



GUIDELINES FOR BROADCASTING INTERSCHOLASTIC ATHLETIC EVENTS

These guidelines provide procedures for broadcasts of interscholastic sporting events.

DEFINITION

“Broadcast”, “Broadcaster”, “Broadcasting”- means the persons, businesses, or corporations approved by and contracted with the HCPSS to produce a live or delayed athletic contest via TV, radio, videography, cable casting, telecasting, webcasting, videotaping, or video stream and the act of transmitting that contest through any medium.

PURPOSES

The HCPSS is granting broadcasting rights for events and expects to serve the following purposes:

1. Highlight for the public the wide range of interscholastic sports in the HCPSS.
2. Provide a new dimension of sports entertainment for young people and adults.
3. Give increased public recognition to high school athletes and teams.
4. Generate revenue to help defray the cost of HCPSS interscholastic sports.

PROCEDURES

1. The Superintendent/designee will determine which HCPSS athletic events are approved for broadcasting. The Coordinator of Athletics will serve as the liaison with broadcasters.
2. Broadcasters will negotiate a contract with HCPSS for the rights to broadcast any HCPSS event. Only Broadcasters under contract with the HCPSS may broadcast a HCPSS athletic event.
3. Contracts should be negotiated at least 24 hours prior to broadcast.
4. Broadcast fees must be paid to the HCPSS prior to any broadcast.

SELECTION OF EVENTS

A broadcast schedule will be negotiated prior to the beginning of any HCPSS event. The Coordinator of Athletics has the authority to negotiate on behalf of the HCPSS.

CONTRACTS

Contracts will include: fee or percentage of revenue to be paid to the HCPSS; dates, locations, and times to be broadcast; insurance provisions; specific responsibilities of Broadcaster; HCPSS and system schools with respect to advance set-up, types and removal of equipment; promotional spots; advertising restrictions; selection of announcer; delay of broadcast; provisions of team roster and other information. Contracts

must be signed by the general manager of the broadcast station and the Superintendent/designee.

ADVERTISING

No alcoholic beverages, tobacco products, or political advertising may be accepted for any portion of an interscholastic sports contest. There will be no interruption of the normal progress of an event for commercial announcements.

INSURANCE

The HCPSS will not be responsible for any unlawful or negligent action on the part of the Broadcaster, their agents, or employees.

The Broadcaster will hold the HCPSS harmless from any claim for damages to person, property, or reputation that may result from any act or omission of the Broadcaster's employees or agents, malfunctions of equipment, collapse of platforms, or any other structure or device which is the property of, or responsibility of the Broadcaster or its agents.

Broadcaster shall purchase and maintain for the duration of the agreement commercial general liability insurance or its equivalent for bodily injury, personal injury and property damage including loss of use with minimum limits of:

\$1,000,000 each occurrence;

\$1,000,000 personal and advertising injury;

\$1,000,000 general aggregate

The Howard County Public School System and its elected and appointed officials, officers, employees and authorized volunteers shall be named as additional insureds.

BROADCAST RIGHTS COORDINATION WITH THE MPSSAA

The Maryland Public Secondary Schools Athletic Association holds exclusive rights to the awarding of broadcast contracts for any regional or state contest. These events are exempt from the HCPSS Broadcast Agreement.

BROADCAST TONE

All promotion spots, other advertising, and contest broadcasts must be impartial, and in no way promote or influence rivalries or inappropriate behavior on the part of the contestants, students, or other observers. Criticism of the performance of students, coaches, and officials is not permitted.

LOCAL SCHOOL INVOLVEMENT

The Coordinator of Athletics will contact the local principal or his/her designee as soon as it is known which school(s) is involved in an HCPSS event broadcast.

After appropriate contracts and arrangements have been made for the broadcasting of an athletic event, the host school principal or his/her designee will serve as the site director. Pre-broadcast procedures should in no way interfere with the instructional process of the school(s). This includes students, coaches, and facilities. Coaches and athletics and activities managers of participating schools may be asked to provide rosters, statistics, and other reasonable information prior to the broadcast.

The site director shall have the sole responsibility for determining the Broadcaster’s access and use of the field, the press box, other facilities, equipment, and property, etc. owned by the HCPSS.

The Broadcaster shall not interview, attempt to interview or interrupt in any manner the normal process of pre-game, game or post game functions until the student-athletes are released by the coach.

COPYRIGHT

The HCPSS will retain the copyright to any recorded broadcast.

SELECTION OF BROADCASTER

Broadcast rights will be awarded in the following manner:

Broadcast rights will be awarded to any person or entity that is awarded a contract by the HCPSS.

Every state that broadcasts an HCPSS athletic event must be under contract with the HCPSS.

Name _____ Title _____
Date _____

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Date _____