



MINNESOTA STATE HIGH SCHOOL LEAGUE

Media Policy Manual 2022-2023

Introduction

Welcome to the Minnesota State High School League's 2022-2023 Media Policy Manual. The Minnesota State High School League, in consultation with the League's Media Advisory Committee, develops policies and guidelines for media coverage of all League postseason events that are then approved by the MSHSL Board of Directors.

This manual assists 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 to the achievements of Member Schools and student participants.

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Annual Media Organization Registration and MSHSL Approved Annual Media Organization List

Media Organization Approval Criteria

Media Organizations must be on the MSHSL Approved Annual Media Organization List prior to applying for state tournament credentials.

Member Schools and Section Tournament Personnel use the MSHSL Approved Annual Media Organization List as a guide in approving media for attendance at their events.

The following guidelines are used to approve media organizations for placement on the MSHSL Annual Approved Media Organization List:

- Organizations must have an established, longstanding history of League coverage.
- Organizations must have credibility as a news-gathering organization.
- Organizations must have editorial oversight.
- Organizations must create original content which can only be generated by being onsite at an activity.
- Organization's coverage must go beyond the distribution of in-game scoring updates.
- Organizations that allow for reader comments must agree to monitor the comments and remove comments that include personal attacks on any participants involved in competitions.
- Organizations should be accredited.
- Organizations that are exclusively social media-based will not be approved.
- Organizations that are scouting, ranking or recruiting services, college coaches, private clubs or specialty websites that are promotional services for an activity will not be approved.
- Organizations of a personal nature or whose demographic audiences are fan-based or focused on primarily one school, or a select number of schools do not qualify as a news-gathering organization and will not be approved.
- Organizations that are photo-only will not be approved.
- The League reserves the right to determine media approval requests on a case-by-case basis.

Additional information for Organizations

Radio Partners

- Radio stations may register as Radio Partners on an annual basis.
 - School-year Radio Partner registration fee, per market: Single station, \$200; two stations, \$400; Group of stations (three or more), \$500.
 - Radio stations becoming a Radio Partner do not pay rights fees for postseason coverage.
 - Radio stations not becoming a Radio will pay rights fees for postseason coverage.
 - Per-game rights fees for non-radio partners for each postseason game is \$250 per game.

Community Media

- 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 annually in writing in a Designation Letter and is on file in the League Office. Designation Letters should be submitted to media@mshsl.org.
- Minnesota Community Media Systems may pay an annual fee of \$200 to waive all rights fees to carry live audio-only in their systems at the section and state postseason events. The \$200 fee is required to cover state tournaments.

Photographers

- Freelance and commercial photographers will not be approved for the MSHSL Annual Media Approval list.
- The Designated Team Photographer program was discontinued in 2021.

State Tournament Media Coverage Information

State Tournament Schedule

A schedule of state tournaments can be found at www.mshsl.org/tournaments

State Tournament Media Forums

An online Media Forum is held each season to assist media organizations in planning for their state tournament coverage.

These forums will be held at 11 a.m. on:

- Wednesday, October 19, 2022
- Wednesday, February 8, 2023
- Wednesday, May 17, 2023

State Tournament Credential Application

All media organizations wishing to cover MSHSL State Tournaments must apply for and be approved for credentials for media personnel who will attend the state tournament.

Prior to applying for State Tournament Credentials, the organization must be on the MSHSL Approved Annual Media Organization List.

To apply for media credentials to cover League state tournament events:

- Visit www.mshsl.org/media
- A list of credential windows can be found at www.mshsl.org/media
- The deadline to apply is 48 hours prior to the start of the state tournament. Deadlines for credential applications are firm. Media applying after the deadline should not expect to be credentialed.
- Credentialed media will receive an email not less than 24 hours prior to the start of the state tournament event with further instructions on admittance.

