

MEDIA RELATIONS, VIDEO RIGHTS, AND SPORTS INFORMATION

POLICY- MEDIA, INTELLECTUAL PROPERTY AND VIDEO RECORDING

SEC. 1) OWNERSHIP OF RIGHTS

- a) The intellectual property, corporate, broadcasting and media rights to all State championship rounds of the KHSAA postseason championships belong exclusively to the KHSAA, including titling agreements and sponsorships. No member school may approve or sign an agreement that includes rights to state contests (delayed or live). The KHSAA will be the sole provider of any webstreaming of KHSAA state championship play. The Commissioner is the manager of all State Championship play.
- b) The intellectual property, corporate, broadcasting and media rights to the postseason rounds prior to the state finals belong exclusively to the KHSAA, including titling agreements and sponsorships. No member school can sign an exclusive agreement for a postseason round (district, region, sub-section, section) without agreement between the schools and approval of the KHSAA Office including full compliance with the restrictions of the NFHS Network and the KHSAA participation in the network. The Commissioner is the manager of all rounds of other championship play, but in accordance with adopted Competition Rules, may designate a manager to assist at the local level. No streaming may be approved for any outlet without the payment of the requisite fee as mandated by the KHSAA / NFHS Network agreement, with the sole exception of a waiver for those schools participating in the School Broadcast Program of the NFHS Network. The fee schedule will be published annually by the Commissioner's office.
- c) The rights to regular season competition involving schools of the KHSAA belong to the KHSAA. Such rights shall, in the normal course of business, be assigned to the principal of the member school for management. No member school shall sign an exclusive regular season agreement that would "Shut out" its opponent from any audio, video streaming or having the opportunity to do so.
- d) At all levels of competition during postseason play, control of media access and location at those contests is with the KHSAA. In general, the management of those rights may be assigned to the manager at the host KHSAA member school for the district, regional and sectional (semi-state) competition.
- e) At all levels of competition, including district, regional, sectional, and state competition in KHSAA sponsored tournaments and meets, managers are encouraged to make allowances for members of the television media to tape the contests at no charge to the media outlet, as long as the taping is for the sole purpose of newscast highlights.
- f) Entities desiring to tape the contest for delayed rebroadcast shall receive the permission of the event manager.
- g) At the state level, all negotiations for rights to a delayed broadcast, as well as any live telecast, shall be initiated with the Communications Director and Assistant Commissioner, and shall be approved by the Commissioner of the KHSAA.

SEC. 2) PARTICIPATING TEAMS VIDEO RECORDING AT KHSAA EVENTS

- a) At the discretion of the event manager, and if space is available and if such taping does not violate existing, acknowledged, written copyright protection or intellectual property agreements, participating teams in KHSAA events shall be allowed space, for the purpose of recording the contest.
- b) If space is deemed to be available, the tournament manager has the right to designate a specific area for the purpose of taping, and allow taping only in that area.
- c) It shall be solely the determination of the event manager as to space availability.
- d) The manager of all state final championships is the Association Commissioner.
- e) If the tournament manager deems that space is available, each participating school choosing to tape or film is required to sign a waiver indicating that the Association shall be held blameless for any and all liability to those parties involved in the taping, and that the school shall make no copies of the tape or film.

SEC. 3) FANS AND THE GENERAL PUBLIC VIDEO RECORDING (INCLUDING CONTINUOUS STREAMING) AT STATE CHAMPIONSHIP

EVENTS

- a) The Association shall allow for the taping of KHSAA sponsored competition by persons whose equipment is totally self-contained, is for personal use, shall not be duplicated and the equipment can be operated from the confines of the seat that the person occupies.
- b) However, at the discretion of the event manager, taping may be prohibited if attendance figures or ticket sales indicate that the allowance of taping would impose on the comfort and view of other paying patrons.
- c) No support equipment, i.e., electric power supplies, tripods, etc. shall be allowed.
- d) The determination as to space availability and other technical requests shall be solely to the discretion of the event manager.
- e) If space is deemed to be available, the tournament manager has the right to designate a specific area for the purpose of taping, and allow taping only in that area.
- f) All requests for tape and film space at levels below the state championships shall be directed to the event manager, and his or her decision as to space availability shall be final.

