed production group as defined above, the following limitations apply:

- a. Space permitting; The NFHS Network has location priority for booth, camera locations, talent, and technical support.
- b. No live streaming
- c. No live television
- d. On-demand (delayed) streaming is permitted, with no restriction on airing after the event concludes.
- e. Only team vs. team events are allowed; no events or meets with multiple participating schools in the same event.
- f. The event is not the State final or championship of a State sport.

## DELAYED TELECAST /VIDEO WEBCAST INFORMATION

1. At the district, sectional, regional and state tournaments, the CHSAA or the NFHS Network will grant or deny permission to telecast. Any request must be processed through the CHSAA Office.
2. Telecasts must be delayed until at least 12:01 a.m. (unless permission is otherwise granted by the CHSAA) on the day following the event. *EXCEPTION:* In tournaments in which contests will be held on successive days, telecasts must be delayed until 10:00 p.m. on the day of the tournament.
3. Stations must agree to include as part of their telecast at least 90 seconds of promotional material about the CHSAA, the competing schools, or the value of high school activities. The CHSAA or local school will provide the copy.
4. The use of videotape or film by the originating station for any purpose other than for complete play-back of the game(s) and/or meet finals for which it has contracted, or for the use of excerpts for a regularly scheduled news telecast (with a time limit not to exceed five minutes running time of such contracted game), is expressly prohibited. Any other use of the verbal description and video account of the game(s) and/or meet finals must be approved in writing by the Colorado High School Activities Association. A copy of any video or televised game must be given to CHSAA for inclusion of the NFHS Network.
5. There is no limit to the number of times the complete replay of the game/meet telecast can be shown on the station approved for the telecast.
6. No station that has been granted delayed broadcast rights may feed its telecast to any other station or stations upon a sustaining, commercial or other basis without first obtaining permission in writing in advance from the Local Manager (or the CHSAA Office, where applicable).
7. Stations taking feeds of a delayed telecast must apply for delayed telecasting rights, pay fees as scheduled to the Local Manager (or the CHSAA Office, where applicable) and meet all other specifications of this statement of policy.
8. All other general policies adopted by the CHSAA Board of Directors, related to advertising (no tobacco or alcohol) and criticism of officials shall apply.

*SPECIAL NOTE:* The purpose of the Colorado High School Activities Association is to approve, promote, develop and direct all activities for all students – male and female – in its member schools. The CHSAA urges each broadcast outlet to provide equal opportunity for both genders in its broadcasts.

## **CHSAA REGULAR SEASON BROADCAST POLICIES**

CHSAA By-law 2840.3 reads, *“Each member school and league grants to the Colorado High School Activities Association the exclusive rights to negotiate on behalf of the member schools and/or leagues any regular season television (linear or web streaming) broadcasts. Any regular season broadcast fees remain with the member school and/or conference for which this negotiation was performed. Any broadcast initiated by a school program would be exempt from this policy.”*

This philosophy creates a situation where the membership is protecting a property that may have been undervalued in the past. It is in the best interest of the school to manage its property in terms of the value it can bring to the students and institution. In short, schools have the content that broadcasters need and should be compensated for that content.

Because of the level of broadcasts, there were a number of issues that are addressed. Linear television is different than linear taped delayed broadcasts which are both different than the governmental/non-profit linear broadcast outlets. Likewise, there are differences on the streaming, as well.

Those broadcast outlets that do not have advertising and are not sponsored by outside funding may be exempt from any fees. However, it remains the school's option to choose who will broadcast if there is a conflict, or to allow any entities to air the games.

The CHSAA membership believes that the Origination Expense fees will cover the expenses a host school might experience for a broadcast. While the issue is largely a football one, the membership developed a policy that covered all sports.

## **REGULAR SEASON BROADCAST PROCESS**

The CHSAA requires a Regular Season Letter of Agreement for all regular season broadcasts. That LOA can be located on the CHSAA website ([CHSAANow.com](http://CHSAANow.com)) and must be submitted in advance of any game it plans to broadcast.

Once an LOA is received, the CHSAA staff will forward on to a school to ensure that the school is aware of the request and approves the broadcast. The Origination Expense for each event will be set at that time, based on the schedule listed on the LOA.

