

VHSL Media Policies Reference Guide

Introduction

The VHSL Media Policies Reference Guide is produced to inform statewide media of VHSL policies in effect for VHSL Championship events and assist members of the media.

All members of the media are responsible for reviewing the policies included in this reference guide. Policies contained in this guide refer to television, radio, print and internet media. These policies are for VHSL Championship events only and do not extend to district and region competition. Districts and Regions will establish their own media policies.

For more information, please contact Mike McCall (mmccall@vhs.org); VHSL, 1642 State Farm Blvd., Charlottesville, VA 22911; (434) 977-8475.

General Policies

The VHSL acknowledges the responsibilities of legitimate news gathering media representatives in covering and reporting from VHSL Championship events and has established regulations and guidelines to assist media with the requesting/issuing of working media credentials, the use of equipment by news gathering media and VHSL property rights for all VHSL Championship events.

Any non-editorial, commercial or other unauthorized use of any transmission, internet stream, photo, image, film, videotape, audio tape, any play-by-play depiction or description of any competition and/or game action and/or any non-editorial or commercial use of any team school name or logo, is prohibited without written consent of the VHSL.

Media Credential Requests & Conditions

1. Media credentials are issued by the Virginia High School League for VHSL Championship events, or by tournament directors. Working credentials for District and Region tournaments are issued by host schools.
2. Media credentials are available only for the news and editorial purposes of legitimate news-gathering organizations, which are media organizations engaged in the regular gathering and timely publication or transmittal with editorial oversight of original, objective news coverage of current events of general interest to the communities served by those organizations. News-gathering organizations eligible for media credentials include, but are not limited to, traditional media organizations such as newspapers, radio stations, television stations, wire services and pool reporters meeting these criteria. As described in this section, legitimate Internet organizations may also qualify as news-gathering organizations eligible for media credentials. Media of a personal, recruiting or rankings nature, or whose demographic audience are fan-based or focused primarily on one school or a small number of schools do not qualify as news-gathering organizations for purposes of media credentials.
3. Credentials are issued by the VHSL to media organizations to provide access for an individual or individuals who have a legitimate working relationship with a legitimate news-gathering organization (as defined herein) in connection with the event for which the credential is issued.
4. Media credentials and accommodations for VHSL Championship events are not transferable or for sale or resale under any circumstance.
5. Credentials for all VHSL Championship events hosted at school sites will be issued by the tournament director at the school hosting the event. All media are required to contact the host school athletic director or host tournament director in advance of the event to make arrangements for credentials. Failure to contact host managers/athletic directors in advance may result in denied media privileges at tournament events.

6. Requests for credentials must be made in accordance with VHSL policies through a legitimate newspaper, radio/TV station, magazine, Internet site or other recognized news-gathering organizations. Credentials are reserved for adult members of the media only. The VHSL reserves the right to request company letterhead when determined necessary to verify credential requests.

7. By requesting and accepting the use of a VHSL credential, the media organization, its personnel and agents, together agree the bearer of the credential is performing a legitimate working function in attending the event. The credential is for use only in connection with the bearer's news and editorial coverage of the event.

8. No credential requests or accommodations will be approved for persons not employed on staff or as freelance by contract of a legitimate media organization. Credentials **SHOULD NOT** be requested for and will not be granted to coaches, former coaches, family of media, friends of media, or family or friends of participants not employed by the requesting media organization; and those who attend an event with a media member will be required to purchase a ticket.

9. Requests must be received in the VHSL office, or tournament director, no later than noon two days before the start of the respective Championship event. **REQUESTS RECEIVED AFTER DEADLINES WILL NOT BE CONSIDERED.** In addition, no credentials will be issued to media that arrive at Championship sites without having verification by the VHSL, or tournament director, of a credential request made by the prescribed deadline.

10. Any substitutions of approved credentials must be done by sports directors and editors contacting the VHSL prior to arriving at the Championship site.

11. The VHSL retains the right to confiscate and deny future credentials to any media organization or individual not adhering to VHSL policies or rights fees stated in this manual. Media organizations that violate credential policies are subject to legal liability, as well as all costs incurred in enforcing the terms of these policies, including but not limited to reasonable attorney fees.

12. Permission for cable operators, newspapers, radio stations, television stations or Internet sites in relation to videotaping or transmitting video of VHSL Championships must be done by contacting Mike McCall.

13. Unprofessional conduct or "cheerleading" in the working media area at VHSL Championship events is not permitted. Children are not permitted in the working media area. Violation of these regulations will result in loss of credentials and removal from the working media area.

14. To be considered for a VHSL media credential, Internet organizations must be determined to be a legitimate and may be required to submit their Internet address (URL) and certifiable traffic numbers to the VHSL prior to approval of credential requests. Internets sites desiring media credentials must have a unique, registered domain name, ending in one of the recognized extensions (.com, .org, .edu, .net). Internet sites desiring credentials must have a demonstrated record of regular, sustained coverage of high school sports, which should include, but not 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.

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 VHSL policies;

D) Sites developed solely to lists/profiles/rank recruiting prospects or teams and/or to provide chat rooms/forums/blogs. **The VHSL reserves the right to determine if, in the VHSL's opinion, a web site falls into the category of a recruiting site.**

15. Credentials for school web sites and sites affiliated with/following a participating team, as approved by that school's athletic administrator, may be granted credentials based upon seat availability.