- The approved media credentials list for each state tournament activity will be located at www.mshsl.org/media

Additional Information

Photographers

- Freelance photographers must have assignment editors/managers from approved organizations submit credential requests on their behalf.

Student Media

- Student media must go through the state tournament credentialing process.
- School Activities Directors must apply on behalf of their students.
- Complete information can be found at www.mshsl.org/media

Number of media personnel permitted tournament access per media organization:

- Radio: Up to three media personnel. Likely one color analyst, one play-by-play, and one technician.
- Print: Up to two media personnel. Likely one photographer and one reporter.
- Broadcast: Up to two media personnel. Likely one camera operator and one reporter.
- Online Only: One media personnel.

Requirements for Media Access to State Tournaments

Information for Media attending MSHSL State Tournaments can be found on the following pages. Information is arranged by media type. Requirements change if the tournament is being broadcast by 45TV.

Additional tournament and venue specific requirements will be shared at each season's Media Forum, in communications with those receiving credentials for the tournament, and at the venue by Tournament Staff.

Media personnel and organizations are responsible for knowing and following guidelines and policies. These can be found in this manual, at the seasonal Media Forum, on the League Website, in communications from the League, and from the onsite media steward. Media personnel should ask questions or for clarifications if expectations are not clear.

Electronic devices belonging to coaches, fans, media or players are not allowed to be attached to fences or backstops.

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
All Media	All media organizations must apply for and be approved for credentials for media personnel attending EACH tournament.	
	<ul style="list-style-type: none"> • Photo ID must be presented at the gate for access. 	
	<ul style="list-style-type: none"> • Media must be on the MSHSL Approved Annual Media List available at: www.mshsl.org/media 	
	<ul style="list-style-type: none"> • Media are only considered for credentials if team(s) in their coverage area is competing in the contest. 	
	<ul style="list-style-type: none"> • Media must remain in areas designated for media personnel during the tournament. • Locker rooms at League events at the postseason tournament levels are closed to the media. • Interviews are not allowed on the field, ice, or court following state tournament events. • Credentialed media are to use designated Media Zones for interviews. • Designated Media Zones for selecte state tournament events are established. For more information on interviewing procedures, please consult MSHSL Communications Coordinator at media@mshsl.org or an onsite Media Steward. • Media personnel must honor a “cooling off” period of at least five minutes before interviewing representatives of participating teams. 	
	<ul style="list-style-type: none"> • 45TV has the first interview with coaches and/or players of their choice, following the completion of any televised game. • 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 • 45TV has different access to spaces than other media. 	

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
<p style="text-align: center;">All Media Using Video</p>	<ul style="list-style-type: none"> • Broadcast TV organizations may take up to two minutes of highlights. • Organizations must not host any League postseason events online (i.e. YouTube) for on-demand viewing. 	<ul style="list-style-type: none"> • 45TV has exclusive rights to all game action on the playing field/rink/court. • All other media personnel may only shoot video of non-game action. (e.g.: player interviews, crowds, coaches). • Live game action may not be recorded, streamed, broadcast or otherwise shared. 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. • Any live shot or recorded stand up MUST NOT show the field, rink or court of play while 45TV is on the air. <p>Media using any televised game action video must adhere to the following guidelines:</p> <ul style="list-style-type: none"> • Video highlights used by any media 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. <p>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.</p> <ul style="list-style-type: none"> • Highlights recorded from off-air broadcasts may be used while the game(s) is/are still on the air. • Games broadcast by 45TV may not be videotaped in any manner, i.e.: mobile device or camera by anyone in the arena or on the playing field. Video is permitted to be shot at the venue before and after game sessions once 45TV is off the air. Game sessions are defined as when 45TV goes on the air to when it goes off the air. • Video restrictions include the medal and trophy presentations

