



MINNESOTA STATE HIGH SCHOOL LEAGUE

Media Policy Manual

2023-2024

Introduction

Welcome to the Minnesota State High School League's 2023-2024 Media Policy Manual. The Minnesota State High School League, in consultation with the League's Member Schools and Media Advisory Committee, develops policies and guidelines for media coverage of all League postseason events that are then approved by the League's Board of Directors.

This manual assists media organizations 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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2023-2024 Media Policy Manual Summary of Modifications

Credential Approval Consideration Criteria (Page 5)

- Organizations that create videos do not qualify for an onsite credential.

Spectator Photography Restrictions Page 7

- Only credentialed media are permitted to use professional equipment at League postseason events.
- Spectators attending League State Tournaments may also be subject to restrictions on the electronic devices, sizes of cameras and/or camera lenses according to League and venue policies.

Minnesota Community Media Systems (Page 11)

- Registered Minnesota Community Media Systems are permitted playback up to 10 times in 10 days following the completion of a postseason event. The content must be removed from the site for a 60-day period following the contest. The content may return to a Minnesota Community Media Systems site for viewing only. Downloading and/or selling of content is not permitted.

Student Media (Page 12)

- Approved Student Media have the same access as professional media.
- Consult an onsite administrator for additional information and guidance.
- School Media must be a student currently enrolled at a Member School.
- Student Media members must have a school-based email account.
- A Member School must have an school district supervisor onsite when Student Media are present. The supervisor must exclusively supervise the student media; the supervisor may not have other team and/or school duties during the tournament.
- A credentialed Student Member may report, write and do still-photography at postseason events.
- Information gathered through this experiential learning program may be used for the Member School's yearbook, newspaper or district marketing materials..

Changes in Video Recording of Events (Page 16)

- The role of Team Video Operator is being introduced for the 2023-2024 school year.
- Some athletic activities will permit a Team Video Operator to record a contest for instructional coaching and review. Each sport or activity will have further requirements and guidelines.
- This role is designated strictly for educational purposes and may not include player or coach interviews, videotaping in the locker room or distribution to social media platforms.
- The video may be posted on Hudl or the team's educational platform.
- The Team Video Operator must follow all Media Rules and Policies.
- Live or delayed streaming of the video is prohibited.
- Film, videotape, DVD or digital files continue 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

Numbers of attendees from each approved media organization, per game: (Page 16)

- Radio: Up to two media personnel.
- Print, per agreement with the Minnesota Newspaper Association:
 - Community Newspapers: Two media personnel
 - Regional Newspapers: Three media personnel
 - Statewide Newspapers: Four media personnel
- Broadcast: Up to two media personnel
- Online New Organizations: Two media personnel

Radio Exceptions --- Contests at U.S. Bank Stadium and Xcel Energy Center may permit up to three attendees per organization per contest.

Professional Social Media Guidelines Page 19

- Be professional and respectful when representing yourself and your media organization.
- Be responsible for the content you post on social media platforms.
- Profanity, Cyberbullying, offensive jokes, photos and any other offensive materials are not tolerated and are grounds for instant forfeiture of credentials and ejection from event.

Annual Media Organization Registration and Approved Media Organization List

Media Organization Approval Criteria

Media Organizations must apply annually to be on the League's Approved Media Organization List prior to applying for state tournament credentials.

Member Schools and Section Tournament Personnel use the League's Approved 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 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 and the creation of all-tournament teams.
- 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.
- Organizations that create videos do not qualify for an onsite credential.
- 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 with a single owner, \$400
 - Group of stations with a single owner (three or more), \$500
 - Radio stations becoming a Radio Partner do not pay audio rights fees for postseason coverage.
 - Radio stations choosing to not become a Radio Partner will pay rights fees for postseason coverage.
 - Per-game rights fees for non-radio partners for each postseason game is \$250.

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/Videographers

- Freelance and commercial photographers and/or videographers will not be approved for the League's Approved Media List.
- Designated Team Photographers and/or Videographers will not be approved for credentials to cover state tournament events.
- Photography and Videotaping is not permitted at any state tournament events unless properly credentialed and authorized to do so. Ticketed patrons or fans in violation of this policy may be subject to ejection from the event.