16. 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. Credentials for specialty publications affiliated with/following a participating team, as approved by the school's athletic administrator, may be granted credentials.

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 VHSL policies.

Credential Provisions

1. The VHSL authorizes the number of credentials issued to any media organization. The VHSL media credential is issued to members of legitimate news-gathering organizations that have a professional working function at VHSL Championship events. The credential provides access to specified locations, sites and events for which the credential was issued. At certain Championships, some areas may be restricted for radio, television, news print, Internet sites and photographers.

2. Credentials must be worn and displayed at all times while at the Championship site for which the credential is issued.

3. The transfer, sale or resale of credentials is prohibited and will result in immediate confiscation of credential and/or possible denial of future credentials to individual perpetrators or their affiliated media organization.

4. The media work areas are available for professional working members of the media. Cheerleading in press boxes and media seating is unprofessional and will not be tolerated. Violators will have their media credentials revoked and be escorted out of the media area or press box by VHSL or security personnel.

5. Children, spouses and friends of media that are not officially employed by a media outlet are not permitted in media areas during or immediately following contests.

6. Any member of the media believed to be intoxicated, under the influence of mood-altering substances or acting in an unprofessional manner will have their media credentials revoked and be escorted out of the media area with possible denial of future credentials to individual perpetrators and/or their affiliated media organization.

7. A media credential does not allow access to team or participant locker rooms before, during or after any Championship competition. Coaches and participants may be available for interviews directly outside the locker rooms.

8. The VHSL reserves the right to revoke current and deny future credentials to any media organization or individual in violation of any VHSL media policies, failure to pay rights fees or any other provisions of credentials. Media organizations that violate credential policies are subject to legal liability, as well as all costs incurred in enforcing the terms of these policies, including but not limited to reasonable attorney fees.

Credential Pick-up

All approved credentials can be picked up at the Championship sites. No credentials will be mailed prior to the Championships. A photo ID may be required to claim passes at certain sites. Please be prepared to show photo ID to receive all Championship media credentials.

Approved credentials will be placed in individual envelopes identified with each bearer's name. Requests without bearer names can be problematic at pick-up locations. Credentials will be made available for pick-up at sites approximately 1 hour, 30 minutes, or a time determined by the tournament director, prior to the start of each day's competition.

For events at the Siegel Center (individual cheer, girls volleyball, boys volleyball, boys basketball and girls basketball), credentials will be available at the loading dock. Football championships credentials can be picked up at the "Will-Call" window at each stadium. Spring Jubilee credentials can be picked up at designated media "will call" locations. Any changes in credential pick-up locations will be included in preview media releases.

Credential pick-up at other Championship sites will be located at the designated "Will-Call" window.

Credential Maximum Request Limits and Guidelines

Television: For TV stations that originate broadcasts from VHSL Championship events will be limited to two (2) seats for play-by-play. A third seat for a statistician or station engineer may be available if space permits but is never guaranteed. Any additional credentials must be approved by the VHSL.

Television (not play-by-play): For TV stations covering the Championship events for newscast purposes and not live broadcast, a maximum of two (2) credentials will be issued. Any additional credentials must be approved by the VHSL.

Radio: A maximum of two (2) credentials will be issued to stations doing play-by-play of VHSL Championship events. A maximum of one (1) credential will be issued for filing live reports or not originating live broadcasts. Any additional credentials must be approved by the VHSL.

Daily Newspapers: For daily newspapers, a maximum of five (5) credentials, including photographers, will be issued to papers with a paid circulation of 30,000 or more. Daily papers under 30,000 paid circulation may receive a maximum of four (4) credentials if teams in their primary coverage area are participating, and a maximum of two (2) credentials will be issued to dailies with under 30,000 paid circulation with no participating teams in their primary coverage area. Any additional credentials must be approved by the VHSL.

Weekly Newspapers: Weekly newspapers may be issued a maximum of two (2) credentials (including photographer) if teams competing are in their primary coverage area. A maximum of one (1) credential will be issued to weekly papers with no competing teams in their primary coverage range. No credential requests or accommodations will be approved for persons not employed on staff or as freelance by contract of a legitimate media organization. Credentials **SHOULD NOT** be requested for and will not be granted to coaches, former coaches, family of media, friends of media, or family or friends of participants not employed by the requesting media organization.

Internet site: Legitimate news gathering Internet site organizations posting original content and information in a timely (daily) manner and meeting the definition herein of a legitimate news-gathering organization (see Media Credential Requests & Conditions" section) may receive a maximum of two (2) credentials. Internet sites not meeting these criteria will not be granted credentials. Traditional state, regional, or national media sources (newspapers, radio or television) staffed by full-time employees for their Internet operations may receive a maximum of two credentials if they certify their intent of reporting on VHSL Championship events and meet the definition of a legitimate news-gathering organization.

Specific Sports Publications: Legitimate sport-specific publications may receive a maximum of three (3) credentials, including photographer passes, for their respective sport's championships.

Photographers: Photographers without affiliation to any media organizations (i.e. professionals, yearbooks, etc.) will not be granted media credentials (also see “Photography Provisions” section). Photographers without media affiliation acquiring the use of a School Photographer pass must adhere to all School Photographer guidelines.

Please contact Mike McCall with any special media credential requests (434) 977-8475.

