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At the **University of Wisconsin** School of Journalism and Mass Communication

1965-1967: Teaching Assistant, Broadcast Journalism

**MEDIA POSITIONS:**

2002-2008: Part-time news producer/coach, **WISC-TV, Madison, WI**

1994-1995: Part-time news consultant, **WMTV, Madison, WI**

1992-1993: Part-time news consultant, **WAOW-TV, Wausau, WI**

1989-1992: Part-time news consultant, **NBC News, New York**  
**"NBC Nightly News with Tom Brokaw"**

1978-1988: Part-time news consultant: **WTMJ-TV, Milwaukee;**  
**WMTV, Madison; KCAU-TV, Sioux City, Iowa;**  
**WTRF-TV, Wheeling, W.V.; WHOI-TV, Peoria,**  
**Ill.; WSAW-TV, Wausau, WI; KOSA-TV, Odessa, TX**

1976-1979: Part-time news consultant, **NBC News, New York**  
**"The Today Show"**

1976-1978: Part-time news consultant, **WNBC-TV, New York;**  
**WMAQ-TV, Chicago; WRC-TV, Washington;**  
**KNBC-TV, Los Angeles; WKYC-TV, Cleveland**

1972: Full-time news producer/editor, **NBC News,**  
**Washington, D.C. (Summer)**

1971: Full-time law enforcement reporter, **Daily Herald-**  
**Telegram**, Bloomington, Indiana (Summer)

1965-1967: Part-time reporter, **WTMJ-TV, Milwaukee**

1965-1967: Part-time sports anchor, **WHA-TV, Madison**

1965: Full-time reporter/editor, **WTMJ-TV, Milwaukee**

**ACADEMIC AND PROFESSIONAL ORGANIZATIONS:**

Association for Education in Journalism & Mass Communications, Broadcast  
 Education Association, Radio-Television News Directors Association,  
 International Radio and Television Society

PUBLICATIONS:

A. BOOKS:

Edward Bliss Jr. and James L. Hoyt, *Writing News for Broadcast*,  
Third Edition, New York: Columbia University Press, 1994.

Ray Hiebert, et al, *MASS MEDIA VI*, New York: Longman, 1991.  
(Contributing Editor and chapter author)

James L. Hoyt, *Mass Media in Perspective*, Dubuque, Iowa: Kendall/Hunt  
Publishing Co., 1984.

B. ARTICLES (abbreviated list):

"The Case for the Courtroom Camera," Wisconsin Alumnus,  
1984, March/April, Vol. 85, No. 3, pp. 18-20.

"Prohibiting Courtroom Photography: It's Up to the Judge in Florida and  
Wisconsin," Judicature, 1980, January, Vol. 63, No. 6, pp.  
290-295.

"Cameras in the Courtroom: Another Chance," Public  
Telecommunications Review, 1978, May/June, Vol. 6,  
No. 3, pp. 28-34.

"Courtroom Coverage: The Effects of Being Televised," Journal of  
Broadcasting, 1977, Vol. 21, pp. 487-95.

"Professionalism and Performance of Television Journalists," Journal of  
Broadcasting, 1977, Vol. 21, pp. 97-109. (with Karl Idsvoog)

"Source-Message Orientation in Interpersonal and Media Influence,"  
Journalism Quarterly, 1975, Vol. 52, pp. 472-476.

"Effect of Media Violence 'Justification' on Aggression," Journal of  
Broadcasting, 1970, Vol 14, pp. 455-464.

"The Emergence of Source-Message Orientation as a Communication  
Variable," Communication Research, 1974, Vol. 1, pp. 89-109.  
(with Vernon Stone)

"Strength and Duration of the Effect of Aggressive, Violent, and Erotic  
Communications on Subsequent Aggressive Behavior,"  
Communication Research, 1974, Vol. 1, pp. 286-306. (with Dolf  
Zillmann)

C. BOOK CHAPTERS:

"Effect of Media Violence 'Justification' on Aggression," also appears as a chapter in Franklin and Kohout (Eds.), Social Psychology and Everyday Life, New York: David McKay Co., 1973.

"News Consultants," in Sterling and Whitney (Eds.), Encyclopedia of Journalism, Sage Publications, 2010 (forthcoming)

D. PAPERS READ (abbreviated list):

"Cameras in the Courtroom: From Hauptmann to Wisconsin, presented at AEJMC Convention, Seattle, Washington, 1978.

"The Effects of Being Televised: An Experimental Test," presented at AEJMC Convention, College Park, Maryland, 1976.

"Classroom and Newsroom Contact: A Survey Report," presented at AEJMC Convention, College Park, Maryland, 1976. (with Vernon Stone)

"Influence of Broadcast and Print Media on Media Critics and Supporters," presented at AEJMC Convention, Ottawa, Ontario, Canada, 1975.

