

KHSAA MEDIA POLICIES AND GUIDELINES

The KHSAA strives to assist the media in a professional and timely manner to help facilitate coverage of high school athletics. The KHSAA Media Policies and Guidelines were established with that in mind, and were put in place as a helpful reference for media outlets across the state.

OBTAINING PRESS CREDENTIALS

Credentials to each KHSAA state championship event are issued by the KHSAA to working members of the media that regularly cover high school athletics, for the purpose of covering the events. Credentials grant the bearer, and only the bearer, access to KHSAA championship events, and are non-transferrable.

Credentials must be requested prior to the established deadline for each sport through the online credentialing system (credentials.khsaa.org). Credentials should be requested by the sports editor/director for all members of his/her organization needing to attend an event. Credentials for freelance photographers and stringers must be requested by the sports editor/director at the outlet the freelancer will be representing. No credentials will be issued outside of the online credentialing system. The KHSAA reserves the right to limit the quantity of credentials issued to media outlets when space is at a premium.

Failure to adhere to the KHSAA policies and guidelines, as well as unauthorized use of the media credential, will result in the revocation of the credential and non-issuance of future passes.

CREDENTIALING POLICY

KHSAA media credentials will be issued to the state's recognized media outlets under the following conditions:

1 – Credentials will be provided to established and recognized media outlets that cover high school athletics on a regular basis (including, but not limited to, timely reports of regular season competitions);

2 – No athletic recruiting organizations or media outlets that can be construed as recruiting publications will be credentialed;

3 – Media passes will not be issued to persons under 18 years of age (with the exception of a School Media Pass);

4 – Passes may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, including transferring a credential to someone other than its intended recipient, or using the pass to help others gain access to an event. A credential grants the bearer, and only the bearer, access to KHSAA events, and does not include admission for children and family members;

5 – Media members are expected to act professionally and objectively at all times. Cheering or cheerleading during an event is strictly prohibited and can result in removal from the press area;

6 – At any time, the KHSAA may request proof of a media outlets' legitimacy. To help the KHSAA protect access to its events, media members applying for credentials may be asked to provide samples of their work as well as information such as circulation numbers (newspapers/magazines), Aribtron Ratings numbers or similar information (broadcast), page views/hits (online entities);

7 – Freelance photographers not working for a media outlet will be treated as Commercial Photographers, and will only gain access to an event by paying the media rights fee for the event in question;

8 – Each team advancing to a state championship event can be represented by one (1) radio broadcast team. The station originating the broadcast will be subject to a Radio Rights Fee, which is paid online as part of the online credentialing system and must be paid prior to the event. The school advancing to the state championship event will designate to the KHSAA which radio station is permitted to broadcast its game. Radio stations not permitted to originate a broadcast at the football, basketball or baseball championships can make arrangements with the Association to carry the KHSAA Network feed. A radio station not chosen to broadcast by the participating school may apply for an auxiliary credential;

9 – Schools are permitted one (1) School Media Pass at each championship event, which is limited to students or full-time staff members at the participating school.

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SCHOOL MEDIA

Each school that is represented by a team or individual at a state championship event is permitted one School Media Pass. The use of the School Media Pass is restricted to students or full-time staff members at the participating school. The School Media Pass can be used for non-commercial photography, student journalism and/or video production. Professional photographers are not permitted to gain access to a state championship event by using a school pass. The School Media Pass must be requested in advance of the start of the championship using form SI103, which can be downloaded off the KHSAA website.

COMMERCIAL PHOTOGRAPHERS

Photographers not covering a state championship event for an established media outlet (either as full-time staff members or as freelancers) will be subject to a Media Rights Fee to gain access to the event. The Media Rights Fee must be paid online by the applicant in advance of the event. A link to the online payment system is automatically generated by the online credential system, and sent to each applicant by the system via email.

TEAM RADIO BROADCASTS

Each team advancing to a state championship event can be represented by one (1) radio broadcast team. The station originating the broadcast will be subject to a Radio Rights Fee, which is paid online as part of the online credentialing system and must be paid prior to the event. As part of the Radio Rights Fee, a phone line will be provided for each radio broadcast team at the championship venue.

The school advancing to the state championship event will designate to the KHSAA which radio station is permitted to broadcast its game(s). Radio stations not permitted to originate a broadcast at the football, basketball or baseball championships can make arrangements with the Association to carry the KHSAA Network feed.

PHONE/DATA SERVICE AT CHAMPIONSHIPS

The KHSAA provides wireless internet access for working media members at each of its state championship events. Arrangements for phone lines for radio broadcast teams are made by the KHSAA and provided as part of the Radio Rights Fee. Any

media member needing phone or data service above and beyond what is normally provided, should contact the KHSAA well in advance of the championship event.

FACILITY MANAGEMENT

THE KHSAA is responsible for all media accommodations and operations at state championship events. These services include arrangements for press seating, designated interview areas, statistical data and internet service, among others.

LOCKER ROOM ACCESS

The KHSAA has a closed door policy in respect to locker room access at its championship events. No media members are permitted inside a team's locker room to conduct interviews. This includes media members who obtain a team/participant pass at a state championship event.