Credential Request Deadlines

Submit credential requests at least one week prior to all state championships events, or soon as you know teams you are covering will be advancing to state tournament.

Member School Photo Credentials

Each school that qualifies a team for the State Tournament is permitted one School Photographer credential in sports where applicable.

Only schools of competing teams may receive a School Photographer credential to photograph Championship events in applicable sports. A letter or e-mail from school administration identifying the school photographer must be submitted to the VHSL two days prior to the start of the respective championship to receive the pass.

Commercial use of photos and images taken with a School Photographer pass is strictly prohibited.

Video or images may not be sold, rented, loaned, transmitted on the Web site or shared with other schools or local cable access stations. Any commercial sponsorship or commercial use of the video is prohibited. Violation of this policy will subject the school or individual to the photo license, video and transmission rights fees.

A school which designates any outside entity for its “School Photographer” pass forfeits the right to send its own photographer to the VHSL Championship events and is responsible for violations of the School Photography pass policies regarding the commercial use of images.

Parking Policies

For most VHSL Championship events, media may utilize existing general parking at the sites. Media will be notified of any changes, or special parking circumstances, in a media release.

Photography Provisions

Guidelines and policies for photographers at VHSL Championship events are determined by the VHSL and the NFHS based on the nature of the activity and site, and the official rules of the activity. Photographs taken with the issuance of credentials are restricted to newspapers, news and sports-related periodicals and Web sites, except with written consent of the VHSL Executive Staff. Photographers issued VHSL credentials must adhere to all VHSL photography policies and provisions outlined in this section.

The sale or resale of still photography by VHSL-credentialed media is permitted. However, the sale of any products using images from VHSL Championship events is prohibited without written permission from the VHSL.

Any sale or resale of photography, digital image, videotape or film taken without a media credential at VHSL Championship events is prohibited without approval from the VHSL. Any photo, image or video taken without credentials are subject to rights, if any, of all third parties, including the individuals photographed. Permission authorizing the sale of photographs by nonmedia, non-editorial photographers is available through VHSL for a rights fee. Please contact the VHSL if interested.

Use of flash equipment and strobe lighting is permitted at certain VHSL Championship events except the gymnastics championships, provided the use of such equipment does not interfere with or disrupt any action or administration of the event. It is the authority of the VHSL to determine if flash equipment is interfering or disrupting play at Championship events. Media intending to use flash and strobe equipment should meet with officials and tournament directors prior to Championship contests to avoid potential problems.

During post-game celebrations and awards ceremonies, only the official VHSL photographer and the entity possessing the exclusive television broadcast rights are allowed inside the ceremony perimeter (as administered by VHSL personnel). All other photographers must remain at the ceremony perimeter, unless granted permission by a VHSL representative or tournament director.

Tripods or loose equipment bags are not allowed at courtside, on the sideline or in competing areas. Photographers must remain in designated areas designated for photographers as determined by the VHSL and/or tournament director.

Photographers are prohibited from shooting in locker rooms and in spectator areas that obstruct the view of spectators in their ticketed seats.

Photography Locations

The following outline provides the photography policies and the locations available for photographers at each sport's championship site. Media will be notified of any changes to policies by the VHSL or tournament director on site.

Baseball - National Federation rules prohibit media photographers from being present in any live ball areas. Photographers must remain in designated photo areas. Access to the field is available during award ceremonies under the direction of VHSL and/or tournament director.

Basketball - Only photographers with properly displayed media credentials will be allowed access to courtside photo areas. These areas are at the edge of the court along the ends of the court, from the corner of the court to the free throw lane extended to the edge of the floor on each side of the baskets. No photographers are allowed on the floor along the sides of the court (along team benches and media row). Photographers must sit or kneel when the game is in progress. No television or media photography is allowed on the court during pregame warm-ups, during announcing of the starting lineups or anytime during the game with the exception of the official VHSL network and videographers. Photographers are not allowed at any time to roam or shoot photos behind the bench area.

Cheer - This is one of only two tournaments that prohibit flash and strobe photography because of the potential safety hazard to gymnasts. Photographers must remain outside the perimeter of the judges. Tournament director will designate areas where photographers may shoot.

Cross Country - Credentialed photographers will be allowed inside spectator ropes and restraining fences in designated areas for race starts and finishes. Crossing in front of runners during the race on the course is strictly prohibited. At the finish chute, photographers must stay in designated roped-off areas.

Field Hockey - Photographers with properly displayed credentials may shoot from designated areas determined by the tournament director.

Football - Photographers will be allowed access to the sidelines with properly displayed credentials. Photographers are allowed behind the dotted line from the 30-yard line to the end zone and along the back end of the end zone. Photographers are not allowed in the team areas (30-yard line to 30-yard line) except for the official VHSL network, but may pass through the back of the team box to get to the other end of the field. However, they are not allowed to stop in the team area.

Golf - Photographers with properly displayed credentials may follow golfers. Photographers must shoot from the rough or cart paths, taking extreme caution not to interfere with contestant sight lines or disturb play in any manner as administered by the VHSL.

Gymnastics - This is one of only two tournaments that prohibit flash and strobe photography because of the potential safety hazard to gymnasts. Photographers must remain outside the perimeter of the judges and must leave the floor after the event they are shooting is completed or when the gymnast has finished her routine. Photographers must refrain from moving at locations near apparatus during routines.

