Welcome
Welcome to the Minnesota State High School League’s 2021-2022 Media Policy Manual. This manual is intended to assist members of the media in providing the best coverage possible for the member schools and the communities they serve. The League and its member schools appreciate the interest generated by media coverage and the recognition given the achievements of our schools and student-participants.

This guide presents the rules and policies for news media coverage of all postseason tournament competition.

- These policies shall be in effect at all levels of postseason competition, beginning at the subsection level and continuing through the conclusion of state tournaments.
- Approved print, wire services, radio, television, photographers, website personnel and member school media should carefully review the policies and guidelines contained within this manual.
- Media outlets approved for a news media credential must be creating original content which can only be generated by the access granted of a news media credential.
- Rights fees for live or delayed television broadcasts and all webcasts of subsection and section tournaments are established and administered by individual administrative regions and must be approved by the League.

These policies do not apply to dual meets/contests or invitational meets/tournaments that occur during the regular season of play.

Points of emphasis and modifications for the 2021-2022 school year have been approved by the League’s Board of Directors and are listed in a summary below.

The League thanks you for your coverage of the student-participants, the member schools and their communities. Best wishes for a great school year of coverage.

Contact: Tim Leighton, Communications Coordinator
Phone: 763-569-0485
Email:tleighton@mshsl.org

Calendar: For a Calendar of League Events, use the Calendar choice at the top of the League’s website.
## Contents

Summary of Media Policy Modifications for the 2021-2022 School Year ................................................................. 4

- Streaming ......................................................................................................................................................... 4
- Minnesota Community Media Systems ........................................................................................................... 4
- Student Media ................................................................................................................................................ 4
- Designated Team Photographers ................................................................................................................ 4

### KSTC-45TV

- Exclusivity ...................................................................................................................................................... 5
- Game-Action Video ....................................................................................................................................... 5
- Postgame Interviews .................................................................................................................................... 6
- Live Broadcast Rights .................................................................................................................................... 6
- Additional Guidelines .................................................................................................................................... 6

### Radio

- Registration ...................................................................................................................................................... 7
- Rights Fees ...................................................................................................................................................... 7
- Public Service Announcements .................................................................................................................... 7
- Guidelines ....................................................................................................................................................... 7

### Print Media

- Policies ............................................................................................................................................................. 8

### Streaming

- Policies and Definitions ................................................................................................................................. 8
- School Space Media .................................................................................................................................... 9
- Pixellot/NFHS Network ............................................................................................................................... 9
- Regular Season Streaming—Non-Pixellot/NFHS Schools ............................................................................ 10
- Streaming Frequently Asked Questions ....................................................................................................... 10

### Minnesota Community Media Systems

- Definitions ........................................................................................................................................................11
- Requirements ................................................................................................................................................12
- Recommendations ........................................................................................................................................12
- Policies-45TV ................................................................................................................................................12
- System Guidelines ........................................................................................................................................12
- League Rights ..............................................................................................................................................13

### Member Schools-Postseason Information

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
</tr>
</tbody>
</table>

MSHSL Media Policy Guide 2021-2022
Summary of Media Policy Modifications for the 2021-2022 School Year

Streaming

1. Regular Season
   a. Live video streaming must be approved by the host member school.
   b. For schools using Pixellot/NFHS Network—their contract states:
      i. No other video streaming is permitted when the host member school is contracted with the Pixellot/NFHS Network.
      ii. League Radio Partners are permitted live audio-only broadcasts while at a member school that is contracted with the Pixellot/NFHS Network.
      iii. League Radio Partners are given the option of using its live audio being used with the live video of the Pixellot/NFHS Network as well as having local advertisements used on the video stream.
      iv. Minnesota Community Media Systems are permitted live audio-only and a single-fixed camera on the scoreboard during its broadcast. Delayed broadcast with video is permitted.

2. Postseason
   a. At section events, the Administrative Region Committee and the League, approve streaming.
   b. Contracting for streaming services is conducted through the Region Committees. Media groups have the opportunity to contract for streaming services and engage in discussions regarding any applicable fees. Those groups include, but are not limited to:
      i. Member schools
      ii. Radio Partners with the Minnesota Broadcasters Association
      iii. Minnesota Community Media Systems
      iv. NFHS Network

Minnesota Community Media Systems

1. Identifier
   a. Acknowledging the reach of local-based media systems in greater Minnesota, this group will be known as the Minnesota Community Media Systems.