KHSAA RADIO NETWORK/KHSAA.TV

The KHSAA has developed a network for both radio broadcasts and video web casts. The KHSAA holds the rights to all broadcasts at the state level, but permits participating teams to have one (1) radio station originate its own broadcast provided the Media Rights Fee is paid ahead of time. The KHSAA Radio Network originates broadcasts at the football, basketball and baseball championships.

Video web casts may be delayed at the discretion of the KHSAA. Following the conclusion of a championship event, videos will be available for on-demand viewing, and DVD copies will be made available for consumer purchases.

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KHSAA MEDIA, INTELLECTUAL PROPERTY AND VIDEOTAPE POLICY

Sec. 1) OWNERSHIP OF RIGHTS

- a) The intellectual property, corporate, broadcasting and media rights to all State championship rounds of the KHSAA postseason championships belong exclusively to the KHSAA, including titling agreements and sponsorships. No member school may approve or sign an agreement that includes rights to state contests (delayed or live). The Commissioner is the manager of all State Championship play.
- b) The intellectual property, corporate, broadcasting and media rights to the postseason rounds prior to the state finals belong exclusively to the KHSAA, including titling agreements and sponsorships. No member school can sign an exclusive agreement for a postseason round (district, region, sub-section, section) without agreement between the schools and approval of the KHSAA Office. The Commissioner is the manager of all rounds of other championship play, but in accordance with adopted Competition Rules, may designate a manager to assist at the local level.
- c) The rights to regular season competition involving schools of the KHSAA belong to the KHSAA. Such rights shall, in the normal course of business, be assigned to the Principal of the member school for management. No member school shall sign an exclusive regular season agreement that would "Shut out" its opponent from any audio, video streaming or having the opportunity to do so.
- d) At all levels of competition during postseason play, control of media access and location at those contests is with the KHSAA. In general, the management of those rights may be assigned to the manager at the host KHSAA member school for the district, regional and sectional (semi-state) competition.
- e) At all levels of competition, including district, regional, sectional, and state competition in KHSAA sponsored tournaments and meets, managers are encouraged to make allowances for members of the television media to tape the contests at no charge to the media outlet, as long as the taping is for the sole purpose of newscast highlights.
- f) Cable companies and other outlets desiring to tape the contest for delayed rebroadcast shall

receive the permission of the event manager, and the manager has the right to set and collect any fee which may be deemed appropriate as an offset to any perceived lost ticket revenue.

g) At the state level, all negotiations for rights to a delayed broadcast, as well as any live telecast, shall be initiated with the Communications Director and Assistant Commissioner, and shall be approved by the Commissioner of the KHSAA.

Sec. 2) PARTICIPATING TEAMS VIDEOTAPING AT KHSAA EVENTS

- a) At the discretion of the event manager, and if space is available and if such taping does not violate existing, acknowledged, written copyright protection or intellectual property agreements, participating teams in KHSAA events shall be allowed space, for the purpose of recording the contest.
- b) If space is deemed to be available, the tournament manager has the right to designate a specific area for the purpose of taping, and allow taping only in that area.
- c) It shall be solely the determination of the event manager as to space availability.
- d) The manager of all state final championships is the Association Commissioner.
- e) If the tournament manager deems that space is available, each participating school choosing to tape or film is required to sign a waiver indicating that the Association shall be held blameless for any and all liability to those parties involved in the taping, and that the school shall make no copies of the tape or film.

Sec. 3) FANS AND THE GENERAL PUBLIC VIDEOTAPING AT STATE CHAMPIONSHIP EVENTS

- a) The Association shall allow for the taping of KHSAA sponsored competition by persons whose equipment is totally self-contained, is for personal use, shall not be duplicated and the equipment can be operated from the confines of the seat that the person occupies.
- b) However, at the discretion of the event manager, taping may be prohibited if attendance figures or ticket sales indicate that the allowance of taping would impose on the comfort and view of other paying patrons.
- c) No support equipment, i.e., electric power supplies, tripods, etc. shall be allowed.

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- d) The determination as to space availability and other technical requests shall be solely to the discretion of the event manager.
- e) If space is deemed to be available, the tournament manager has the right to designate a specific area for the purpose of taping, and allow taping only in that area.
- f) All requests for videotape and film space at levels below the state championships shall be directed to the event manager, and his or her decision as to space availability shall be final.

Sec. 4) ASSOCIATION TAPING PRIVILEGES

- a) The Kentucky High School Athletic Association reserves the right to tape any of its state championship rounds, and to make the tapes available in a reasonable amount of time and at a reasonable rate.
- b) The Association list of events to tape includes all championship events sponsored by the KHSAA.

Sec. 5) REGULAR SEASON VIDEOTAPING PRIVILEGES

- a) During the regular season, when granted authority by the KHSAA, the local contest manager (member school Principal) must approve any videotaping or other recording of the contest.
- b) Parties taping without permission of the member school will be in violation of KHSAA Bylaw 15, and shall be subject to penalty under Bylaw 27.