Lacrosse - Photographers with properly displayed credentials may shoot from designated areas determined by the tournament director.

Soccer - Photographers are prohibited from entering the playing field at any time during a game, including shootouts. Photographers with properly displayed credentials are allowed to shoot during play on the sidelines and on the end lines directly inside ropes and fences not to encroach the sideline of the soccer field with the following two exceptions. Photographers are prohibited from shooting in the area directly behind the goal/penalty area on each end of the field during action or in front of the official bench and team benches at any time. It is permissible for photographers to move onto the playing area for pictures before and after games, during halftime and during intermissions between overtime periods.

Softball - National Federation rules prohibit media photographers from being present in any live ball areas. Photographers must remain in designated photo areas off the playing field designated by the VHSL. Access to the field is available during award ceremonies only under the direction of VHSL and/or tournament director.

Swimming & Diving - Photographers with properly displayed credentials may shoot from the designated areas on the pool deck and behind any roped-off areas. Permissible photographer areas will be determined by VHSL representative and/or tournament director. Television photographers and photographers using flashes/lights pointed at the swimmers during turns, exchanges and starts are prohibited.

Tennis - Photographers with properly displayed credentials may shoot from nearly any location where spectator views are not blocked. No photography is permitted at courtside during matches. Media wishing courtside photos during warm-ups are required to request access from VHSL personnel prior to entering courts. Flash photography at courtside during warm-ups must receive permission from VHSL officials.

Track & Field - Guidelines for photographers will be provided at the State Meet. Access to the infield will be limited to photographers only and only in the designated areas under the direction of the tournament director. Anyone with a media or photo credential not shooting photography in these areas will be removed from the infield. In addition, any media photographer taking pictures from the infield outside of these prescribe areas or on the track during running events will be removed. Accesses to all other field events are identical to spectators.

Volleyball - Photographers with properly displayed credentials may shoot from designated areas on each end during championships and on side behind press row opposite the team benches during the entire tournament. Photographers are not allowed at any time to roam or shoot photos behind the bench area.

Wrestling - Photographers with properly displayed credentials may shoot from designated areas determined by the tournament director. Photographers must remain off the mat and must vacate the area after the match they are shooting is completed. Television photographers are prohibited from using lights pointed at or near the mat.

Post-Game Interview Policies

No media is allowed on the floor or field for post-game/event interviews immediately after State Championship team contests, or before or during the awards ceremonies except for VHSL media network (when

applicable) and videographers. The nature of each sport will determine the interview policy following State Tournament events as outlined for each sport as determined by the VHSL.

After all VHSL Tournament contests, the VHSL strongly encourages media to honor an eight-minute "cooling off" period prior to interviewing participating coaches and players.

No media is allowed access to team or participant locker rooms before, during or after any State Tournament competition. Coaches and participants may be available for interviews directly outside the locker rooms. The following list outlines each sport's State Tournament post-contest interview policies.

Baseball - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location off the field not to interfere with warm-ups of the next game or the administration of the event. For spring baseball, teams will be directed after games to areas outside the outfield fences in each corner. Following the final game scheduled for each day, interviews may take place at a convenient location anywhere on the field. No interviews are allowed during pre-game warm-ups or during the contest without prior consent of the VHSL Executive Staff.

Basketball - A post-game media conference will take place in the media work room during the boys and girls State Tournaments. The coach and selected player(s) of the winning team will participate in an eight-minute media conference five minutes following a live TV interview after the game or immediately after the awards ceremony if it is the championship game. The coach and player(s) of the losing team will follow with an eight-minute conference. The coach and players of the winning team may only participate in a brief on-court interview by the entity with exclusive telecast rights following each game prior to the media conference. No other interviews of coaches or participants are allowed prior to their participation in the media conference. Members of the media are allowed to interview willing coaches and participants following the media conference at a location outside the locker room. However, consideration for team time schedules, as well as administrative and facility staffing expectations is appreciated following news conferences. No interviews are allowed during pre-game warm-ups, halftime or during the contest without consent of the VHSL. On occasion, VHSL personnel may allow for a brief television interview with a coach prior to the media conference by stations with a local team participating for newscast deadline relief purposes.

Cross Country - Members of the media wishing to interview coaches and participants may do so after runners have gone through the chutes and have entered the fenced-in area provided. Members of the media are allowed to interview coaches and participants following the State award ceremonies. No interviews are allowed with coaches or runners within 20 minutes prior to the start or during their respective races.

Football - Members of the media wishing to interview coaches and participants following the State award ceremonies can locate and direct coaches and participants to the area at the north end of the field immediately in front of the north bleachers, not near the playing field to avoid interfering with warm-ups of the next game or the administration of the event. No interviews are allowed during pre-game warm-ups, during the contest or immediately after the game without consent of the VHSL. The coach of the winning team may participate in a brief on-field interview by television with exclusive telecast rights following each game and/or immediately after the award ceremony.

Golf - Members of the media wishing to interview coaches and participants following the State award ceremonies or after rounds can locate and direct coaches and participants to a location away from the greens not to distract or interfere with play still in progress.

Gymnastics - Members of the media wishing to interview coaches and participants following the State award ceremonies or between rotations can locate and direct coaches and participants to a location away from apparatus not to interfere with warm-ups, the next rotation or the administration of the event. Following the final event

scheduled for each day, interviews may take place at a convenient location anywhere in the gymnasium. No interviews are allowed during timed warm-ups or during an event.