SEC. 4) ASSOCIATION TAPING PRIVILEGES

- a) The Kentucky High School Athletic Association reserves the right to tape any of its state championship rounds, and to make the tapes available in a reasonable amount of time and at a reasonable rate.
- b) The Association list of events to tape includes all championship events sponsored by the KHSAA.

SEC. 5) REGULAR SEASON VIDEO RECORDING PRIVILEGES

- a) During the regular season, when granted authority by the KHSAA, the local contest manager (member school principal) must approve any video recording of the contest.
- b) Parties taping without permission of the member school will be in violation of KHSAA Bylaw 15, and shall be subject to penalty under Bylaw 27.
- c) All parties must comply with any provisions of the NFHS Network agreements in those facilities utilizing that equipment.

POLICY- POSTSEASON EVENT MEDIA

SEC. 1) GENERAL MEDIA POLICY

- a) Credentials to each KHSAA State Championship event are issued by the KHSAA to working members of the media who regularly cover high school athletics.
- b) Credentials must be requested prior to the established deadline for each sport through the online credentialing system.
- c) Credentials should be requested by the sports editor/director for all members of their organization needing to attend an event.
- d) Credentials for freelance photographers and stringers must be requested by the sports editor/director at the outlet the freelancer will be representing.
- e) Media outlets are responsible for the actions of all individuals representing their organization, including compliance with KHSAA policies and procedures. No credentials will be issued outside of the online credentialing system.
- f) The KHSAA reserves the right to limit the number of credentials issued to media outlets when space is at a premium.
- g) Failure to adhere to the KHSAA policies and guidelines, as well as unauthorized use of the media credential, will result in the revocation of the credential and non-issuance of future passes.

SEC. 2) KHSAA CHAMPIONSHIP CREDENTIAL GUIDELINES

- a) Credentials to each KHSAA State Championship event are issued by the KHSAA to working members of the media who regularly cover high school athletics in accordance with adopted policies and procedures.
- b) Credentials must be requested prior to the established deadline for each sport through the online credentialing system.

SEC. 3) OWNERSHIP OF MEDIA AND INTELLECTUAL PROPERTY RIGHTS

- a) The intellectual property, corporate, broadcasting and media rights to all State championship rounds of the KHSAA postseason championships belong exclusively to the KHSAA, including titling agreements and sponsorships.
- b) In addition, the KHSAA is in a long-term agreement with the NFHS Network as the sole source of distribution of the webcast.
- c) As such, the KHSAA is the only entity permitted to originate a live broadcast during the Sweet 16® and all other state championship rounds (this includes the use of social media streaming platforms such as Facebook Live by media members).

SEC. 4) CREDENTIAL APPLICATION PROCEDURES

- a) Credentials should be requested by the sports editor/director for all members of their organization needing to attend an event.
- b) Credentials for freelance photographers and stringers must be requested by the sports editor/director at the outlet the freelancer will be representing.
- c) Media outlets are responsible for the actions of all individuals representing their organization, including compliance with KHSAA policies and procedures at the event under the direction of designated staff.
- d) No credentials will be issued outside of the online credentialing system.
- e) The KHSAA reserves the right to limit the number of credentials issued to media outlets at these two events when space is considered to be at a premium.
- f) Failure to adhere to the KHSAA policies and guidelines, as well as unauthorized use of the media credential, will result in the revocation of the credential and non-issuance of future passes.