State Tournament Media Coverage Information

State Tournament Credential Application

All media organizations requesting to cover League-sponsored 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 League's Approved 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
- Deadlines for credential applications are firm. Media applying after the deadline should not expect to be credentialed.
- Credentialed media will receive an email prior to the start of the state tournament event with further instructions on admittance.
- The approved media credentials list for each state tournament is 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. In agreement with the Minnesota Newspaper Association, the League reserves the right to review these requests on a case-by-case basis.

Student Media

- Student Media must go through the state tournament credentialing process.
- School Activities Directors or their administrative designee 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 two media personnel.
- Print, per agreement with the Minnesota Newspaper Association:
 - Community Newspapers: Two media personnel
 - Regional Newspapers: Three media personnel
 - Statewide Newspapers: Four media personnel
- Broadcast: Up to two media personnel
- Online New Organizations: Two media personnel

Spectator Photography

- Only credentialed media are permitted to use professional equipment at League postseason events.
- Spectators attending League State Tournaments may also be subject to restrictions on the electronic devices, sizes of cameras and/or camera lenses according to League and venue policies.

Requirements for Media Access to State Tournaments

Information for Media attending League State Tournaments can be found on the pages that follow.

Information is arranged by media type. Requirements change if the tournament is being broadcast by 45TV.

Media personnel and organizations are responsible for knowing and following guidelines and policies. These can be found in this manual, on the League's Website, in communications from the League, and from the onsite Media Steward.

Media personnel should ask questions for clarifications if expectations are not clear.

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
All Media	<p style="text-align: center; color: red;">All media organizations must apply for, and be approved, for credentials for media personnel attending EACH tournament.</p>	
	<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 League’s Approved Annual Media List available at: www.mshsl.org/media 	
	<ul style="list-style-type: none"> • Media are only considered for credentials if the member school’s teams in their coverage area are 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 selected state tournament events are established. For more information on interviewing procedures, please consult the League 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 enhanced access to state tournament venues. 	

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
<p style="text-align: center;">All Approved Media Using Video</p>	<ul style="list-style-type: none"> • Broadcast TV organizations may record and use up to two minutes of highlights. • Organizations must not host any League postseason events online (i.e. YouTube) for on-demand viewing without the League’s approval. 	<ul style="list-style-type: none"> • 45TV has exclusive rights to all game action on the playing field/rink/court. • 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. • 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. • Media using any televised game action video must adhere to the following guidelines: • 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. 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. • Highlights recorded from off-air broadcasts may be used while the game(s) is/are still on 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 his designee. A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the League. The League reserves the right to revoke the broadcast rights of any radio station if any portion of its broadcasts is considered 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 live 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. A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the 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. 	
Streaming	<ul style="list-style-type: none"> Livestreaming rights of League events belong 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 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.tv	<ul style="list-style-type: none"> Permitted when contracted with the League. 	

	State Contests (non-45TV Tournaments)	State Tournaments covered by 45TV
Minnesota 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 League is payable for each event. • Simultaneous, scheduled or delayed broadcast to local access channel and/or streamed to the website for playback up to 10 times in 10 days following the completion of a postseason event. The content must be removed from the site for a 60-day period following the contest. 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.” • Allowing downloads or selling the event in any way is not allowed. • Option 3 Live video to MCMS broadcast or stream may be negotiated with the League for any events not covered by exclusive broadcast and/or streaming rights. <p>Note: 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
Minnesota 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. • Access permitted to postgame News Conference Center. 	<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 prior to the state tournament event. Request should be sent to media@mshsl.org • League employed photographers have enhanced access. 	
Member School Student 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. • School Media must be a student currently enrolled at a Member School. • Student Media members must have a school-based email account. • A Member School must have an school district supervisor onsite when Student Media are present. The supervisor must exclusively supervise the student media; the supervisor may not have other team and/or school duties during the tournament. • A credentialed Student Member may report, write and do still-photography at postseason events. • Information gathered through this experiential learning program may be used for the Member School's yearbook, newspaper or district marketing materials. 	
Member School Video Recording	<ul style="list-style-type: none"> • The role of Team Video Operator is being introduced for the 2023-2024 school year. • Some athletic activities will permit a Team Video Operator to record a contest for instructional coaching and review. Each sport or activity will have further requirements and guidelines • This role is designated strictly for educational purposes and may not include player or coach interviews, videotaping in the locker room or distribution to social media platforms. • The video may be posted on Hudl or the team's educational platform. • The Team Video Operator must follow all Media Rules and Policies. • Live or delayed streaming of the video is prohibited. • Film, videotape, DVD or digital files continue 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. 	

