

2015-16 TSSAA Media Regulations

I. Television and Internet

- A. Broadcast rights, copyright privileges, and other intellectual property rights to or related to all state playoff events belong to the Tennessee Secondary School Athletic Association (“TSSAA”) and have been granted to the NFHS Network. TSSAA has the right to determine if any events not selected by the NFHS Network may be broadcast, televised, webcast, tape recorded, filmed or photographed for any “commercial” purposes. TSSAA has the exclusive right to establish the terms and conditions upon which such a production or reproduction of these events may be permitted.
- B. Any school that is a member of the NFHS Network School Broadcast Program (“SBP School”) has the right to broadcast both a live and on-demand Internet video broadcast of any TSSAA state playoff event that the NFHS Network has not selected for its own broadcast.
 - 1. 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. If a TSSAA state playoff event is selected for broadcast by a SBP School or the NFHS Network, no other entity will be allowed to broadcast the event via the Internet or television. If both participating schools are SBP Schools, and both select to broadcast the event, then permission may be granted to both schools at the discretion of the TSSAA or the NFHS Network.
- C. SBP Schools must inform the TSSAA of any TSSAA state playoff event that they intend to broadcast that is hosted at another school.
 - 1. School must make best efforts to provide broadcasting space for a visiting SBP School broadcasting a TSSAA state playoff event.
 - 2. A school is not obligated to provide an Internet connection (hard line or wireless network) to a visiting SBP School.
 - 3. A host school cannot deny a visiting SBP School or the NFHS Network the right to broadcast the right to broadcast a TSSAA state playoff event. SBP Schools are not required to share a portion of their subscription revenue share from a TSSAA state playoff event broadcast with the host school.
- D. Any media entity or school that is not a member of the SBP wishing to Internet stream or tape delay television broadcast any football playoff games or sectional tournaments/games for all other sports must submit their request to the TSSAA in writing for that event. The request must be submitted at least three days prior to the event in question. This includes state championship events not covered by the NFHS Network. If approved, a fee will be negotiated.
- E. Any media entity or school wishing to Internet stream or tape delay broadcast any post-season event that is not being carried by the NFHS Network must get approval from the host school.
 - 1. If such permission is granted for a live Internet stream for the football playoffs, a fee of \$750 will be paid to the game director and shall be included as part of the gate receipts.
 - 2. If such permission is granted for a 24-hour tape delay telecast for the football playoffs, a fee of \$250 will be paid to the game director and shall be included as part of the gate receipts.
 - 3. If such permission is granted for a live internet stream for sectional games in basketball, a fee of \$500 will be paid to the game director and shall be included as part of the gate receipts.

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4. If such permission is granted for sectional games/tournaments in any other sport, a fee of \$300 will be paid to the game director and shall be included as part of the gate receipts.
5. If the TSSAA/NFHS Network does not provide a live or tape-delayed broadcast of the State Basketball Tournament games, and permission is granted by the TSSAA, then games filmed for 24-hour delayed rebroadcast on TV will be charged a fee of \$300 each game. This payment is to be made to the TSSAA state office.
6. Any media entity or school wishing to internet stream or tape delay any part of the district or region tournaments for any sports other than football must get permission from the tournament director. If such permission is granted, a minimum fee of \$250 (tape delay) or \$500 (live telecast/ internet stream) is required. The fee will be paid to the game director and shall be included as part of the gate receipts.

II. Radio Broadcast Regulations

- A. A radio station may broadcast state tournament basketball games and/or state championship football games, provided it is the primary station for that school. A primary station is defined as one that has broadcast 51% of the regular season games of the school playing in the game.
 1. In football, a station will have had to broadcast at least 6 regular season games to meet this requirement.
 2. In basketball, a station will have had to broadcast at least 13 regular season games to meet this requirement, as schools are permitted to schedule a maximum number of 24 regular season games (this number does not include additional games accumulated by playing in invitational tournaments).
- B. If a station has not broadcast 51% of that school's games, but has broadcast 51% of games in that school's county, they would be allowed to broadcast provided there is not a primary station that meets the 51% rule for that school. If there is, only the primary station would be allowed to broadcast.
- C. Any station in the state may pick up a feed from the TSSAA via the TSSAA Network. Any subject not covered in this caveat may be brought to the attention of Matthew Gillespie for discussion.