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
Print and Online Media	<ul style="list-style-type: none"> Permitted access to cover game action via reporting and photography in League-approved areas of the venue. 	
Radio (Non-Radio Partners)	<ul style="list-style-type: none"> Rights fees must be paid for each event covered. Rights fees will be assessed for all live video feeds unless written consent is provided by the League’s Executive Director or Communications Coordinator. A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the Minnesota State High School League. 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. 	
Radio Partners	<ul style="list-style-type: none"> Rights fees for audio-only feeds for state tournament events are waived for Registered Radio Partners. Registered Radio Partners agree to air or read at least two League-oriented Public Service Announcements during the live broadcast of a state tournament event. Radio Partners are only permitted to cover Member Schools in their designated markets, unless previously approved by the League’s Communications Coordinator. A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the Minnesota State High School League. 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. Rights fees will be assessed for all live video feeds during section and state tournament play unless written consent is provided the League’s Executive Director or Communications Coordinator. 	
Streaming	<ul style="list-style-type: none"> Livestreaming rights of League events belongs solely to the League and its designated personnel and partners. A streaming producer granted streaming rights shall not feed or link its stream to any other media outlet or website without permission from the Minnesota State High School League. Any streaming producer must receive League streaming 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. 	
Member School Streaming	<ul style="list-style-type: none"> Not permitted 	
Commercial Streaming	<ul style="list-style-type: none"> Not permitted 	
NSPN (School Space Media)	<ul style="list-style-type: none"> Permitted when contracted with the League. 	

	State Contests (non-45TV Tournaments)	State Tournaments covered by 45TV
Community Media Systems- Paid Annual Fee	<ul style="list-style-type: none"> • Option 1 MCMS may broadcast live audio-only to their local channel. • Option 2 A negotiated fee to the MSHSL is payable for each event. Simultaneous delayed broadcast to the local access channel and/or live-stream no more than three times in the 10-day period following the actual event. Viewing must begin and end with “This material is property of the Minnesota State High School League. No downloading, saving or archiving of this production is permitted.” • Option 3 Live video to MCMS broadcast or stream may be negotiated with the MSHSL for any events not covered by exclusive broadcast and/or streaming rights. <p>MCMS must not host any League postseason events (section or state) online (i.e. YouTube) for on-demand viewing.</p> <p>A \$100 fee per tournament must be paid to the League for onsite production coverage of events at U.S. Bank Stadium, Xcel Energy Center, Target Center, Williams Arena and Maturi Pavilion. This is in addition to other fees paid.</p>	<ul style="list-style-type: none"> • Not permitted
Community Media Systems- No Paid Annual Fee	<ul style="list-style-type: none"> • No access provided without an annual fee. 	<ul style="list-style-type: none"> • Not Permitted

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
Broadcast TV	<ul style="list-style-type: none"> • Live action is not permitted in the background of standup shots. • Video limited to two minutes of non-contiguous game action. 	<ul style="list-style-type: none"> • Live action not permitted in the background of standup shots. • Shooting highlights or game footage must come from 45TV's off-air signal and 45TV given synchronous credit for a minimum of five seconds. • Access permitted to postgame News Conference Center.
Photographers	<ul style="list-style-type: none"> • Photos of state tournaments events may not be sold. 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. League or Tournament Staff have the authority to prohibit the use of flash equipment if it interferes with the conduct of the event. • 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 submitted to the League's Communications Coordinator prior to the state tournament event. • League employed photographers have enhanced access. 	
School Media	<ul style="list-style-type: none"> • Approved Student Media have the same access as professional media. Consult an onsite administrator for additional information and guidance. 	
Member School Video Recording	<ul style="list-style-type: none"> • This applies to creating an audio/video recording and does not permit the live or delayed streaming of an event. • Film, videotape, DVD or digital file continues to be the school's property and may only be used for educational or school archival purposes. • Commercial sponsorship of any kind is prohibited. • Schools must not share films, videotapes, DVDs or digital files produced by the school with any other entity unless approved by the League. • Member Schools not competing in a postseason event may not videotape or film that event. • If a school or a school's designee films a contest in which that school participates, there shall be no rights fee charged. • School Videographers must be students. 	