Broadcasters doing multiple games in the season should provide the CHSAA Office with a list of those games on the letter of agreement and the CHSAA staff will ensure that each host school has that information. The broadcaster may also contact the facility in advance if it wishes.

## **ADDITIONAL BROADCAST INFORMATION**

Rights to regular season broadcasts belong to the home school or its school district. The following guidelines are presented in order to facilitate dealings with the media.

- A. In order to increase the exposure of high school activities, exclusive rights for broadcasts should not be granted. However, please refer to “General Policies and Regulations” Number 3 for the restrictions on exclusive rights.

- B. Schools are encouraged to adopt board policies and/or administrative policies related to the broadcast of their contests by radio, television, cable, video webcast and audio webcast outlets. These policies should include:
1. Requirement of insurance.
  2. An agreement that the school district shall be "held harmless" for any statements made on the air.
  3. The right of the school to approve sponsors (the advertisement of alcohol and tobacco shall be prohibited).
  4. A requirement that the broadcast include at least 90 seconds of public service announcements concerning the school or high school activities in general.
  5. If fees are to be charged, a policy directly related to fees should be established and published prior to the school year.
  6. The right of the school to refuse broadcasting privileges to any outlet or individual for failure to follow policies; or for the criticism of an official, coach, team, player, or school during the broadcast; or for any conduct inconsistent with the philosophies and purposes of educational high school athletic

## GENERAL PHOTOGRAPHERS' RULES

1. **Remember:** You are shooting high school athletes who do not move as quickly as adults. Also, they do not have the experience with photographers that college or professional athletes do.
2. **Game and school officials** have the final word on photographer placement.
3. All photographers **must be credentialed** by the CHSAA.
4. **No parent of an athlete will be credentialed.**
5. **High school student photographers may be credentialed**, but only by following the CHSAA rules for high school photographers.

## PHOTOGRAPHER RESTRICTION RECOMMENDATIONS

### BASEBALL, SOFTBALL

In accordance with National Federation Rules, photographers may shoot on the field ONLY from designated areas. These areas must be marked as dead ball areas on the field. If no designation has been made, photographers will not be allowed on the field.

### BASKETBALL

Photos may be shot from the ends of the court (if room is available). Photographers should be a minimum of 10 feet off the playing court to allow both officials and players enough room to maneuver. No photographing of play may occur between the free throw lines extended or along the sidelines.

### CROSS COUNTRY

\*\*\*An additional media credential will need to be obtained at the media check-in\*\*\*

Photos may be taken at any point during the race. However, when shooting the start, the photographers must give the field a minimum of 50 yards to give time to shoot the start and move to the side. Additionally, photographers may shoot the finish from either side, but may **NOT** be in the finish chute with the runners.

### FOOTBALL, SOCCER, LACROSSE, FIELD HOCKEY

Photographers may shoot from any point on the sidelines with the exception of the team boxes (approximately 40 yard line to 40 yard line). Photographers must remain 2 yards off the sideline to accommodate the game.

**Football Note:** No media other than one's own team is permitted within 5 yards of the team box.

### GOLF

Photographers should observe the etiquette of golf and observe quiet during all shots. Shooting photos from the side is allowed and photographers may shoot putting as long as they remain off the green. Be sensitive to the sounds and distraction motor drives on cameras can create and do not use if they distract the golfer.

### GYMNASTICS

Always give the competitors a minimum of 10 feet from each apparatus and mat. Judges sight lines may not be breached.

### ICE HOCKEY

Photographers may not shoot on the ice. When shooting from the seating area, please take care not to interfere with sight lines of ticketed customers.

### SKIING

Photographers may shoot at any point on the side of the course, including the start and finish. Photographers must remain off the course at all times.

### SPIRIT

Photographers must remain 10 feet off the competitors mat and may not shoot between the mat and judges, reserving uncluttered sight lines.

### SWIMMING AND DIVING

Photographers may shoot from the corners of the bulkhead. They must be careful to provide officials with access to walk both sides of the pool. Photographers may only shoot from the awards stand or behind the officials' lines.

## TENNIS

Photographers may shoot on the court at either side of the net. They may not move from that position until the players change sides. Shooting areas also include the corners of the court.