SEC. 5) GENERAL CREDENTIAL ISSUANCE AND DISTRIBUTION POLICIES

- a) Credentials will be provided to established and recognized media outlets that cover high school athletics on a regular basis (including, but not limited to, timely reports of regular season competitions);
- b) In all cases where there is consideration as to whether or not to credential an outlet, the level of regular season interscholastic coverage will be considered when applications are reviewed;
- c) The distribution of credentials is conducted using the following priorities:
 - 1) Daily newspapers and wire services;
 - 2) Statewide media (TV, etc.);
 - 3) Media covering specific teams on a regular basis;
 - 4) Regional media;
 - 5) All other outlets (non-broadcast radio, weekly media, etc.).
- 6) At any time, the KHSAA may request proof of a media outlets' legitimacy. To help the KHSAA protect access to its events, media members applying for credentials may be asked to provide samples of their work as well as information such as circulation numbers (newspapers/magazines), Nielsen Audio (formerly Arbitron) ratings numbers or similar information (broadcast), page views/hits (online entities);
- 7) Credentials may be issued on a limited basis to valid websites that report timely results and have regularly covered and promoted interscholastic events.
- 8) Credentials are not generally issued to message board websites or to websites that do not regularly contain Kentucky-based high school regular season content throughout the year;
- 9) Athletic recruiting promotion organizations or media outlets that can be construed as primarily recruiting publications will not be issued media credentials;
- d) A credential grants the bearer, and only the bearer, access to KHSAA events, and does not include admission for children and family members;
- e) Media passes will not be issued to persons under 18 years of age (with the exception of the single school media pass issued in compliance with student media policies as detailed);
- f) Credentials may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, including transferring a credential to someone other than its intended recipient, or using the pass to help others gain access to an event;
- g) Media members are expected to act professionally and objectively at all times, and cheering or cheerleading during an event is strictly prohibited and can result in removal from the press area;
- h) Freelance photographers not working for an accredited media outlet will be treated as commercial photographers and will only gain access to an event by paying the media rights fee for the event in question in compliance with published guidelines;
- i) Each team advancing to a state championship event can be represented by one broadcast team (radio or online), which will be designated by the participating school's principal and will be considered TEAM RADIO in accordance with these policies;
- j) The KHSAA reserves the right to grant or deny any requests on an individual basis;

SEC. 6) MEDIA OUTLET PHOTOGRAPHY AND PHOTOGRAPHERS

- a) Photography passes are provided to accredited news media outlets that meet the credentialing policies in conjunction with print and

television outlets and their directly affiliated websites.

- b) Media outlet photography passes do not include the rights to sell the photographs unless sold by the outlet as part of its normal business procedures.
 - c) For marshalling and identification purposes, the KHSAA will require appropriately credentialed photographers to be clearly identified.
- SEC. 7) COMMERCIAL PHOTOGRAPHY AND PHOTOGRAPHERS**
- a) Commercial and freelance photographers can obtain fee-based credentials, space permitting, by purchasing a limited rights license.
 - b) Information regarding rights fee payments will be confirmed through the online credentialing system.
 - c) While photographers own the intellectual rights to individual photos, the KHSAA owns the intellectual property rights to all state championship events; therefore, photos taken during these games are not for resale by individuals unless the requisite media rights fee has been paid by commercial photographers.
 - d) The KHSAA reserves the right to deny credentials to commercial and freelance photographers who do not agree to these terms and conditions.
 - e) Failure to abide by the KHSAA's policies and procedures could result in having your credential revoked and a loss of access to future events.

SEC. 8) SCHOOL MEDIA

- a) In an effort to assist its member schools with obtaining archival information about the school participation, and in an effort to support education curriculum opportunities for students desiring to enter journalism in any form, school media passes are available through the online system/
- b) Each participating team can be represented by one designated faculty or staff member to shoot photography.
- c) Any faculty or staff member approved for photography may not allow any sales of the photography to any individual and if sales are provided, the applicant should apply as a commercial photographer.
- d) Each participating team can have student media representatives apply for student media credentials and verification will be made by the school as to the legitimate curriculum and school interest in the approval.
- e) These credentials will not as a matter of practice be provided to these individuals not connected to a participating team.
- f) Any student media credential approved for media access other than photography will be assigned seating in the auxiliary seating area with other media representatives, and only for the games involving that school.
- g) Any student media credential approved for photography may not allow any sales of the photography to any individual and if sales are provided, the applicant should apply as a commercial photographer.
- h) Individuals granted photographer access will have access in the same manner as other media outlets, including restrictions to courtside press row access.

SEC. 9) WEBCASTING/VIDEO STREAMING

- a) KHSAA.tv is the exclusive home for video webcasts of all KHSAA state championship events.
- b) Live video webcasts of all games will be available at KHSAA.tv through the NFHS Network (www.nfhsnetwork.com/), which is a subscription-based service.
- c) A monthly subscription entitles users to every broadcast by the KHSAA and the more than 40 participating state associations.