Violation of these policies will result in instant forfeiture of a news media credential and suspension from future coverage.

Activity Specific State Tournament Information	
Fall	
Girls Tennis	Reporters and photographers must check in with site administrator to review photo locations and designated interview areas.
Soccer	<p>For Games at U.S. Bank Stadium:</p> <ul style="list-style-type: none"> • Pass Gate located at Legacy Gate. • Reporters report to Press Box. • Photographers report to Field Level. Use East End of the stadium for access. Field Steward will assist with photo zones. • Radio Partners are permitted to have an on-field reporter during games at U.S. Bank Stadium. On-field radio personnel are not permitted to interview coaches or participants during the game or immediately afterward. Consult the League's Field Steward for additional guidelines. • Postgame interview session follows semifinal and championship games.
Cross Country	Top three finishers in each race will be made available in the finishing area for interviews.
Volleyball	Post-match interview sessions available in News Conference Center.
Football	<p>Quarterfinals:</p> <ul style="list-style-type: none"> • Check in with site administrator for media accommodations. • Site administrators determine photo and postgame interview zones. <p>Semifinals and Prep Bowl at U.S. Bank Stadium:</p> <ul style="list-style-type: none"> • Pass Gate located at Legacy Gate. • Reporters report to Press Box. • Photographers report to Field Level. Use East End of the stadium for access. Field Steward will assist with photo zones. • Radio Partners are permitted to have an on-field reporter during games at U.S. Bank Stadium. On-field radio personnel are not permitted to interview coaches or participants during the game or immediately afterward. Consult the League's Field Steward for additional guidelines. • Postgame interviews available in News Conference Center.
Winter	
Girls Hockey	<p>Photo locations are not reserved.</p> <p>The area between the team benches is not available to media photographers.</p> <p>Postgame interviews are available in News Conference Center.</p>
Wrestling	<p>School Media permitted only during Team Tournament.</p> <p>Reminder: Photographers must be representing accredited news organizations.</p>
Boys Hockey	<p>Photo locations are not reserved.</p> <p>The area between the team benches is not available to media photographers.</p> <p>Postgame interviews available in the News Conference Center.</p>
Basketball	Reminder: Photographers and reporters are not permitted on the court during the award ceremonies.

Spring	
Baseball, Championship Series at Target Field	Photographers are not permitted in the well adjacent to the third base dugout. Camera wells to the outfield side of dugouts are permitted. Postgame interviews conducted after each game.
Boys Tennis	Reporters and photographers must check in with site administrator to review photo locations and designated interview areas.

Section Tournament Media Coverage

Media Approval for Access to Section Events

Region Secretaries, with approval of the Region Committee, make decisions allowing media personnel and organizations access to Section Tournaments. Region Secretaries, with approval of the Region Committee, use the MSHSL Approved Annual Media List available at: www.mshsl.org/media in making these decisions.

Region Secretary contact information can be found at: <https://www.mshsl.org/contact/mshsl-region-secretaries>

Region Secretary Section Tournament assignments can be found at: <https://www.mshsl.org/MSHSL-media>

Streaming

Streaming requests for Section Contests are approved by the Region Secretaries, with approval of the Region Committee, and the League.

The following may apply for permission:

- Member Schools
 - Member Schools may be permitted to stream to a school-authorized YouTube account. The school's activities administrator is the only individual that can place this request with the Region Secretary and the League.
- Radio Partners with the Minnesota Broadcasters Association
- Minnesota Community Media Systems
- Pixellot/NFHS Network
- Independent Streaming providers
- Others as determined by the section and/or League

Applying for Section Tournament streaming approval:

1. An application must be made at least 48-hour before the contest to the League's Communications Coordinator and the Region Secretary.
2. The application must include:
 - a. The team(s) they are covering,
 - b. the dates, times and sites at which they wish to stream,
 - c. and whether the stream will be live or delayed.
3. Upon approval from the League and the Region Secretary, applicant will be notified.
4. The League reserves the right to individually consider applications from streamers producers outside the State of Minnesota.