"Source-Message Orientation in Interpersonal and Media Influence," presented at AEJMC Convention, San Diego, Calif., 1974.

"Radio News: An RTNDA Survey," presented at International Conference of Radio-Television News Directors Association, Seattle, Wash., 1973. (with Vernon Stone)

"Source-Message Orientation as a Communication Variable," presented at AEJMC Convention, Washington, D.C., 1973. (with Vernon Stone)

"Effects of Media Violence 'Justification' on Aggression," presented at AEJMC Convention, Berkeley, Calif., 1969.

**TEACHING:**

At University of Wisconsin, Madison:

Journalism	201	Introduction to Mass Communications
Journalism	203	News Writing
Journalism	204	Reporting
Journalism	205	Newswriting and Reporting
Journalism	301	Reporting of Public Affairs
Journalism	304	Interpretation of Contemporary Affairs
Journalism	305	Writing of Feature Articles
Journalism	351	Introduction to Broadcast News
Journalism	352	Television News
Journalism	354	Television Documentary
Journalism	561	Mass Communications and Society
Journalism	661	Mass Media Problems and Issues
Journalism	676	Mass Media Ethics
Journalism	701	Proseminar in Mass Communications
Journalism	903	Seminar: Communication Research Design
Journalism	951	Seminar: Broadcast News Research

At Indiana University, Bloomington:

Journalism	J-111	Verbal Communications
Journalism	J-371	Principles of Broadcast News
Journalism	J-374	Broadcast Newswriting and Reporting
Journalism	J-384	Broadcast News Editing
Journalism	J-410	Media as Social Institutions
Journalism	J-470	Broadcast Media Analysis
Journalism	J-510	Media and Society Seminar
Radio-TV	R-401	Social Action Via Mass Media
Radio-TV	R-520	Problems of Broadcast News
Radio-TV	R-535	Communication Theory

**ADMINISTRATION:**

**At University of Wisconsin, Madison:**

- \*Director, School of Journalism and Mass Communication, 1981 to 1991.
- \*Chair, UW Athletic Board, 1991 to 2000.
- \*UW Faculty Representative to Big Ten, NCAA, and WCHA, 1991 to 2000.
- \*Member, UW Athletic Board, 1990 to 2000.
- \*Chair, University of Wisconsin Commission on Fraternities and Sororities, 1988 to 1992.
- \*Member, UW Athletic Department Committee on Broadcast Exclusivity, 1989-1990.
- \*Editorial Board, Wisconsin Alumni Association, 1988 to 1995.

- \*Member, Executive Committee, Madison Campus Chapter, AAUP, 1975-1981, 1984 to 1988.
- \*Chair, H. V. Kaltenborn Scholarship Selection Committee, 1980 to 1993.
- \*Member, Chancellor's UW-Extension Broadcasting Advisory Committee, 1980 to 1995.
- \*Producer, for Chancellor's Office, Madison campus institutional spots for televised Big Ten football and basketball games, 1978-1988.
- \*Advisor, UW chapter, Society of Professional Journalists, 1974 to 2001.
- \*Speaker, University of Wisconsin Alumni Association Founder's Day Dinners – over the years I have spoken at UW Founder's Day events in Miami, Detroit, Philadelphia, Dallas, Atlanta, Houston, San Antonio, Seattle, Portland, San Diego, Los Angeles, Kansas City, Cleveland, Cincinnati, Charlotte, and others

**Within the Professions:**

- \*Association for Education in Journalism and Mass Communication; Past-Head of Radio-TV Journalism Division and elected member of national Standing Committee on Professional Freedom & Responsibility.
- \*Radio-Television News Directors Association; past member of International Board of Directors
- \*William Randolph Hearst Foundation, Steering Committee
- \*Wisconsin Associated Press Broadcast Advisory Board
- \*Broadcast Education Association, member
- \*International Radio and Television Society, member
- \*Wisconsin Supreme Court, member of Committee to Monitor Cameras in the Courtroom, 1978-1979.
- \*Accrediting Council for Education in Journalism and Mass Communication; Vice chair of Accrediting Committee, 1984-1988;

**Within Intercollegiate Athletics:**

- \*National Collegiate Athletic Association (NCAA)
  - >Faculty Athletics Representative, 1991-2000
  - >Member of Core Course Review Committee, 1996-2000
  - >Member of Legislative Review Committee, 1994-1998
- \*Big Ten Conference
  - >Faculty Athletics Representative, 1991-2000
  - >Co-Chair, Joint Group Executive Committee, 1997-1999
  - >Rules and Legislation Committee, 1993-2000
- \*Western Collegiate Hockey Association
  - >Chair of Executive Committee, 1995-1997
  - >Television Committee, 1992-1999