## TRACK & FIELD

\*\*\*An additional media credential will need to be obtained at the media check-in\*\*\*

Photographers may shoot all events, giving consideration to the safety of both participants and photographers. In the sprints and hurdles, photographers may shoot the finish head on as long as they provide a minimum of 50 meters cushion. For the field events, at no time will photographers be allowed on the shot or discus fields. Photographers should give a reasonable cushion to all competitors.

## VOLLEYBALL

Photographers may shoot on the court, but must allow a 10 foot cushion off the playing court. Photographers must remain behind officials if shooting at the net.

## WRESTLING

\*\*\*An additional media credential will need to be obtained at the media check-in\*\*\*

A minimum of 4 feet must be given from the mat. Photographers may not shoot from the team corners or interfere with any sight lines.

***CHSAA NOTE: The use of flash photography must be done appropriately and minimizing the risk to game participants. Game officials and game management may elect to prohibit the use of flash photography.***

**\*\*\*GAME AND TOURNAMENT OFFICIALS RETAIN FINAL DETERMINATION OF PHOTOGRAPHER PLACEMENT AT ALL EVENTS. THE CHSAA RESERVES THE RIGHT TO CHANGE ITS PHOTOGRAPHERS' POLICIES TO ACCOMMODATE VENUE SIZE AND CONFIGURATION.\*\*\***



**CHSAA Regular Season Television Letter of Agreement**  
(Regular Season Contests Only)

Station/Production Company Name: \_\_\_\_\_, pursuant to CHSAA By-law 2840.3, hereby applies for permission to televise the designated regular season contest noted below. We have read the CHSAA Broadcast Policy Handbook and agree to abide by each the terms and conditions listed in that document, in addition to the considerations outlined below.

<b>Game date(s):</b>	<b>Schools Involved (list host team first):</b>	<b>Facility:</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Use another sheet for additional games.

**Type of Broadcast:**      Linear Live \_\_\_\_\_      Linear Taped Delay \_\_\_\_\_      Video Webcast \_\_\_\_\_

**Conditions of Broadcast:**

Linear Live Television - FOOTBALL  
4A/5A - \$500 Origination Expense\*  
1A/2A/3A - \$100 Origination Expense\*

Linear Live Television – ALL OTHER SPORTS  
4A/5A - \$100 Origination Expense\*  
1A/2A/3A - \$50 Origination Expense\*

Linear Taped Delay – FOOTBALL  
4A/5A - \$150 Origination Expense\*  
1A/2A/3A - \$50 Origination Expense\*

Linear Taped Delay – ALL OTHER SPORTS  
4A/5A - \$50 Origination Expense\*  
1A/2A/3A - \$20 Origination Expense\*

Live Video Webcast - FOOTBALL  
All Classes - \$25 Origination Expense\*

Live Video Webcast – ALL OTHER SPORTS  
All Classes - \$20 Origination Expense\*

On all broadcasts, the following shall be provided: 1 Home Team Public Service Announcement, 1 Visiting Team Public Service Announcement, 1 CHSAA Public Service Announcement. *PSAs must be pre-produced by institutions or copy provided for in-game read. A copy of each broadcast must be forwarded to the CHSAA for inclusion on the CHSAA.tv network portal.*

**\*NOTE:** At the school/school district request, the institutions' origination expense may be waived or modified. Notification needs to be made by the institution to the CHSAA Office. For those broadcasters who do not sell advertising, refer to CHSAA Media Handbook for additional information.

**Applicant Information**

Company: \_\_\_\_\_ Application prepared by: (Name) \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Title: \_\_\_\_\_

Fax: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

**CHSAA Office Use Only**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ **Total Fees Due** (Payable to Host School/District): \_\_\_\_\_

All payments should be made to the host School/School District. \*Note: The term web cast includes any broadcast on/over the World Wide Web. Form updated: 6/17. Return Letter of Agreement to the CHSAA Office via email to [webermeier@chsaa.org](mailto:webermeier@chsaa.org)