Streaming Fees:

- Each Administrative Region sets the rights fees charged to each streaming provider for the coverage of any subsection and section games.
- A streaming provider may be permitted to charge a fee to any viewer for any region game, per approval of the Region Secretary, with approval of the Region Committee.

Media Coverage of Section Tournaments

Below is information for Media attending MSHSL Section Tournaments. Information is arranged by media type.

Additional tournament and venue specific requirements will be shared by Region Secretaries and Tournament Staff.

Media personnel and organizations are responsible for knowing and following guidelines and policies. Media personnel should ask questions or for clarifications if expectations are not clear.

Electronic devices belonging to coaches, fans, media or players are not allowed to be attached to fences or backstops.

	Section Tournaments
All Media	All media must contact the Region Secretary for approval to attend.
	<ul style="list-style-type: none">• Photo ID must be presented at the gate for access.
	<ul style="list-style-type: none">• Region Secretaries (and Region Committees) use the MSHSL Approved Annual Media List available at: www.mshsl.org/media
	<ul style="list-style-type: none">• Media must remain in areas designated for media personnel during the tournament.• Locker rooms at League events at the postseason tournament levels are closed to the media. Interview locations are determined by Tournament Staff.• Media personnel must honor a “cooling off” period of at least five minutes before interviewing representatives of participating teams.
	<ul style="list-style-type: none">• Media are only considered for admittance if team(s) in their coverage area is competing in the contest.
Print and Online Media	<ul style="list-style-type: none">• Permitted access to cover game action via reporting and photography in areas of the venue approved by Tournament Staff.
Radio (Non-Radio Partners)	<ul style="list-style-type: none">• Rights fees must be paid for each event covered.• Rights fees will be assessed for all live video feeds unless written consent is provided the Region Committee.• 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.

Section Tournaments	
Radio Partners	<ul style="list-style-type: none"> • Rights fees for audio-only feeds for section tournament events are waived for Registered Radio Partners. • Registered Radio Partners agree to air or read at least two League-oriented Public Service Announcements during the live broadcast of a section tournament event. • Radio Partners are only permitted to cover Member Schools in their designated markets, unless previously approved by the League’s Communications Coordinator. • A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the Minnesota State High School League. • 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. • Rights fees will be assessed for all live video feeds during section and state tournament play, unless written consent is provided the Region Committee.
Streaming	<ul style="list-style-type: none"> • Livestreaming rights of League events of any posting of “real-time” description of events belongs solely to the League and its designated personnel and partners. • A streaming producer granted streaming rights shall not feed or link its stream to any other media outlet or website without permission from the Minnesota State High School League. • Any streaming producer must receive League streaming 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. • Such offers from other streaming entities must be presented to the League a minimum of 60 days prior to the event for which rights are sought. • Must not host any League postseason events online (i.e. YouTube) for on-demand viewing.
Member School Streaming	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee • Must not host any League postseason events online (i.e. YouTube) for on-demand viewing.
Commercial Streaming	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee • Must not host any League postseason events online (i.e. YouTube) for on-demand viewing.
NSPN (School Space Media)	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee
Broadcast TV	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee
Photographers	<ul style="list-style-type: none"> • Photos of League tournaments may not be sold. 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. League or Tournament Staff have the authority to prohibit the use of flash equipment if it interferes with the conduct of the event. • 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 submitted to the League’s Communications Coordinator prior to the state tournament event.