2. Requirements/Recommendations
   a. A Designation Letter from the school district is required annually.
   b. Registration recommended annually with the League. Registration waives audio-only rights fees during the postseason.

3. Approval Process
   a. The approval process to secure rights to section- and state-level contests has been further defined in the Minnesota Community Media Systems section of this manual.

Student Media

1. Designation
   a. School media are designated: Student Media (2) and Faculty Advisor (1).
   b. Three credentials maximum per member school.
   c. School media personnel must be approved by an activities administrator or designee.
   d. Students must be at least 16 years of age.
   e. Team managers are not permitted to be Student Media.

Designated Team Photographers

1. Discontinued
   a. Designated Team Photographers for state tournament-qualifying teams will no longer be granted access or a media credential.
KSTC-45TV

Exclusivity

1. KSTC-45TV is the exclusive television broadcast partner of the Minnesota State High School League. The broadcast agreement extends through the 2030-31 school year.
   a. The League’s contract with 45TV supersedes all policies and guidelines in the Media Policy Manual.
2. Other than 45TV, or an identified partner of KSTC-TV and the League, no live webcast or live over-the-air broadcast shall be permitted at any quarterfinal, semifinal or state tournament championship game/match/event.
   a. 45TV is the television broadcast partner with exclusive rights to televise:
      b. 2021 Prep Bowl -- Seven football championship games,
      c. 2022 Girls Hockey State Tournament—Semifinals, championships
      d. 2022 Boys Hockey State Tournament—Quarterfinals, semifinals, championships
      e. 2022 Girls Basketball State Tournament—Semifinals and championship games
      f. 2022 Boys Basketball State Tournament--Semifinals and championship games
3. The rights granted include marketing and distribution of the tournament games statewide by 45TV via broadcast stations, low-power TV stations, cable systems and Internet streaming.
4. The League’s broadcast rights agreement with 45TV also grants 45TV the right of first refusal to broadcast and/or webcast championship-round games of any other League-sponsored activity not specified previously.
5. 45TV is also granted the right of first refusal to match any offer made by any other broadcast television entity or webcast entity to broadcast and/or webcast championship-round games of any other League-sponsored activity not specified previously.
6. Such offers from other broadcast television entities or webcast entities must be presented to the League a minimum of 30 days prior to the event for which rights are sought.
7. Additionally, this identical right of first refusal is extended to 45TV, for broadcast and/or webcast coverage of section playoffs in activities.
8. At the conclusion of all games, 45TV or other photographers working for the Minnesota State High School League, have access to the playing field, rink or court. All other photographers and reporters are prohibited from entering the playing field, rink, or court at the conclusion of all games.

Game-Action Video

1. 45TV has exclusive rights to all game action on the playing field/rink/court.
   a. Media credentials issued to all other media personnel authorize the holder to only shoot video of non-game action. (e.g.: player interviews, crowds, coaches).
   b. Media credentials do not authorize holders to shoot video of game action.
2. The use of video of game action on over-the-air television, cable television or any other media (e.g., Internet, wireless, podcasts) is within the exclusive rights granted to 45TV.
3. Media using any televised game action video must adhere to the following guidelines:
   a. Video highlights for over-the-air television or cable television sportscasts must be recorded from 45TV’s off-air signal only, and use must not exceed two minutes in duration per day. Live simulcasting is prohibited. All media organizations that use
video highlights of 45TV’s off-air game action must give on-screen synchronous credit to 45TV for a minimum of five seconds as the video airs.

b. Video highlights used by any other media must be recorded from 45TV’s off-air signal only, and use must not exceed two minutes in duration per day and must be removed from a website no later than 24 hours after the conclusion of that live event. Permanent archiving of video highlights is prohibited. Live simulcasting is prohibited. All media organizations that use video highlights of 45TV’s off-air game action must give on-screen synchronous credit to 45TV for a minimum of five seconds as the video airs.

Postgame Interviews

1. By contract, 45TV has the first interview with coaches and/or players of their choice, following the completion of any televised game.

2. All other credentialed media must wait until 45TV has completed its interviews, and the 5-minute “cooling off” period has expired, before commencing its interviews in designated Media Zones.