## Radio/Audio Streaming Broadcast Agreement (CHSAA Playoff Contests Only) [www.CHSAANow.com](http://www.CHSAANow.com)

Station/Production Company Name \_\_\_\_\_ hereby applies for permission to broadcast the designated competition in the Colorado High School Activities Association state playoff/championship series noted below. We have read the CHSAA Broadcast Policy Handbook and agree to abide by each and all of the terms and conditions listed in that document. **Note: If streaming over the internet and in addition to radio, indicate so on the contract and the fees below will double.**

### All Sports

**Application for Non-State Final Game(s)/meet(s) final(s):** Approval must be given by the CHSAA and local host school at least 72 hours in advance of the date of the contest. Outlet will be invoiced two weeks after final contest date if remittance has not been received by the CHSAA. Make remittance payable to CHSAA.

**Application for State Finals:** Approval must be given by the CHSAA at least 72 hours in advance of the date of the contest. Outlet will be invoiced two weeks after final contest date if remittance has not been received by the CHSAA. Make remittance payable to CHSAA.

<b>Round/Level</b>	<b>Date</b>	<b>Site</b>	<b>Type of Broadcast</b>	<b>Sport</b> _____
_____	_____	_____	<input type="checkbox"/> Live	<b>Date of Event</b> _____
_____	_____	_____	<input type="checkbox"/> Live	Name of State Championship Event _____
_____	_____	_____	<input type="checkbox"/> Live	Site of Event _____
_____	_____	_____	<input type="checkbox"/> Live	<b>A copy of this approved application must be given to site director.</b>
_____	_____	_____	<input type="checkbox"/> Live	<b>All Sports except Football</b>
_____	_____	_____	<input type="checkbox"/> Live	Class: <input type="checkbox"/> 1A <input type="checkbox"/> 2A <input type="checkbox"/> 3A <input type="checkbox"/> 4A <input type="checkbox"/> 5A
_____	_____	_____	<input type="checkbox"/> Live	<b>Football</b>
_____	_____	_____	<input type="checkbox"/> Live	Class: <input type="checkbox"/> A6 <input type="checkbox"/> A8 <input type="checkbox"/> 1A <input type="checkbox"/> 2A <input type="checkbox"/> 3A <input type="checkbox"/> 4A <input type="checkbox"/> 5A

Our Company covers: (list schools or area) \_\_\_\_\_

We:  will feed (list name(s) of all cable system(s) and address(es) to be fed tape, each owing the proper rights fee) \_\_\_\_\_

We:  will accept feed from (list name of station/cable system providing tape) \_\_\_\_\_

### Computing Rights Fees

Football				Basketball/Volleyball			Wrestling	Others
County	Title Game	Semifinals	Others	Number	District/Region	State Tourn.	Dist/Reg	All Playoff Levels
Large*	\$100.00	\$ 50.00	\$ 25.00	One Game	\$15.00/game	\$20.00/game	\$10/session	
All Others	\$ 50.00	\$ 30.00	\$ 20.00	5 or more	\$75.00 max.	\$100.00 max	<b>State Tourn</b>	\$20/game
							\$20/session	

\*Denver, Adams Arapahoe, Broomfield, Douglas, Jefferson, El Paso, Pueblo, Boulder, Weld, Larimer, Mesa Counties

### Applicant Information

Company: \_\_\_\_\_ Application prepared by: (Name) \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Title: \_\_\_\_\_

Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

### CHSAA Office Use Only

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Amount Due \_\_\_\_\_

Special Instructions: \_\_\_\_\_

**REMINDER:** Rights awarded to radio stations limit that broadcast outlets' broadcast area. Awarded rights may NOT be sold, leased, or given to another radio station. Duplicate station broadcasts require fees from all stations involved. No CO-OP broadcast rights will be awarded.