Soccer - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location off the playing field not to interfere with warm-ups of the next game or the administration of the event. Following the final game scheduled for each day, interviews may take place at a convenient location anywhere on the field. No interviews are allowed during pre-game warm-ups or during the contest.

Softball - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can direct coaches and participants to outside the field access gate in the right field corner, not to interfere with warm-ups of the next game or the administration of the event. No interviews are allowed during pre-game warm-ups or during the contest.

Swimming & Diving - Members of the media wishing to interview coaches and participants following an event or State award ceremonies can locate and direct coaches and participants to a location at the control side of the pool deck or off the pool deck not to interfere with events in progress or administration of the meet.

Tennis - Members of the media wishing to interview coaches and participants following a match or State award ceremonies can locate and direct coaches and participants to a location off the playing court areas not to interfere with matches in progress or administration of the event.

Track & Field - Members of the media wishing to interview coaches and participants following an event or State award ceremonies can locate and direct coaches and participants to a location anywhere except on the infield of the track. Following awards ceremonies, those student-athletes receiving medals will be escorted and made available for interviews near the entrance of the media work area located at the southwest end of the west grandstand.

Volleyball - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location away from the playing courts not to interfere with warm-ups of the next game or the administration of the event. Following the final game scheduled for each day, interviews may take place at a convenient location off the playing courts in the general direction of the respective locker rooms. No interviews are allowed during pre-game warm-ups or during the contest.

Wrestling - Members of the media wishing to interview coaches and participants following a match or State award ceremonies can locate and direct coaches and participants to a location not interfering with the matches in progress or administration of the event.

Tournament Transmission Policy

1. VHSL radio, television, cable and Internet policies relate to transmissions during VHSL Championships. There is no VHSL jurisdiction over regular-season radio, television, cable or Internet transmissions of high school interscholastic competition, but school administrators are strongly encouraged to prohibit sponsors for transmissions whose primary business is the sale of tobacco, alcohol, lottery/gambling, mood-altering substances or lewd subject matter.

2. No fees for regular-season transmissions are required by the VHSL, but local schools, participating teams, district and regions may impose their own rights fees.

3. All radio and Internet audio transmission rights and credential requests for all Championships will be issued by the VHSL. To apply for play-by-play or live report "update" rights for Championship events, radio stations and

Internet sites must contact Mike McCall. Please review the “Requesting Credentials” section for additional credential request policies.

4. Media and Internet sites considering transmitting audio, video or textual play-by-play depictions on the Internet must abide by all Internet policies as written in this guide (see “Transmission Terms & Regulations”). There is no fee for live report “updates” of Championship events provided no play-by-play is done.

5. The VHSL reserves the right to require two minutes of advertising or promotional inventory to be included in any or all radio, television and Internet transmissions of VHSL Championship events as determined by the VHSL.

6. By submitting a request for transmission, media and Internet sites agree to abide by all VHSL regulations and policies regarding the transmission of events during the entire VHSL Championship events, including the prohibitions on advertising and sponsorships as described in the “Advertising” section.

Transmission Terms & Regulations

Terms

1. **VHSL Tournaments** – “VHSL Championships” refer to all the VHSL sponsored “quarterfinals,” “semifinals” and “finals” state tournament events.

2. **Transmission** – A “transmission” is defined as the transmitting–or intent of transmitting– of any live or taped portion, or entire duration of championship games or complete session of games from the time the transmission begins to the time the transmission ends at the tournament site. This definition includes halftime, between games of a session, immediately before and after a tournament game or session, and during intermission stops and timeouts.

3. **“Live” or “Real-Time”** – Live and real-time are synonymous, and mean transmission while the event/game is in progress from beginning to conclusion whether writing, audio or video. The use of the word live expressly includes real-time.

4. **Play-by-play** – Play-by-play is detailed regular entries or description of the sports events as they are happening, or of the actual action as it occurs, including the continuous sequential detailed description of play, of events, or other material such as graphics or video regarding any VHSL tournament game or event, so that it approximates a video or audio transmission that allows the recipient to experience the game or event as it occurs. If media or web sites wish to transmit play-by-play as defined above, they must obtain VHSL consent and transmission rights through payment of the applicable rights fees. The VHSL does not prohibit a blog where the blog is simply commentary or status updates of the athletic event. The VHSL does prohibit play-by-play without payment of the applicable rights fees, whether such play-by-play appears on a blog, web site or otherwise.

5. **Live reports** – Live report “updates” are transmitting updates on results or general information about the competition or event but contains no play-by-play description of live contests.

6. **Internet site** – Internet and Web site are interchangeable terms for the purpose of VHSL regulations and definitions.

7. **Exclusive rights** – All media and/or Internet sites may not infringe on existing exclusive media rights agreements and rights of the VHSL without consent of the VHSL and the exclusive rights holder.

Regulations

Comprehensive Policies

1. The VHSL reserves the right to grant, issue, revoke and deny credentials to any media or Internet site organizations based on the reasonable interpretation and intent of these policies. The VHSL and its exclusive rights

partners retain the rights to all commercial use of video, audio or textual play-by-play transmitted at a VHSL Championship event. Furthermore, the VHSL possesses the rights to transmit, upload, stream or display content live during VHSL events and reserves the right to grant exclusive and nonexclusive rights on an event-by-event basis.