3. Interviews are not allowed on the field, ice, or court following state tournament events. Credentialed media are to use designated Media Zones for interviews.
   a. Contact the League Media Steward onsite to confirm Media Zones.

Live Broadcast Rights

1. Live play-by-play television broadcast rights may be granted for subsection and section tournaments in all activities.
   a. 45TV has the right of first refusal to match any offer made by any other broadcast television entity to broadcast championship-round games of any League-sponsored activity.
   b. Such offers from other broadcast television entities must be presented to the League a minimum of 30 days prior to the event for which rights are sought or are approved by the League’s Communications Coordinator and Executive Director.

2. Live play-by-play television broadcast rights may be granted for state tournament competition in the following activities: Adapted Bowling; Adapted Floor Hockey; Adapted Soccer; Adapted Softball; Girls Badminton; Boys and Girls Basketball (all quarterfinal-round, consolation and third-place games); Boys and Girls Cross Country running; Dance Team; Debate; Boys and Girls Nordic Skiing; Football tournament quarterfinals and semifinals; Boys and Girls Golf; Girls Gymnastics; Girls Hockey (all but championship semifinal and championship games); Boys Hockey (all consolation-round and third-place games); Boys and Girls Lacrosse; Boys and Girls Alpine Skiing; Music; One Act Play; Boys and Girls Soccer; Speech; Boys and Girls Swimming and Diving; Boys and Girls Tennis; Boys and Girls Track and Field; Wrestling, Robotics and Clay Target.

3. A two-step application process must be completed that includes negotiation of a rights fee. To initiate the application process for subsection and section tournaments, contact the appropriate Administrative Region Secretary. To initiate the application process for state tournaments, contact Tim Leighton at the League office.

Additional Guidelines

1. Games broadcast by 45TV may not be videotaped in any manner, ie: mobile device or camera by anyone in the arena or on the playing field.
   a. Video is permitted to be shot at the venue before and after game sessions once 45TV is off the air. Games sessions are defined as when 45TV goes on the air to when it goes off the air.
b. Video restrictions include the medal and trophy presentations.

2. A 5-second courtesy must be given to 45TV ANYTIME highlights are used for any broadcast or webcast; whether used the day of the event, the day after or for file content for future usage, including feature packages.

3. Highlights recorded from off-air broadcasts may be used while the game(s) is/are still on the air.

4. Any live shot or recorded stand up by any credentialed media or hired freelancer MUST NOT show the field, rink or court of play while 45TV is on the air.

5. Parents and/or booster clubs may not shoot video of games, nor can media outlets shoot warm-ups on the field, rink or court of play.

6. Anyone wanting to use video on a website from a 45TV game broadcast must receive written consent from the Minnesota State High School League and 45TV. Contact Tim Leighton at the League Office for more details.

---

**Radio**

**Registration**

1. Registered Radio Partners must be members of the Minnesota Broadcasters Association.
2. The League’s Communications Coordinator is the official that approves all applications for Radio Partnership. Find application information here: [https://www.mshsl.org/media](https://www.mshsl.org/media) at the bottom of the page.
3. The League reserves the right to individually consider applications from radio stations or a network of stations outside the State of Minnesota.

**Rights Fees**

1. Rights fees for audio-only feeds for section and state tournament events are waived for Registered Radio Partners.
2. Registration is not mandatory for radio stations, but rights fees will apply for section and state tournament coverage for those choosing not to join.
3. School-year registration fee, per market: Single station, $200; two stations, $400; Group of stations (three or more), $500.

**Public Service Announcements**

1. Per agreement with the Minnesota Broadcasters Association, Registered Radio Partners agree to air or read at least two League-oriented Public Service Announcements during the live broadcast of a section or state tournament event.
2. PSA scripts for the 2021-2022 school year can be found here: [https://www.mshsl.org/media](https://www.mshsl.org/media) at the bottom of the page.

**Guidelines**

1. Radio Partners are only permitted to cover member schools in their designated markets, unless previously approved by the League’s Communications Coordinator.
2. Radio Partners are responsible for contacting subsection or section tournament managers to ensure admittance and accommodation for their personnel.
3. The League reserves the right to revoke the broadcast rights of any radio station if any portion of its broadcasts are considered to have been in poor taste or incompatible with the educational dignity and propriety of the tournament or the host institution from which the broadcasts originated.