All payments should be made to CHSAA and mailed to CHSAA, 14855 E. 2<sup>nd</sup> Ave., Aurora, CO 80011. \*Note: The term streaming includes any broadcast on/over the World Wide Web. E-mail filled out form to [webermeier@chsaa.org](mailto:webermeier@chsaa.org). Updated: 6/17

**Linear Television Broadcast Agreement**  
(CHSAA Member School Post Season Contests Only)

Station/Production Company Name \_\_\_\_\_ hereby agrees to the following terms in return for permission to broadcast the designated regular season competition(s) under the by-laws of the Colorado High School Activities Association:

The broadcast will be: \_\_\_\_\_ Live \_\_\_\_\_ Taped Delayed

1. Remit Institutional access/on-site operational expenses of \_\_\_\_\_ to the host high school facility. NOTE: The fees may be waived at the discretion of the host institution or school district.
2. Broadcaster airs 3 PSAs per telecast (one for CHSAA, one for home school, one for visiting school). If either school does not have a pre-produced PSA up to standards, the broadcaster will offer a "drop-in read" in lieu of the PSA state playoff/championship series noted below. We have read the CHSAA Broadcast Policy Handbook and agree to abide by each and all of the terms and conditions listed in that document. **We understand the granting of rights for radio broadcast of an event does not allow for its use on the internet and that a separate contract is required for audio web cast.**

**All Sports**

**Application for Non-State Final Game(s)/meet(s) final(s):** Approval must be given by the CHSAA and local host school at least 72 hours in advance of the date of the contest. Outlet will be invoiced two weeks after final contest date if remittance has not been received by the CHSAA. Make remittance payable to CHSAA.

**Application for State Finals:** Approval must be given by the CHSAA at least 72 hours in advance of the date of the contest. Outlet will be invoiced two weeks after final contest date if remittance has not been received by the CHSAA. Make remittance payable to CHSAA.

Round/Level	Date	Site	Type of Broadcast	Sport _____ Date of Event _____
_____	_____	_____	[ ] Live	Name of State Championship Event _____
_____	_____	_____	[ ] Live	Site of Event _____
_____	_____	_____	[ ] Live	<b>A copy of this approved application must be given to site director.</b>
_____	_____	_____	[ ] Live	<b>All Sports except Football</b>
_____	_____	_____	[ ] Live	Class: [ ] 1A [ ] 2A [ ] 3A [ ] 4A [ ] 5A
_____	_____	_____	[ ] Live	<b>Football</b>
_____	_____	_____	[ ] Live	Class: [ ] A6 [ ] A8 [ ] 1A [ ] 2A [ ] 3A [ ] 4A [ ] 5A

Our Company covers: (list schools or area) \_\_\_\_\_

We: [ ] will feed (list name(s) of all cable system(s) and address(es) to be fed tape, each owing the proper rights fee) \_\_\_\_\_

We: [ ] will accept feed from (list name of station/cable system providing tape) \_\_\_\_\_

**Football**

Internet Stream	School or Neutral Site	Championship Site
Live	\$500	\$1,000
Delayed/On-Demand	\$250	\$500

Television Broadcast	School or Neutral Site	Championship Site
Live	\$1,500	\$3,000
Delayed/VOD	\$750	\$1,500

**Basketball**

Internet Stream	School or Neutral Site	Championship Site
Live	\$250	\$750
Delayed/On-Demand	\$150	\$250

Television Broadcast	School or Neutral Site	Championship Site
Live	\$1,000	\$2,000
Delayed/VOD	\$500	\$1,000

**All Other Sports**

Internet Stream	School or Neutral Site	Championship Site
Live	\$150	\$300
Delayed/On-Demand	\$75	\$150

Television Broadcast	School or Neutral Site	Championship Site
Live	\$500	\$1,500
Delayed/VOD	\$250	\$750

\*A DVD or electronic copy of the third party produced Declined Events must be provided to the Network within 72 hours from the initial airing of the Declined Event as a condition of the sublicense.

**Applicant Information**

Company: \_\_\_\_\_ Application prepared by: (Name) \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Title: \_\_\_\_\_

Fax: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_ Email Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

**CHSAA Office Use Only**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Amount Due \_\_\_\_\_

**REMINDER:** Rights awarded to radio stations limit that broadcast outlets' broadcast area. Awarded rights may NOT be sold, leased, or given to another broadcast outlet. No CO-OP broadcast rights will be awarded. All payments should be made to CHSAA and mailed to CHSAA, 14855 E. 2<sup>nd</sup> Ave., Aurora, CO 80011. Updated: 6/17. E-mail completed form to [webermeier@chsaa.org](mailto:webermeier@chsaa.org).