<h2>Section Tournaments</h2>	
Community Media Systems-Paid Annual Fee	<ul style="list-style-type: none"> • Option 1: Broadcast or stream live audio-only • Option 2: Broadcast live video to the local-access channel only (Fees apply). • Option 3: Region Committees may charge a fee for this option. The recommended rights fee is 25% of the live MCMS broadcast fee. (Per the Recommended Rights Fees for live video.) Simultaneous delayed, broadcast to the local access channel and/or live-stream no more than three times in the 10-day period following the actual event. These viewings must be scheduled and not on-demand viewings. Video must begin and end with: "This material is property of the Minnesota State High School League. No downloading, saving or archiving of this production is permitted." • Option 4: Stream and/or broadcast live video, per Region Committee rights fees. MCMS must not host any League postseason events (section or state) online (I.e. YouTube) for on-demand viewing.
Community Media Systems-No Annual Fee	<ul style="list-style-type: none"> • Option 1: Broadcast or stream live audio-only • Option 2: Broadcast live video to the local-access channel only. (Commercial fees as per Region Committee rights fees apply.) • Option 3: Commercial fees as per Region Committee rights fees apply. Simultaneous delayed, broadcast to the local access channel and/or live-stream no more than three times in the 10-day period following the actual event. These viewings must be scheduled and not on-demand viewings. Video must begin and end with: "This material is property of the Minnesota State High School League. No downloading, saving or archiving of this production is permitted." • Option 4: Stream and/or broadcast live video. Commercial fees as per Region Committee rights fees apply. MCMS must not host any League postseason events (section or state) online (I.e. YouTube) for on-demand viewing.
School Media	<ul style="list-style-type: none"> • Allowed as permitted by the Region Committee
Member School Video Recording	<ul style="list-style-type: none"> • This applies to creating an audio/video recording and does not permit the live or delayed streaming of an event. • The film, videotape, DVD or digital file continues to be the school's property and may only be used for educational or school archival purposes. • Commercial sponsorship of any kind is prohibited. 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. • Member Schools not competing in a postseason event may not videotape or film that event. • If a school or a school's designee films or a contest in which that school participates, there shall be no rights fee charged.

Violation of these policies will result in instant forfeiture of a news media credential and suspension from future coverage.

Regular Season Media Coverage

Regular Season Media coverage is under control of the host Member School.

- Member Schools use the MSHSL Approved Media Organization list as a guide.
- Streaming:
 - Frequently used permitted streaming platforms include School Space Media, Hudl, a school-authorized YouTube channel and the Pixellot/NFHS Network
 - Instant, live streaming mechanisms like LiveBarn and social media-based platforms such as Facebook Live, Twitter, Instagram, TikTok or others are not recommended.
- Typical Member School permissions for Minnesota Community Media Systems include:
 - With the Member School’s permission, MCMS may stream live audio-only and broadcast live video to the local-access channel only.
 - Schools may request:
 - Simultaneous delayed, broadcast to the local access channel and/or live-stream no more than three times in the 10-day period following the actual event.
 - These should be a beginning-to-end-stream, and not a posting for viewing at any time.
 - Post should begin and end with “No downloading, saving or archiving of this production is permitted.”

MSHSL TV/Streaming Exclusivity Agreement

Exclusivity

1. 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.
 - b. Other than 45TV, or an identified partner of 45TV and the League, no live streaming or live over-the-air broadcast shall be permitted at any quarterfinal, semifinal or state tournament championship game/match/event at these events:
 - i. 45TV is the television broadcast partner with exclusive rights to televise:
 1. 2022 Prep Bowl—Seven football championship games,
 2. 2023 Girls Hockey State Tournament—Semifinals, championships
 3. 2023 Boys Hockey State Tournament—Quarterfinals, semifinals, championships
 4. 2023 Girls Basketball State Tournament—Semifinals and championship games
 5. 2023 Boys Basketball State Tournament—Semifinals and championship games
2. 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.
3. The League’s broadcast rights agreement with 45TV also grants 45TV the right of first refusal to broadcast and/or stream championship-round games of any other League-sponsored activity not specified previously.
4. 45TV is also granted the right of first refusal to match any offer made by any other broadcast television entity or stream entity to broadcast and/or stream championship-round games of any other League-sponsored activity not specified previously.