4. A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the Minnesota State High School League.

---

**Print Media**

**Policies**

1. Credentialed reporters and photographers must represent accredited news-gathering organizations and have a history of League coverage.
   a. Accredited news-gathering organizations are defined as organizations that have editorial oversight.
2. Reporters from accredited news-gathering organizations are permitted to blog from League events.
3. The League reserves the right to limit credentials to daily and weekly newspapers and other periodicals.

---

**Streaming**

**Policies and Definitions**

1. Per the League’s webcast agreement with KSTC, 45TV is permitted the right of first refusal to match any offer made by any other media entity to webcast championship-round games of any League-sponsored activity, as well as any subsection or section event.
2. Such offers from other webcast entities must be presented to the League a minimum of 60 days prior to the event for which rights are sought.
3. A live webcast shall be defined as the placement on a website of text and/or still photographs, audio and/or video directly from a venue while a League-sponsored tournament is in progress.
4. A delayed webcast shall be defined as the placement on a website of text and/or still photographs, recorded audio and/or video after a League-sponsored tournament contest has concluded.
5. Posting of “real-time” description of events belongs solely to the League and its designated personnel.
6. Violation of this policy will result in an instant forfeiture of media credentials.
7. Electronic devices belonging to coaches, fans, media or players are not allowed to be attached to fences or backstops.
8. A web-based producer granted webcast rights shall not feed or link its webcast to any other media outlet or website without permission from the Minnesota State High School League.
9. Any web-based producer must receive League webcast rights approval before accepting a feed or link from any other website and must abide by all regulations in this Media Policy Manual, including payment of appropriate rights fees.
10. At section events, the Administrative Region Committee and the League, approve streaming. Contracting for streaming services is conducted through the Region Committees.
Media groups have the opportunity to contract for streaming services and engage in discussions regarding any applicable fees. Those groups include, but are not limited to:

- Member schools
- Radio Partners with the Minnesota Broadcasters Association
- Minnesota Community Media Systems
- Pixellot/NFHS Network

11. Regular Season Streaming is under the control of the host Member School:
   a. School lSpace Media, Hudl, a school-authorized YouTube channel and the Pixellot/NFHS Network are the frequently used streaming platforms for member schools during the regular season.
   b. Instant, live streaming mechanisms like LiveBarn, social media-based platforms such as Facebook Live, Twitter, Instagram, TikTok or others are not recommended.

School Space Media

1. School Space Media is the preferred web streaming partner of the Minnesota State High School League for all events with the exception of the seven Prep Bowl football championship games, the girls hockey semifinals and championship games, the boys hockey quarterfinals, semifinals and championship games, the girls basketball semifinals and championship games and the boys basketball semifinals and championship games. 45TV will stream those events.
2. Find School Space Media’s stream at [www.prepspotlight.tv](http://www.prepspotlight.tv)
3. Downloadable copies of state tournament events are available through School Space Media at [www.prepspotlight.tv](http://www.prepspotlight.tv)

Pixellot/NFHS Network

Regular season

1. Per the member schools’ contract with the Pixellot/NFHS Network:
   a. No other video streaming is permitted when the host member school is contracted with the Pixellot/NFHS Network.
   b. League Radio Partners are permitted live audio-only broadcasts while at a member school that is contracted with the Pixellot/NFHS Network.
   c. League Radio Partners are given the option of using its live audio being used with the live video of the Pixellot/NFHS Network as well as having local advertisements used on the video stream.
   d. Minnesota Community Media Systems are permitted live audio-only and a single-fixed camera on the scoreboard during its broadcast. Delayed broadcast with video is permitted.

Postseason

1. Streaming providers must be approved by the Region Committees and the League and meet any applicable rights fees.
2. League Radio Partners are permitted live audio-only broadcasts with no applicable rights fees.
3. Minnesota Community Media Systems are permitted live audio-only and a single-fixed camera on the scoreboard during its broadcast. Delayed broadcast with video permitted with approval of League and Region Committee.
Regular Season Streaming—Non-Pixellot/NFHS Schools

1. Live video streaming in a Member School that is not contracted with the Pixellot/NFHS Network must be approved by the host member school.