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

Section Tournament Media Coverage

Media Approval for Access to Section Events

Region Secretaries, in consultation with the Region Committee, make decisions allowing media personnel and organizations access to Section Tournaments. Region Secretaries, in consultation with the Region Committee, use the Approved 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 Region Secretaries 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 make 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 hours prior to the contest to the League and the Region Secretary. Contact the League at media@mshsl.org
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 streaming 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 League 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 for clarifications, if expectations are not clear.

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 Approved 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 by 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. • A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the 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 and 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 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 one week prior to the event for which rights are sought. • Streamers may 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 • Streamers may 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 • Streamers may 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.

Section Tournaments	
Minnesota 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, scheduled or delayed broadcast to the local access channel and/or livestream may be shown at any time for 10 days following the actual event. • The content must be removed from the site for a 60-day period following the contest. The content may return to the systems’ site for viewing only. Downloading of content is not permitted. • 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.
Minnesota 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 may be shown any time for 10 days following the actual event. • The content must be removed from the site for a 60-day period following the contest. The content may return to the systems’ site for viewing only. Downloading of content is not permitted. • 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.
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"> • The role of Team Video Operator is being introduced for the 2023-2024 school year. • Some athletic activities will permit a Team Video Operator to record a contest for instructional coaching and review. Each sport or activity will have further requirements and guidelines • This role is designated strictly for educational purposes and may not include player or coach interviews, videotaping in the locker room or distribution to social media platforms. • The video may be posted on Hudl or the team’s educational platform. • The Team Video Operator must follow all Media Rules and Policies. • Live or delayed streaming of the video is prohibited. • Film, videotape, DVD or digital files continue 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.

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 are encouraged to use the Approved Media Organization list as a guide when permitting media access.
- Streaming:
 - Frequently-used permitted streaming platforms include NSPN.tv, Hudl, a school-authorized YouTube channel and the Pixellot/NFHS Network
 - Instant, live streaming mechanisms like LiveBarn or GameChanger, and social media-based platforms such as Facebook Live, Twitter, Instagram, TikTok or others as determined by the League, are not recommended for approval.
- 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.
 - Simultaneous, scheduled or delayed broadcast to the local access channel and/or livestream may be shown at any time for 10 days following the actual event.
 - The content must be removed from the site for a 60-day period following the contest. The content may return to the systems' site for viewing only. Downloading of content is not permitted.
 - 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."

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. 2023 Prep Bowl—Seven football championship games,
 2. 2024 Girls Hockey State Tournament—Semifinals, championships
 3. 2024 Boys Hockey State Tournament—Quarterfinals, semifinals, championships
 4. 2024 Girls Basketball State Tournament—Semifinals and championship games
 5. 2024 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 contracted with the 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

NSPN.tv is the preferred web streaming partner of the 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 the League 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, CBD products 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 League must be submitted in writing to 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.

Media 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. Unprofessional conduct, as determined by League Staff or its representatives, is not tolerated and will result in instant forfeiture of credential and ejection from the event.
4. Working media must be professional and respectful when representing yourself and your media organization.
5. Media are responsible for the content they post on social media platforms. Profanity, Cyberbullying, offensive jokes, photos and any other offensive materials are not tolerated and are grounds for instant forfeiture of credentials and/or ejection from event.

Available for purchase through NSPN.tv at www.nspn.tv .

Terms used in this Document

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

Application: Organizations on the Approved Media List may make applications for credentials for their media staff to cover League 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 Media List: This list is comprised of media organizations that have registered for, and been approved, by the League for regular season and postseason 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 Approved Media List may apply for state tournament credentials for their 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 Approved Media List and have applied for credentials for their media staff to cover League 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 Minnesota Community Media System 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 live 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 Approved Media List.

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

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

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

State Tournaments: State Tournament contests in League activities are under the management of the League. The League makes decisions on media attendance and coverage based on Board of Directors-approved policy.