5. Such offers from other broadcast television entities or stream entities must be presented to the League a minimum of 14 days prior to the event for which rights are sought.
6. Additionally, this identical right of first refusal is extended to 45TV, for broadcast and/or stream coverage of section playoffs in activities.
7. 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.

Preferred Streamer

School Space Media is the preferred web streaming partner of the Minnesota State High School League for all events not covered by 45TV.

Additional Media Guidelines and Information

Video Footage Request Information

1. The licensing of League-owned archived footage may be available upon request.
2. To submit a request, please include the following:
 - a. Contact information for requesting individual
 - b. Activity, year and specific game or match
 - c. In what way will the footage be used?
 - i. Length
 - ii. Purpose
3. Send request to MSHSL Communications Coordinator at media@mshsl.org

Advertising

1. Television, radio, print, streaming 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.
 - a. 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.
 - b. 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.

6. 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.
7. 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.

Information Requests

Request for information from the Minnesota State High School League, must be submitted in writing to the Communications Coordinator at media@mshsl.org.

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.

Professional Conduct

1. Cheering or any other reactive behavior is unprofessional and is 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

Downloadable copies of state tournament events

Available for purchase through School Space Media.

Terms used in this Document

Audio-Only Broadcast: An audio feed that may include a camera focused on the scoreboard.

Application: Organizations on the MSHSL Approved Annual Media List may make applications for credentials for their media staff to cover MSHSL State Tournaments onsite.

- An application must be made for each state tournament event.
- An application consists of the names of media personnel applying to cover the tournament.

Approved Annual Media List: This list is comprised of media organizations that have registered for, and been approved, by the MSHSL for regular season and section events.

- Member School administrators and Region Secretaries use this list as guidance for permitting media to cover regular season and section events.
- Organizations on the MSHSL Approved Annual Media list may apply for state tournament credentials for its media staff.

Broadcast: Video sent to a local-access or television broadcast channel.

Credentialed: Credentials are issued to media personnel whose organizations are on the MSHSL Approved Annual Media List and have applied for credentials for their media staff to cover MSHSL State Tournaments onsite and been approved by the League.

Delayed Streaming: Placement on a website or other online hosting site of recorded audio and/or video after a contest has concluded.

Designation Letter: A Designation Letter is required annually from each school district the MCMS is serving. The League recognizes MCMS representatives as official educational television personnel for a Member School, provided such an assignment of responsibility from that school district's superintendent is submitted annually in writing and on file at the League Office.

Live Streaming: Placement on a website or other online hosting site of audio and/or video directly from a venue while a contest is in progress.

Media Organization: An entity with a history of League coverage that produces news content which can only be obtained by the granting of a news media credential.

Media Personnel: An individual employed by or hired by a media organization.

Postseason: Includes all section and state contests, events, tournaments, and meets.

Region Secretary: The official contact person for all section events. Region Secretaries work in conjunction with the Region Committee to make determinations on section event policies and procedures.

Registration: An annual process for media organizations to register, be vetted and be placed on the MSHSL Approved Annual Media List.

- This approved list:
 - Is used by MSHSL Member Schools and MSHSL Regions to make determinations on media organization admittance for regular season and section tournaments.
 - Is a pre-requisite to applying for a media credential for MSHSL State Tournaments.

Regular Season Contests: Regular season contests in MSHSL activities are run under the management of the host Member School. Using guidance from the MSHSL, the Member Schools make decisions on media attendance and coverage.

Section Contests: Postseason section contests in MSHSL activities are run under the management of the of the Administrative Region managing the event. Using guidance from the MSHSL, the Administrative Region makes decisions on media attendance and coverage.

State Tournaments: State Tournament contests in MSHSL activities are run under the management of the Minnesota State High School League. The League makes decisions on media attendance and coverage based on MSHSL policy.