Processes for Section Streaming Application

1. Approval of the League’s Executive Director or Communications Coordinator is required if a webcasting organization other than School Space Media is seeking to webcast an event.
2. To stream at the sub-section and section levels, a 48-hour notice is required to the League’s Communications Coordinator and the Region Secretary.
3. Application to webcast at the section level must be made via email to the League. Contact Tim Leighton at tleighton@mshsl.org with your application request. Upon approval from the League and the Region Secretary, applicant will be notified.
4. Website operators must list on their application the team(s) they are following, the dates, times and sites at which they wish to originate, and whether the webcast will be live or delayed.
5. For selected activities, Region Secretaries and/or site supervisors must be contacted to ensure accommodations are made for approved webcast producers.
6. The League reserves the right to individually consider applications from webcast producers outside the State of Minnesota.
7. The League reserves the right to revoke the webcast rights of any applicant if any portion of its webcasts are considered to have been in poor taste or incompatible with the educational dignity and propriety of the tournament or the host institution from which the webcasts originated.

Streaming Rights Fees Guidelines

1. Section tournaments:
   a. Each Administrative Region sets the rights fees charged to each webcast provider for the coverage of any subsection and section games.
   b. A webcast provider may be permitted to charge a fee to any viewer for any region game, per approval of the Region Committee.
2. State tournaments/meets:
   a. Webcast rights fees for state tournaments/state meets must be paid to the League Office before the start of the event. Contact Tim Leighton at the League Office for webcast fee information.
3. The webcast rights fee may be waived upon League approval for any member school.
4. Application to originate a webcast at the section level must be made online via email to the League. Contact Tim Leighton at tleighton@mshsl.org with your application request. Upon approval from the League and the Region Secretary, applicant will be notified.
5. Website operators must list on their application the team(s) they are following, the dates, times and sites at which they wish to originate, and whether the webcast will be live or delayed.

Streaming Frequently Asked Questions
When do the Minnesota State High School League’s policies and guidelines go into effect?

During the postseason, all events are under the guidelines and policies of the League. During the regular season, member schools may contract with a variety of streaming providers.

What is the Pixellot/NFHS Network system?

The system is an automated camera that is typically installed in a member school’s football stadium or primary gymnasium. Users must pay a fee to view the stream. Member schools may contract with Pixellot/NFHS Network for the regular season. Member schools also have the option of using the Pixellot/NFHS Network during the postseason but need authorization from the Region Committee and the League.

Is the Minnesota State High School League a member of the Pixellot/NFHS Network?

No. The League partners with School Space Media as its preferred streaming provider.

What about School Space Media?

While School Space Media is the preferred streaming partner of the League, Region Committees may contract with multiple streaming providers, among others, Member Schools, Radio Partners, Minnesota Community Media Systems and the NFHS Network. League approval is required on the streaming of all postseason events.

Who streams at the state tournament level?

45TV, the League’s television broadcast partner, streams the following events: Prep Bowl; Girls Hockey (semifinals, championships); Boys Hockey (quarterfinals, semifinals, championships); Girls Basketball (semifinals, championships); Boys Basketball (semifinals, championships). School Space Media streams the remaining state tournament events, including the quarterfinals of Girls Hockey, Girls Hockey and Boys Basketball.

What streaming platforms should schools use the regular season?

- Regular Season Streaming is under the control of the host Member School:
- School Space Media, Hudl, a school-authorized YouTube channel and the Pixellot/NFHS Network are the frequently used streaming platforms for member schools during the regular season.
- Instant, live streaming mechanisms like LiveBarn, social media-based platforms such as Facebook Live, Twitter, Instagram, TikTok or others are not recommended.

Will the NFHS Network offer a waiver to contracted member schools during the postseason to stream events without a fee?

No. The NFHS Network is supportive of state associations and urges member schools to follow state association media guidelines.

---

**Definitions**
1. The League, recognizing the value of wide dissemination of its activities through multiple media reach, provides for the coverage of its activities over local television channels, social media platforms and websites, either via cable or over-the-air transmission. These are known as Minnesota Community Media Systems.

2. Minnesota Community Media Systems is the identifier for local, non-profit cable television stations, including public television outlets, and school-designated media systems.

3. Minnesota Community Media Systems have the opportunity to provide live, audio-only streaming of League events at the section and state tournament levels to be used over the cable TV channels, social media platforms and websites.