2. All “Real-time,” or tape-delayed audio, video or textual transmission of play-by-play is exclusive property of the VHSL and rights-granted entities. Any account/transmission of real-time video, audio or textual play-by-play is prohibited onsite or off-site without consent of the VHSL.

3. The VHSL also reserves the right to revoke or deny the video, audio or text transmission rights of any media or Internet sites that include in any part of its transmission of VHSL Championship events –including pregame and postgame shows–content, comments, advertising, selling, encouraging, promoting or condoning of tobacco products, lottery/gambling, alcoholic beverages, mood-altering substances, lewd subject matter, activities that are illegal for minors to engage in, conduct violate of VHSL’s Sportsmanship Reference Guide, or conduct that people of ordinary intelligence would reasonably understand to be inappropriate in the context of interscholastic athletic competition.

4. All media and Internet sites transmitting “real-time” text play-by-play action of State Tournament events are considered similar to that of a play-by-play radio or television transmission and are subject to rights fees. Internet blogs, forums, tweets and other text depictions or references are permitted and are not subject to rights fees unless they qualify as play-by-play (see “Transmission Terms & Regulations” section) or are not in compliance with the media policies of the VHSL. Play-by-play accounts of VHSL Championship events via text are subject to text transmission rights fees.

5. Also, any media transmitting “real-time” video is subject to exclusive video rights agreements and video transmission fees. In addition, any media transmitting “real-time” audio other than that of the fee-paying, rights-granted television and/or video production partner(s) is subject to the audio transmission rights fees.

6. Internet sites of traditional media (newspaper, radio, television) may be issued credentials, but are not allowed “realtime” or “live” transmission by audio streaming, video streaming or textual play-by-play accounts without consent and rights granted by the VHSL and payment of the respective rights fees.

7. Media and Web sites granted permission by the VHSL to transmit “real-time” or delayed audio, video or textual play-by-play are subject to transmission rights and line-usage fees and must adhere to all transmission regulations, fees and advertising policies of the VHSL outlined in this guide.

Video

1. Video transmission rights are required and rights fees are applicable for stations and/or Internet sites that originate a video transmission or that pick-up live or delayed feeds and/or links from another station, Internet site or cable operator.

2. No tape-delayed video transmissions of any VHSL Championship event are permitted during the exclusive live coverage of the VHSL State Tournament in the same sport. In addition, a tape-delayed video transmission is prohibited from transmitting until two hours after completion of the respective event being transmitted on a tape-delayed basis. Permission to transmit any delayed video beyond two minutes of content must come from the VHSL.

3. The use of video exceeding **two** minutes by the originating station, publication or Internet site—other than the exclusive video production rights holder—for any purpose other than highlights on regularly scheduled news, sportscast, or on a Web page is prohibited.

4. The following list of rules applies for commercial television stations and Web sites using video in their coverage of the VHSL Championships for newscast or Webcast purposes:

A. There may not be live coverage of any live game action during the contests. "Live coverage" is defined as any activity which occurs while a game or meet is in progress. Stations or Web sites may use a backdrop of live action for reports from a tournament facility provided there is no play-by-play commentary and the report is limited to regularly scheduled news or sports programs and is no more than **two** minutes of a program which is any length.

B. Use of film, video, audio, tape, etc., is limited to regularly scheduled news, sports programs or Internet site stories, and use of such content is limited to no more than **two** minutes of a web stream or program which is any length. Unless written approval is granted from the VHSL office, use of more than **two** minutes of film, video, audio, tape, or stream, etc., beyond five days from the last day of a tournament is prohibited without written consent of the VHSL.

5. Schools are restricted from transmitting video of Championship events that are under exclusive contracts without the permission of the VHSL. When appropriate permission is granted, no rights fees will be required for schools wishing to air tape-delayed transmissions on their school's educational channel on the local cable system or on school's Internet site.

6. Video of Championship action may not be sold without written consent from the VHSL and its respective licensed video production partner.

7. Video Transmission Priority Criteria

The VHSL will make every attempt to provide adequate broadcast facilities for all stations and/or Internet sites that are approved or licensed to video transmit Championship events. If demand for transmissions exceeds available accommodations, first consideration will be given according to the following criteria, as determined by the VHSL, in order:

- A. VHSL Television network partners transmitting live play-by-play video
- B. Television stations transmitting live play-by-play video
- B. Television stations and VHSL networks/partners Internet transmitting live video
- C. Television stations and VHSL networks/partners Internet transmitting tape delayed video
- D. Local television stations taping for sports highlights within newscasts or video on Internet site
- E. Other media Internet sites recording highlights for Internet

Audio

1. The VHSL reserves the right to consider all applications for audio transmission rights on an individual basis.

2. Audio transmission rights fees (page 17) are applicable for stations and/or Internet sites that originate an audio transmission or that pick-up live or delayed feeds and/or links from another station or Internet site. Radio and Internet sites approved by the VHSL to audio transmit Tournament Series events are prohibited from feeding or linking its transmission to any other station(s) or Internet sites without additional rights fees being assessed.

