

## **UHSAA Media Regulations**

### **I. Television and Internet**

- A.** Broadcast rights, copyright privileges, and other intellectual property rights to or related to all state playoff events belong to the Utah High School Activities Association (“UHSAA”) and its rights-holders. UHSAA and its rights-holders have the exclusive right to establish the terms and conditions upon which such a production or reproduction of these events may be permitted.
- B.** Any school that is a member of the NFHS Network School Broadcast Program (“SBP School”) has the right to broadcast both a live and on-demand Internet video broadcast on any regular-season contest. The SBP School must work with Deseret Digital Media to attain rights for postseason contests.
  - 1.** School-based productions must include students on the production crew, must be supervised either directly or indirectly by a School administrator, and use broadcast equipment under the control of the School.
- C.** SBP Schools must inform the UHSAA and its streaming rights holder of any postseason streaming interests/opportunities. SBP schools are encouraged to work with the UHSAA rights holder during the regular season.
  - 1.** School must make best efforts to provide broadcasting space for a visiting SBP School broadcasting a UHSAA regular-season contest.
  - 2.** A school is not obligated to provide an Internet connection (hard line or wireless network) to a visiting SBP School.
  - 3.** A host school cannot deny a UHSAA media rights-holding organization from having access to broadcast space at venue for UHSAA state tournament games.
- D.** Any media entity or school that is not a member of the SBP or current media rights holder wishing to Internet stream or television broadcast any events must submit their request to the UHSAA online at <http://www.uhsaa.org/rights/>. The request must be submitted at least three days prior to the event in question. If approved, a fee will be negotiated.

### **II. Radio Broadcast Regulations**

- A.** A radio station may broadcast state tournament games provided it is the primary station for that school. A primary station is defined by schools on their media declaration form submitted to the UHSAA due on September 15 every year.

### **III. Media Credentials**

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- A.** Working media credentials for all state tournaments, meets, and finals must be submitted by filling out the UHSAA Media Credentials Form on the UHSAA Website.
- B.** The issuance of all media credentials for championship events is at the sole discretion of the UHSAA. Credentials are valid for all UHSAA regular and post season events.
- C.** Credential requests from internet sites or specialty publications will be considered on an individual basis. Credential requests from recruiting services, scouts and college coaches will not be considered.
- D.** The UHSAA reserves the right to grant, issue, deny and revoke credentials to any individual or outlet based on the interpretation and intent of these policies and rules as determined by the UHSAA in its sole and absolute discretion.
- E.** These credentialing rules are administered and amended as deemed appropriate by the UHSAA, in its sole and absolute discretion
- F.** Credential Seating Assignments for UHSAA events: An open seating policy is normally used at the state championship level of all UHSAA events, but if it becomes necessary to allocate space for accredited media organizations, priority will be given to:
  - 1. Media that is statewide in scope (wire services, regional television, etc.).
  - 2. Media that covers its hometown, competing team.
  - 3. Media that covers the site of the host facility.
  - 4. All other media (internet sites, specialty publications)

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

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

- 1. The site has demonstrated a history and reputation for covering sporting events involving UHSAA member schools on a timely basis.
- 2. Content on the site is original, objective, news-gathering in nature and has editorial oversight. Content must be updated on a regular basis in the form of stories, game stories and updates, comprehensive scores, standings, statistics or streaming. Photos, recruitment content, rankings and forums do not, in and of themselves, meet criteria for approving credentials.
- 3. Site is not a personal page or content and demographic audience is not a fan-based site of one school or a small number of schools.

- G.** Working credentials are issued for the sole purpose of providing facility access to an accredited individual who has a legitimate working function in connection with the event for which the credential

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is issued. Credentials are subject to being revoked at the discretion of the UHSAA Director of Media, the UHSAA Executive Director and/or any UHSAA Assistant Director. Grounds for revocation of credentials, though not limited to, include misuse, abuse and/or transfer of a credential to anyone other than to the person to whom the credential is granted. Any media outlet whose credentials are revoked for any reason is subject to being denied credentials at future UHSAA events.

- H.** Credentials requested for the purposes of school yearbook or school newspapers are distributed by the UHSAA to each to member school. Credentials will be limited to one credential per school for each event.
- I.** Credentials are non-transferable. Unauthorized use or sale of credentials subject the bearer to ejection from the facility during UHSAA events and the denial of credentials at future UHSAA events indefinitely.
- J.** Credential bearers and their employers assume all risks incurred to the performance by the bearers for their services and assume all risks incidental to UHSAA-related events whether occurring prior to, during or sequential to the actual playing of the contests.