4. Minnesota Community Media Systems will pay an annual registration fee and will not be assessed any additional rights fee unless they choose to provide live video as well.

**Requirements**

1. A Designation Letter is required annually from the school district the system is serving. The League recognizes representatives of the Minnesota Community Media Systems and others as official educational television personnel for a Member School, provided such an assignment of responsibility from that school district’s superintendent is submitted annual in writing a Designation Letter and is on file in the League Office.

**Recommendations**

1. Minnesota Community Media Systems have the option of paying the annual fee of $200 to waive rights fees. This waives the live audio-only rights fees at the section and state levels.


**Policies-45TV**

1. The League’s contract with 45TV supersedes all policies and guidelines in this section.

2. When 45TV is providing a live telecast of a state tournament event, it reserves the right to not permit a live telecast or delayed broadcast of any subsection, section tournament games and/or meets.

3. Game action video provided by 45TV or its affiliate may be used, but is specifically governed. Film or video highlights shall be limited to a station’s regular news and/or sports telecast or other special news and/or sports programs.

**System Guidelines**

1. Live telecasts of subsection and section tournaments require the approval of the League and the Administrative Region Secretary. An electronic written agreement is required for live telecasts and must be submitted to the League and the Administrative Region Secretary. An online request must be submitted to the Region Secretary and to Tim Leighton at tleighton@mshsl.org

2. Replays are limited to the local educational television channel of that school district and the system-wide general channel, social media platforms and websites of the originating cable system.

3. Live and delayed broadcast rights fees for subsection and section events are established and administered by individual administrative regions.
4. The complete replay of the game/meet can be shown on the station approved for delayed broadcast no more than three times through a normal playback cycle in the 10-day period following the actual event. Such replays may be webcast simultaneously on the station’s website. Thereafter, replays may be shown with no restrictions.

League Rights

1. The League reserves the right to revoke the broadcast rights of any over-the-air or Minnesota Community Media System station if any portion of its broadcasts are considered to have been in poor taste or incompatible with the educational dignity and propriety of the tournament or the host institution from which the broadcasts originated.
2. An over-the-air or Minnesota Community Media System station granted broadcast rights shall not feed its broadcast to any other station or stations without permission from the League.
3. An over-the-air or Minnesota Community Media System must make application and receive League broadcast rights approval before accepting a feed from any other station and must abide by all regulations in this manual, including payment of applicable rights fees. Email Tim Leighton at tleighton@mshsl.org for more information.

Member Schools-Postseason Information

State Tournaments

1. School media credential quantities are designated: Student Media (2), Faculty Advisor (1)
2. School media personnel must be approved by an Activities Director or designee.
3. Names of school media personnel are submitted by an Activities Director on the official team roster/personnel prior to a state tournament event.
4. Student Media members must be at least 16 years of age.
5. The League does not issue credentials to representatives from member schools with entrants in individual athletic events.
6. Applicants for the gymnastics state meet and the wrestling state tournament may only do so if their school’s team qualifies.

Filming/Recording Rights

1. This policy shall begin at the first level of participation for all League-sponsored tournament activities. The first level of participation shall be defined as any activity which begins at the subsection or section level and progresses the conclusion of a championship state tournament or meet.
2. Member Schools not competing in any state tournament event may not videotape or film that event.
3. If a school or a school’s designee films or videotapes a contest in which that school participates, there shall be no rights fee charged, and the film, videotape, DVD or digital file continues to be the property of the school.
4. Commercial sponsorship of any kind is prohibited. Supporting sponsors may be briefly mentioned or visually acknowledged. A violation constitutes grounds for immediate revocation of that school’s or school designee’s fee-waiver status and appropriate rights fees would be charged.
5. Under no circumstances shall films, videotapes, DVDs or digital files produced by school-based educational personnel or their official designees be shared with any other school, over-the-air or Minnesota Community Media System, unless approved by the League.

6. A school which designates any outside agency as its educational television producer may forfeit the right to send its own film or video photographer(s) to League-sponsored tournament activities.

7. Before school-based educational personnel or their official designees granted broadcast rights by the League may share films, videotapes, DVDs or digital files with other school-based educational personnel or their official designees, the school-based educational personnel or their official designees accepting this “feed” must:
   a. make application by the designated deadline
   b. provide at least two of its own personnel to assist in producing the broadcast when possible;
   c. demonstrate that the schools/teams involved in the contest are within the regular coverage area of the applicant.