SEC. 10) TEAM RADIO BROADCASTS

- a) Each team advancing to a postseason championship event can be represented by one (1) radio broadcast team.
- b) The station originating the broadcast will be subject to a Radio Rights Fee, which is paid online as part of the online credentialing system and must be paid prior to the event.
- c) In the event that multiple stations desire to originate a broadcast and where space is limited or otherwise restricted, the participating team may be asked to select (designate) a specific station that is to be permitted.
- d) Radio stations not permitted to originate a broadcast at the basketball championships can make arrangements with the Association to carry the KHSAA Network feed via the KHSAA online streaming partner.
- e) A radio station not chosen to broadcast by the participating school

may apply for an auxiliary credential.

- f) As part of the Radio Rights Fee, a phone line will be provided for each radio broadcast team at the championship venue.

SEC. 11) PHONE/DATA SERVICE AT CHAMPIONSHIPS

- a) The KHSAA provides wireless internet access for working media members at each of its state championship events.
- b) Arrangements for phone lines for radio broadcast teams are made by the KHSAA and provided as part of the Radio Rights Fee.
- c) Any media member needing phone or data service above and beyond what is normally provided, should contact the KHSAA well in advance of the championship event.

SEC. 12) FACILITY MANAGEMENT

- a) The KHSAA is responsible for all media accommodations and operations at state championship events.
- b) These services include arrangements for press seating, designated interview areas, statistical data and internet service, among others.

SEC. 13) LOCKER ROOM ACCESS

- a) Due to the age of the majority of the participants, the KHSAA has a closed-door policy in respect to locker room access at its championship events.
- b) No media members are permitted inside a team's locker room to conduct interviews, including media members who obtain a team/participant pass at a state championship event.
- c) No member school may alter this policy.

SEC. 14) KHSAA RADIO NETWORK/KHSAA.TV/NFHS NETWORK

- a) The KHSAA has developed a network for both radio broadcasts and video webcasts.
- b) The KHSAA holds the exclusive media rights to all broadcasts (including all live and delayed web streaming rights) at all postseason championship levels, but permits participating teams to have one (1) radio station originate its own broadcast as detailed in Section 6.
- c) The KHSAA assigns the radio (and all other audio only) broadcasts to the host school for all rounds of play through the region with a requirement for the host to enforce and adhere to all regulations, rights and fees.
- d) The KHSAA Radio Network originates broadcasts at the basketball championships.
- e) Video webcasts produced by the KHSAA may be delayed at the discretion of the KHSAA.
- f) The KHSAA is a contributing partner to the NFHS Network.
- g) If video is produced by the KHSAA, following the conclusion of a championship event, videos will be available for on-demand viewing, and DVD copies will be made available for consumer purchases.

POLICY- INCLUSION IN STATISTICAL RECORDS LISTING AND RECORDS BOOK

SEC. 1) BASIS FOR INCLUSION IN RECORD BOOK

- a) For a performance to be considered a state record, it must be accomplished by an individual(s) representing his or her varsity high school team in competition against other competitors representing their respective varsity high school teams.
- b) The KHSAA will consider record applications submitted by the member school and the school sponsors or sponsored that sport and that activity is sponsored and managed by the school consistent with all other sports or sport-activities.
- c) The KHSAA through its designated staff, can initiate record application procedures in the event of continued nonparticipation by the involved school.
- d) The KHSAA will accept, for consideration, all record applications approved by member school.
- f) The KHSAA through its designated staff will be permitted to add published performance listings from school record publications to the state records listings when appropriate.
- g) All records submissions are subject to normal record application and verification procedures, particularly those that establish career records or marks of particular notoriety.
- h) The KHSAA Record Book will not list or will delete individual, team and institutional state records when action is taken subsequent to the establishment of the record rendering the record holder ineligible or necessitating forfeiture of a contest or contests.
- i) In order to count an outcome toward a career win-loss coaching total, a coach must be physically employed at that time as the

coach of the contest and actively coaching.