3. Radio stations with Internet sites will not be charged additional Internet transmission fees if originating transmission is of similar nature and is not in competition with an exclusive rights-granted, fee-paying organization. For example, radio stations will not be charged an additional transmission fee for transmitting audio that originates for over-the-air transmissions and is simultaneously transmitted on the official flagship station's Internet site only. Network stations (if applicable), any other stations or Internet sites may not link audio transmissions unless those stations are also transmitting the identical audio transmission over-the-air. Any stations or Internet sites not airing the transmission of a network (if applicable) feed but links to the audio transmission of the event is subject to the audio transmission rights fees. Requests for such permission must be indicated when

applying for credentials. Any Championship transmission permission must be cleared through the VHSL. In addition, a radio station or Internet site is required to apply and receive VHSL audio transmission rights approval before accepting a feed or adding a link to any transmission from another station or Internet site and must adhere to all rules, regulations and policies in this manual.

4. Audio Transmission Priority Criteria

The VHSL will make every attempt to provide adequate broadcast facilities for all stations and/or Internet sites that are approved to broadcast VHSL Championship events. If demand for broadcasts exceeds available accommodations, first consideration will be given according to the following criteria, as determined by the VHSL, in order:

- A. The VHSL network (if applicable)
- B. The VHSL network affiliate stations (if applicable)
- C. To local stations of participating teams that have audio transmitted a participating team's games with regularity
- D. To regional stations of participating teams that have audio transmitted a participating team's games periodically
- E. To stations in the host community and area
- F. Internet site audio-only streaming (in above order)
- G. Other

Text

1. To apply for play-by-play text transmission rights to Championship events, media and Internet sites are required to notify the VHSL of their intentions to transmit textual play-by-play of any contest(s) during a State Tournament when submitting the "Credential Request" form posted on the restricted area of the VHSL Media Center site.
2. Internet blogs, forums, tweets and other text depictions or references are permitted and are not subject to rights fees unless they qualify as play-by-play (see "Transmission Terms & Regulations" section) or are not in compliance with the media policies of the VHSL. Play-by-play accounts of VHSL Championship events via text are subject to text transmission rights fees.

Advertising

The VHSL retains the right to require stations to submit in writing, upon VHSL request, any and all advertisements or sponsorships during a radio, television or internet transmission of VHSL Championship competition.

The VHSL reserves the right to approve or reject any sponsorship or advertisement violative of these policies. For any part or segment of an entire transmission originating from the tournament site, the VHSL strictly prohibits the sponsorship, advertising, selling, encouraging, promoting or condoning of tobacco products, lottery/gambling, alcoholic beverages, mood altering substances, lewd subject matter, activities that are illegal for minors to engage in, conduct violative of VHSL's Sportsmanship Reference Guide, or conduct that people of ordinary intelligence would reasonably understand to be inappropriate in the context of interscholastic athletic competition. Businesses with the primary purpose of selling or providing any of these prohibited products or services are also prohibited from advertising on all transmissions throughout the VHSL Championships. Businesses in which these products or services are available in a secondary capacity may advertise on VHSL Championship transmissions for their primary business purposes, but may not refer to or advertise those secondary products or services. The VHSL also prohibits the reading of a list that includes prohibited advertisers or sponsors, including the name and/or locations of businesses, products or services on any VHSL Championship transmission.

Television, radio, print, Web sites or any other media are prohibited from referring, implying or using words/language that recognizes or identifies a business or organization as an "official sponsor" of any VHSL Championship event under the auspices of the VHSL. This includes any live video, audio or text transmissions; any

printed accounts; any commercials, advertisements or sponsorships; and any references made by writers and broadcasters during Tournament Series events. Television, radio, print, Web sites and any other media may use language that the tournament **coverage** or **broadcast** is sponsored by an advertiser or sponsor.

The VHSL reserves the right and responsibility to cancel any and all transmission and transmission rights for an event in progress and subsequent VHSL Tournament events for any station found to have violated the provisions of the VHSL's advertising policy.

Broadcast Fees

TYPE OF BROADCAST

Radio \$50.00 per game per station outlet

Telecast:

Live basketball broadcast \$500.00

Delayed basketball broadcast* \$200.00

Live football broadcast \$2,000.00

Delayed football broadcast* \$500.00

Delayed telecast of all other sports* \$100.00

Public Access Television - delayed basis* \$50.00 per game per station outlet

Webcasting \$50.00 per game per station outlet

* Delayed broadcasting is defined as no earlier than 2 hours after completion of the game.* Fees listed are per game.

Radio transmissions simultaneously running cybercasts on its Internet site do not pay additional fee. Rights fees are independent of any telephone line charges at host site.

Payments are to be made payable to the VHSL. Stations or Internet sites pay at tournaments.

Transmission rights fees are applicable for stations or Internet sites that pick-up live or delayed feeds from another station or links audio from/to another Internet site.

Blogging on the Internet not transmitting a play-by-play description (as determined by the VHSL) is not subject to rights fees.

VHSL Media Credential Acceptance Policy

GENERAL

Each individual ("Bearer") or entity accepting and using this credential for access to any VHSL championship events (Events), or any activity associated with the championship (the "Events"), on behalf of his or her employers or assigning news organization ("Employer") agrees to the following:

Each Bearer attending a VHSL championship event using a credential represents that such Bearer is acting on a specific assignment for an accredited media agency and has a legitimate working function in conjunction with the Event attended. Bearer is an accredited agency's full-time salaried employee who has a legitimate working function in connection with the championship. The credential is not transferable and may be revoked at any time with or without cause.