---

**Postseason Tournament Credential Information**

**Criteria**

The Minnesota State High School League has established policies governing the issuance of working news media credentials, seating locations, and use of equipment by the news media in covering state tournament events.

1. Media outlets and/or organizations granted credentials must be creating original content which can only be generated by the access created by the granting of the credential.

2. Individuals and/or website companies requesting news media credentials must have an established, longstanding history of League coverage and credibility as a news-gathering website or be representative of an accredited news-gathering organization.

3. Social media-based services, scouting or recruiting services, college coaches, private club organizations or websites that are promotional services for an activity do not qualify for a news media credential at the subsection, section and state tournament levels.

4. The distribution of in-game scoring updates does not meet the standard necessary for the granting of a news media credential.

5. Independent media members without approved affiliations will not be credentialed.

6. Credentials will not be granted to photo-only websites or to individuals posting scores and commentary.

7. Media of a personal, recruiting or rankings nature, or whose demographic audiences are fan-based or focused on primarily one school or a number of schools do not qualify as a news-gathering organization for purposes of a media credential.

8. Credentialed media members from accredited news organizations are permitted to blog from League events. All blogs and website content must be free of charge to readers.

9. If reader comments are permitted, the media agrees to monitor the comments and remove comments that include personal attacks on any participants involved in the competition.

10. The League reserves the right to determine credential requests on a case-by-case basis.

---

Photography
1. Approved photographers will be allowed to work at state tournament events according to guidelines established by the League’s Communications Coordinator, the Media Steward on site, or the Tournament Director.
2. Guidelines for approved photographers will be determined by the nature of the activity and the official playing rules of the activity.
3. Freelance photographers must have assigning editors/managers submit credential requests on their behalf.
4. Independent photographers without approved affiliations will not be credentialed.
5. Commercial photographers and photographers not representing an accredited news-organization will not be granted a credential for coverage of a League event.
6. Photographers from approved and accredited news-gathering organizations qualify for a media credential.
7. Accredited news-gathering organizations include newspapers and wire services. Accredited broadcast media outlets include radio stations, television stations and networks.
8. League staff reserves the right to review each credential request on a case-by-case basis.
9. Event Specific Photography Information:
   a. The use of flash equipment is acceptable at all events except Girls Gymnastics and the starts of swimming events, provided the use does not interfere with the conduct of the event. The League’s Communications Coordinator, Media Steward or Tournament Director have the authority to prohibit the use of flash equipment if it interferes with the conduct of the event.
   b. Media intending to use remote-controlled flash equipment must first obtain written permission from the building manager where it will be used. A copy of that written permission statement and a request letter to use remote-controlled flash equipment must be then submitted to the League’s Communications Coordinator prior to the state tournament event.

Application

1. To register for media credentials to cover League state tournament events, go to www.mshsl.org/media
2. Deadline to register is 48 hours prior to the start of the state tournament.
3. Approved media will receive an email not less than 24 hours prior to the start of the state tournament event with further instructions on admittance.
4. The approved media credentials list for each state tournament activity will be located at www.mshsl.org/media under Resources.
5. Deadlines for submitting credential requests are firm.

Additional Guidelines and Protocols

Advertising

1. Television, radio, print, webcast and/or other media may not use, or allow to be used, during the live presentation of the activity, rebroadcast thereof, or any printed accounts of the activity, any commercial nor may any of the broadcasters or writers refer to or use the words that imply a sponsorship of any tournament under the jurisdiction and control of the MSHSL, without the expressed written consent of the League.
2. Media may not allow advertisers to claim that they are sponsors of League state tournament events.

3. All approved media must be able to produce, upon request of the League, any, and all advertisements used during a broadcast.

4. The League reserves the right to approve or reject advertisements for any product or service.

5. For any part of the broadcast which originates from the site of the activity, advertising of any mood-altering chemicals, such as alcohol, tobacco, vaping or drugs of any kind is strictly prohibited.

6. Businesses whose primary purpose is selling alcoholic beverages, such as bars, taverns, liquor stores, CBD products, etc., are prohibited from advertising on radio broadcasts during any League-sponsored events.