- j) Wins, losses and ties recorded as part of a co-coaching arrangement shall be recognized as part of a coach's overall win-loss record and not separated.
- k) Coaching career records for wins and losses, as well as school / team records for wins and losses, will not be recognized without a year by year breakdown of those wins and losses (and if appropriate, ties).
- l) All records submitted for cumulative marks set by students who accepted an additional year of play due to 2021 SB128, Acts Chapter 108 must have the student (and family if appropriate due to the age of the record applicant) agree to the release of the fact that this student had additional opportunities to set these marks (in all sports except for spring sports) and such mark shall be appropriately noted in the records, including listings in separate categorical breakdowns.
- m) It shall be the intent of the Association to produce a singular records book with all available records for all sports and sport-activities included in that publication.

SEC. 2) OTHER PROCEDURES FOR SUBMITTING A RECORD

- a) Multiple state records established by the same entity (individual or school) should be submitted on one form rather than utilizing a separate form for each state record; further, that an additional page could be attached to the original application form setting forth additional information concerning each state record established by the same entity.
- b) Any records form shall be submitted electronically through the approved instrument available on the KHSAA website, www.khsaa.org.

SEC. 3) STATISTICIANS MANUAL

- a) The NFHS has published a separate statisticians' manual for football, basketball, baseball/softball and volleyball.
- b) All statistical records submissions (including game by game statistics reports) are to comply with these guidelines and may be rejected if found non-compliant.

SEC. 4) SPORTS AND CATEGORIES LISTED IN RECORD BOOK

- a) The KHSAA Record Book will list one, and only one, set of records with regard to eras, regardless of rules changes or other evolutionary stages in sport.
- b) The KHSAA through its designated staff may list in the KHSAA Record Book, all sports for which the NFHS writes a playing-rules code and for which the KHSAA conducts a championship as well as golf and tennis.
- c) Like sports for boys/coed and girls should incorporate the same record categories.
- d) The KHSAA through its designated staff encourages applications in new categories for all sports and begin development of specific performance listings to assist in the expansion of limited sports sections.
- e) The KHSAA through its designated staff will list in the KHSAA Record Book, the complete record (including names of individuals or teams involved) when the record involved a "positive" record (i.e., most points scored, fastest takedown, most strikeouts against).
- f) The KHSAA through its designated staff will not list marks in the KHSAA Record Book that are solely of a negative nature (i.e., most errors, most consecutive losses, most missed free throws, margin of victory, scores of losing teams in most points scored categories).
- g) The KHSAA through its designated staff will not list in separate categories, any records set by these special schools (i.e., prep, handicap, parochial). (Secretary's note: Records for these schools, and any other exceptions, will be incorporated into the high school listings as long as all prior qualifications are met.)

SEC. 5) DEFINITIONS

- a) The KHSAA through its designated staff will define as an athletic career the eligibility rules of the KHSAA.
 - (1) A student shall not have the privilege of participating in the same interscholastic sport for more than the first four seasons in a four-year school following enrollment in grade nine (9), and all competition shall have occurred while the student was eligible by all other rules for records consideration.
- b) For the purpose of recognizing a career mark in the KHSAA Record Book, "career" is defined as a minimum of two seasons.
- c) For the purpose of recognizing a season mark in the KHSAA Record Book, "season" is defined as all regular-season contests within state association limits, plus all contests in the state association-

sponsored postseason up to and including the state championship contest.

SEC. 6) SPECIAL PROVISIONS FOR SPECIFIC SPORTS

a) Football

- (1) The football section of the KHSAA Record Book will contain records from 11-player and eight-player games.
- (2) The KHSAA Record Book will not publish any longest-play list in football because of the great number of those types of plays each year, including longest run from scrimmage, longest punt return, longest kickoff return, etc.

b) Track and Field and Swimming

- (1) For a track performance to be recognized as a state record, it shall have been made in the state championship meet.
- (2) Beginning in 1998, no state track record shall be granted unless the time is recorded by fully automatic timing (FAT).
- (3) No swimming state record shall be granted unless the time is recorded by automatic timing.
- (4) The split time of the lead-off swimmer in either of the two freestyle relays (200-Yard Freestyle Relay; 400-Yard Freestyle Relay) cannot be recognized as a state record.

c) Baseball/Softball

- (1) Pitching performances must be accomplished in complete games of at least five innings (or 4.5 innings) in order to be included in the Record Book.