The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer and his or her Employer to ejection from the facility and prosecution for criminal trespass, without limiting any other rights and remedies at law or in equity.

Bearer shall display the issued credentials at all times and consents to the reasonable inspection of his or her person and property before entering the venue and /or during an Event. While within the venue, Bearer shall, at all times, adhere to the policies in place for the Event, as well as access limitations, and direction provided by the VHSL and its designated agents.

Bearer assumes all risks incidental to the performance by the Bearer or Bearer's services in connection with the Events and assumes all risks incidental to the Events, whether occurring before, during or after the actual playing of the Events, and agrees that the VHSL, its member schools, and their respective employees, directors, student-athletes, coaches, and contractors shall not be liable for injuries or loss of personal property or equipment in connection therewith.

Bearer further agrees to release the VHSL and all persons, member schools and venues involved in the management or production of the competition from any claim or liability arising from failure to provide space for telecasting/broadcasting or other facilities for the television/radio station, Internet media, network, cable system, or other media entity.

In the event that the name or likeness of any individual using this credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, such individual grants the VHSL the non-exclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or thereafter devised.

Bearer agrees to indemnify the VHSL and save harmless the VHSL, its staff, directors, employees, agents and each of its member schools, their staff, directors and employees, of and from any and all claims, demands, causes of action, liabilities, damages and expenses (including reasonable attorneys' fees) arising out of anything done or purported to have been done by Bearer or his/her employer, including but not limited to Bearer's breach of any term of the credential. With respect to any claim that might give rise to liability of the Bearer as an indemnitor, the VHSL shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by the Bearer and approved by the VHSL at the sole expense of the Bearer; and (b) not be obligated, without their consent, to participate in any settlement of such claim.

MEDIA

The use of any account, description, picture, photograph, video, audio, reproduction, or other information concerning the Events other than for news coverage of, or magazines, books or stories about, the Events, or for First Amendment-protected purposes, is prohibited, except (a) with the prior written consent of the VHSL or (b) as

specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the VHSL trademarks, copyright and other proprietary rights.

Television stations, networks, cable systems, participating member schools or their designees, are prohibited from making available game film or video to any other organization without advance written permission from the VHSL, even though the planned use may be editorial in nature. Such film or video may be aired only by the specific station or entity to which this credential is issued. These rights may not be assigned, transferred or otherwise disposed to any person, firm or corporation. Any agency wishing to use VHSL film or video in any other manner must obtain written permission for such usage from the VHSL Executive Director.

If video and/or audio of the Event is distributed by a VHSL rights holder, Bearer may only utilize the network feed provided by the VHSL or its designee and Bearer may not alter the feed in any manner without prior approval of the VHSL (e.g., removing network graphics or bugs/logos). If the Event is not distributed by a VHSL rights holder, Bearer may produce its own video and/or audio highlights from the Event pursuant to such conditions and in such area as designate by the VHSL. Bearer agrees to the terms and conditions of the VHSL.

Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any game of the championship (quarterfinals, semifinals and finals) is exclusive to the VHSL and/or any other Web site designated by the VHSL. "Real-time" is defined by the VHSL as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event.

A Bearer may blog during any Event, provided that such blog may not produce in any form a "real-time" description of the Event (i.e., any simulation or display of any kind that replicates or constitutes play-by-play of a material portion of an Event, other than periodic updates of scores, statistics or other brief descriptions of the Event) a determined by the VHSL in its sole discretion. If the VHSL deems that Bearer is producing a real-time description of the contest, the VHSL reserves all actions against Bearer, including but not limited to the revocation of the credential.

The VHSL is the owner of trademarks, copyrights, and other proprietary rights connected to the championship Events and in any telecast, broadcast, transmission or recording thereof, and not rights are conferred to, or intended to be conferred to, or created on behalf of, Bearer or his or her Employer. Member school name, logo, mascot, and other intellectual property of a school, is controlled by each member school. The member school name and team name may be used for news purposes directly related to their participation in the Event.

The credential confers on Bearer a limited, non-exclusive and non-transferable license to take photographs of the Events, and to allow the entity that engaged the Bearer to take the photographs to use such photographs, only for news coverage of, or magazines, or stories about, the Events, other editorial purposes, and reprints of news pages from such entity's publications, provided that such use is not likely to create, or does not actually create confusion in the minds of the trade or public that Bearer or its reprints or any elements therein, or the items on which they are reprinted, are sponsored or endorsed by, or are associated or affiliated with the VHSL or that the VHSL licensed Bearer to use their trademarks or copyrights.

In exchange for the access granted by the credential, the VHSL shall have the right to purchase prints of any published photographs taken by the Bearer in connection with the credential, at the best financial terms offered to third parties, and such the VHSL shall be licensed at no additional charge to use the photographs for news coverage purposes only. The VHSL may not distribute reproductions of the photographs to others or license others to reproduce the photographs.

Any secondary use of any picture, audio description, videotape/film or drawing of the game taken or made by the accredited organization or individual to whom this credential has been issued (including, but not limited to, non-editorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the VHSL Executive Director.

Radio stations that have not purchased rights shall not carry any broadcast report from courtside on a live basis or any live description of any game action while it is still in progress and are subject to all other requirements listed in "VHSL media policies and fees."