7. Combination businesses, such as restaurants or hotels, which dispense alcoholic beverages in a capacity secondary to its primary purpose, may advertise on radio broadcasts during League-sponsored events. However, no part of the advertising message may refer to the sale of alcoholic beverages, or to a bar, pub, tavern or other facility dispensing alcoholic beverages.

8. Any business or organization which is either directly or indirectly related to the gambling industry may advertise on radio broadcasts during League-sponsored events, however, no part of the advertising message may refer to the availability of gambling opportunities or promote gambling.

9. The League shall immediately exercise its right and responsibility to cancel all broadcast rights for an ongoing event and subsequent events of any media outlet station found to have violated the provisions of this advertising policy.

Data Request Guidelines

1. When interested parties request data from the Minnesota State High School League, the League requires the request be submitted in writing to Communications Coordinator Tim Leighton. He can be reached via email at tleighton@mshsl.org.

2. In the request, the interested party should indicate their desire to either:
   a. Inspect the data (have access to the original), or
   b. Obtain a copy of the data. Copies may be either electronic or in paper form. Please indicate your desired form.

Drones

1. The use of Unmanned Aerial Vehicles (UAV), also known as drones, is prohibited for any purpose by any person at any League postseason tournament venues. For purposes of this policy, a UAV is any aircraft without a human pilot aboard the device.

2. This prohibition applies to all fields of play, courts, arena, mats, gym floor, pool, track, running course and includes a ban on the entire facility being used as part of the League event, including the spectator areas and parking areas.

3. Tournament management shall refuse admission or entry to anyone attempting to use a UAV, and if necessary, tournament management shall remove anyone attempting to use a UAV and/or confiscate the UAV.

4. An exception to this policy, in writing, may be made in specific cases for League partners, provided the management of the tournament facility permits the presence of UAVs for broadcast purposes under the control of the League.
Pregame and Postgame Interviews

1. Locker rooms at League events at the subsection, section and state tournament levels are closed to the media. Violation of this policy will result in instant forfeiture of a news media credential and suspension from future consideration.

2. Designated Media Zones for state tournament events are established. For more information on interviewing procedures, please consult Tim Leighton at tleighton@mshsl.org or an onsite Media Steward.

3. The League’s Board of Directors require that media personnel honor a “cooling off” period of at least five minutes before interviewing representatives of participating teams. **Note** --- When 45TV is televising a League event, by contract, they are granted first interviews.

Professional Conduct

1. Cheering or any other reactive behavior is unprofessional and NOT permitted in working media areas.

2. Children and family members are not permitted in working media areas unless previously authorized by the League.

3. Violations of these guidelines may result in loss of credentials and ejection from the event

---

**Region Secretaries**

**Class A**

- **Region 1A**: Brad Johnson
  507-206-4368
  bj50johnson@gmail.com

- **Region 2A**: Dave Swanberg
  612-756-2515
  dave.swanberg80@gmail.com

- **Region 3A**: Bob Grey
  320-321-5381
  3aexecsec@gmail.com

- **Region 4A**: Rick Johns
  651-706-3730
  4Areigion@gmail.com
  Region4AExSec@gmail.com

- **Region 5A**: Pete Cheeley
  320-248-7577
  pcheeley@csbsju.edu
• Region 6A: Chuck Evert  
  218-770-0137  
  cevert@arvig.net

• Region 7A: Chad Stoskopf  
  218-879-1909 or 218-522-5555  
  cstoskopf@esko.k12.mn.us

• Region 8A: Jim Weinzierl  
  218-732-8495 or 218-616-0086  
  jimregion8@gmail.com

Class AA

• Region 1AA: Gary Addington  
  507-271-4348  
  garyaddington12@gmail.com

• Region 2AA: Jaime Sherwood  
  763-745-6622 or 612-328-5688  
  Region2aa@gmail.com

• Region 3AA: Scott Larson  
  952-432-7527  
  sllarson3@comcast.net

• Region 4AA: Jeff Whisler  
  651-329-5100  
  jeff.whisler17@gmail.com

• Region 5AA: Ray Kirch  
  763-567-9250  
  Region5aa@gmail.com

• Region 6AA: Nancy Manderfeld  
  952-590-9324  
  region6aa@gmail.com

• Region 7AA: Tom Lenarz  
  tlenarz@isd94.org

• Region 8AA: John Ross  
  320-290-3392  
  region8aajr@gmail.com