III. State Tournament (Media Credentials)

- A. Working media credentials for all state tournaments, meets, and football play-off finals must be submitted by filling out the TSSAA Media Credentials Form on the TSSAA Website.
- B. The issuance of all media credentials for championship events is at the sole discretion of the TSSAA Director of Media and/or the Executive Director. Credentials for district, regional, and sectional tournaments and for football play-off games during the preliminary rounds must be made through tournament and game directors. Issuance of credentials for those events is at the discretion of tournament and game directors.
- C. Credentials for championship events are to be issued on a space-available basis and are to be issued only to daily newspaper personnel who are covering events, television personnel who are directly involved in covering events for newscast productions, radio stations who are doing play-by-play broadcasts of events and qualify under the TSSAA radio and television guidelines, and non-daily newspapers whose primary circulation area includes schools participating in championship events. Credentials are limited to two per television station, daily newspapers and radio stations carrying live play-by-play broadcasts and one for non-daily newspapers. Requests for credentials beyond the categories listed above and requests beyond the specified number allowed per outlet must be accompanied by a letter written on company letterhead explaining the necessity for those additional

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credentials. Media outlets and/or individuals whose primary purpose is to serve as a recruiting/scouting service, or college publications/websites that are following recruits will not be issued credentials.

To be considered for a TSSAA media credential, internet organizations must be determined to be a legitimate news-gathering organization and meet following criteria established by TSSAA:

1. The site has demonstrated a history and reputation for covering sporting events involving TSSAA member schools on a timely basis.
 2. Content on the site is original, objective, news-gathering in nature and has editorial oversight. Content must be updated on a regular basis in the form of stories, game stories and updates, comprehensive scores, standings, statistics or streaming. Photos, recruitment content, rankings and forums do not, in and of themselves, meet criteria for approving credentials.
 3. Site is not a personal page or content and demographic audience is not a fan-based site of one school or a small number of schools.
- D. Working credentials are issued for the sole purpose of providing facility access to an accredited individual who has a legitimate working function in connection with the event for which the credential is issued. Credentials are subject to being revoked at the discretion of the TSSAA Director of Media, the TSSAA Executive Director and/or any TSSAA Assistant Executive Director. Grounds for revocation of credentials, though not limited to, include misuse, abuse and/or transfer of a credential to anyone other than to the person to whom the credential is granted. Any media outlet whose credentials are revoked for any reason is subject to being denied credentials at future TSSAA events.
- E. Credentials requested for the purposes of school yearbook or school newspapers must be submitted by the Athletic Director of that school. Credentials will be limited to one credential for a student and one credential for a school faculty member to serve in supervisory capacity over that student. The credentials will only be issued for the purpose of reporting on the game. School photography will not be permitted. Schools may contact ActionPixTN.com to request complimentary photos for school use.
- F. Credentials are non-transferable. Unauthorized use or sale of credentials subject the bearer to ejection from the facility during TSSAA events and the denial of credentials at future TSSAA events indefinitely.
- G. Credential bearers and their employers assume all risks incurred to the performance by the bearers for their services and assume all risks incidental to TSSAA-related events whether occurring prior to, during or sequential to the actual playing of the contests.
- H. Acceptance of a credential constitutes an agreement by the bearer and his or her organization to abide by the foregoing conditions.
- By accepting a media credential to any state championship event, all photographers agree that their photographs will ONLY be used by the media outlet(s) for whom they are credentialed. No resale, whether for profit or not, of TSSAA championship event photography to third parties (including the public via direct sale, eBay, or other means) is permitted without permission of TSSAA and ActionPixTN.com. Should anyone be found selling TSSAA championship event photos without permission, they will forfeit future TSSAA event credentials.*
- I. The conducting of interviews on the field at football championship games or anywhere other than the media room at the State Basketball Tournament is grounds for ejection from the facility and indefinite denial of credentials requests for future TSSAA events.