State Tournament Audio and Video Broadcast Information

Media Type	Live Audio Broadcast	Scheduled, Delayed Audio	Audio Highlights (2 min)	Unlimited On-Demand Audio	Live Video Broadcast and/or Stream	Scheduled, Delayed Broadcast	Video Highlights (2 min.)	Unlimited On-Demand Streaming Video
Radio	Yes-with fee	No	Yes-with fee	No	No	No	No	No
Radio Partner-With annual paid \$200 fee	Yes	No	Yes	No	No	No	No	No
School Space-Contract with MSHSL	Yes	No	Yes	No	Yes	Yes	Yes	Yes as part of contract with League
45TV -For those State contests that they cover.	Yes	No	Yes	No	Yes	No	Yes	No
MCMS-With annual paid \$200 fee	Yes	No	Yes	No	No	Yes-Up to 10 times in 10 Days	Yes	No
Commercial Streamer	No	No	No	No	No	No	No	No
Member School Media	No	No	No	No	No	No	No	No
Broadcast TV	No	No	No	No	No	No	Yes	No

Section Tournament Audio and Video Broadcast Information

Media Type	Live Audio Broadcast	Scheduled, Delayed Audio	Audio Highlights (2 min.)	Unlimited On-Demand Audio	Live Video Broadcast and/or Stream	Scheduled, Delayed Broadcast and/or Stream	Video Highlights (2 min.)	Unlimited On-Demand Streaming Video
Radio	Yes-with fee	No	Yes-with fee	No	No	No	No	No
Radio Partner--With annual paid \$200 fee	Yes	No	Yes	No	No	No	No	No
School Space	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region
45TV	NA	NA	NA	NA	Yes per contract	NA	Yes	NA
					Option 2			Option 3
MCMS-With annual paid \$200 fee	Yes	Yes-Additional fee set by Region	Yes	Yes-Additional fee set by Region	Yes-Additional fee set by Region (Recommended 25% of Commercial Streaming Fee)	Yes-Up to 10 times in 10 days Additional fee set by Region (Recommended 25% of Commercial Streaming Fee)	Yes	Yes-Additional fee set by Region (Recommended 50% of Commercial Streaming Fee) *Additional 50% includes Live, Scheduled/Delayed and Unlimited On-Demand
Commercial Streaming (Including School Space Media)	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region
Member School Media	Yes	Yes	Yes	Yes	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region	Yes-Fee set by Region
Broadcast TV	No	No	No	No	No	No	Yes	No

Recommended Region Video /Streaming Fees

Activities	Commercial Streaming (Including School Space Media)		Minnesota Community Media Systems		Member Schools
	Option 1: Live Stream and/or Broadcast Scheduled/Delayed Broadcast up to 3X in 10 days	Option 2: Option 2 and Unlimited/On- Demand Streaming	Option 2: Live Stream and or Broadcast Scheduled/Delayed Broadcast up to 1X/day for 10 days	Option 3: Option 2 and Unlimited/On- Demand Streaming	May livestream to School YouTube channel only. May not host event for on demand viewing. On demand viewing would be at MCMS pricing.
Category I Winter Boys Hockey	Quarterfinal: \$400 Semifinal: \$650 Championship: \$900	Quarterfinal: \$500 Semifinal: \$750 Championship: \$1,000	Quarterfinal: \$125 Semifinal: \$200 Championship: \$225	Quarterfinal: \$250 Semifinal: \$375 Championship: \$500	Quarterfinal: \$100 Semifinal: \$200 Championship: \$300
Category II Fall Football Volleyball Soccer Winter Girls Hockey Wrestling Basketball Spring Baseball Softball Track and Field Lacrosse Golf	Quarterfinal: \$300 Semifinal: \$500 Championship: \$800	Quarterfinal: \$300 Semifinal: \$600 Championship: \$900	Quarterfinal: \$75 Semifinal: \$150 Championship: \$225	Quarterfinal: \$150 Semifinal: \$300 Championship: \$450	No fee
Category III Fine Arts Fall Girls Tennis G Swim and Dive Cross Country Adapted Soccer Winter Girls Gymnastics B Swim and Dive Adapted Floor Hockey Alpine Skiing Nordic Skiing Spring Boys Tennis Clay Target Adapted Softball	Quarterfinal: \$50 Semifinal: \$150 Championship: \$250	Quarterfinal: \$100 Semifinal: \$200 Championship: \$300	Quarterfinal: \$25 Semifinal: \$50 Championship: \$75	Quarterfinal: \$50 Semifinal: \$100 Final: \$150	No fee

Region Event Recommended Streaming Flowchart

Streaming/Video Request