**Judge for following professional journalism contests:**

- +Northwest Broadcast News Association
- +Columbia University/duPont Television Awards
- +Iowa Broadcast News Association
- +Illinois News Broadcasters' Association
- +Society of Professional Journalists, National Awards competition
- +Society of Professional Journalists, \$10,000 National Pulliam  
Editorial Writing Award
- +Wisconsin State Bar Association's Golden Gavel Media Awards
- +AP West Virginia Television News Awards
- +AP Nebraska Television News Awards
- +AP Washington, DC Television News Awards
- +AP Texas Broadcast News Awards

**EDUCATIONAL CONSULTING AND ACCREDITATION:**

**Chair or member of ACEJMC Accrediting teams at:**

- Ohio University
- Syracuse University
- Northwestern University
- University of Illinois
- University of New Mexico
- Drake University
- South Dakota State University

**Member of NCAA Certification site visit teams at:**

- University of Nebraska
- University of Maine
- Kent State University

**Consultant to:**

- University of North Carolina, Chapel Hill, on Masters and Ph.D. programs  
in journalism and mass communication, 1997-98
- University of Kentucky on revision and development of  
telecommunications department, 1979-81
- Louisiana Board of Regents on college journalism programs in the state of  
Louisiana, 1987-88
- Texas A&M University on development of journalism staff and  
curriculum, 1987-1991
- Marquette University on development of telecommunications department,  
1988-89
- Bowling Green State University on development of journalism school,  
1990-91
- Texas Higher Education Coordinating Board on evaluating Ph.D.  
programs in Texas, 1991-92

**HONORS:**

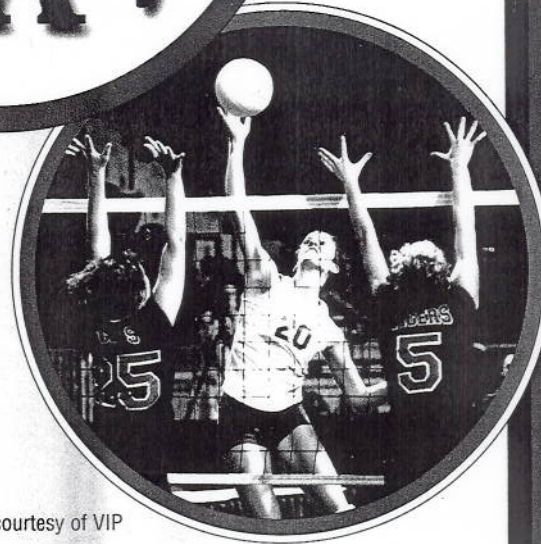
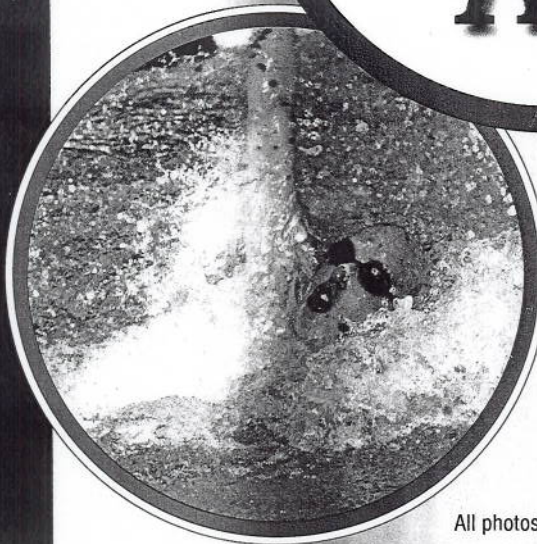
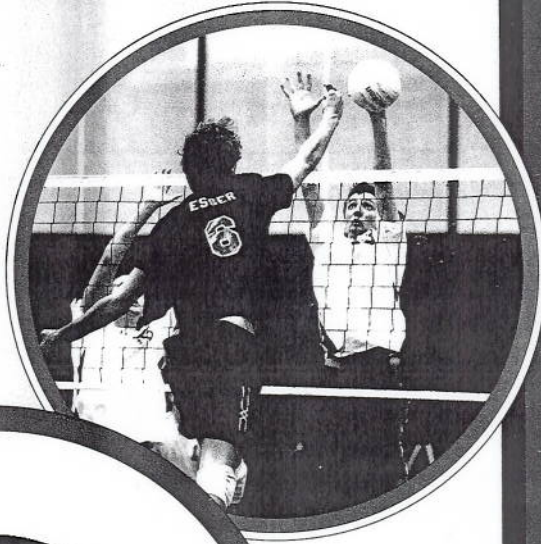
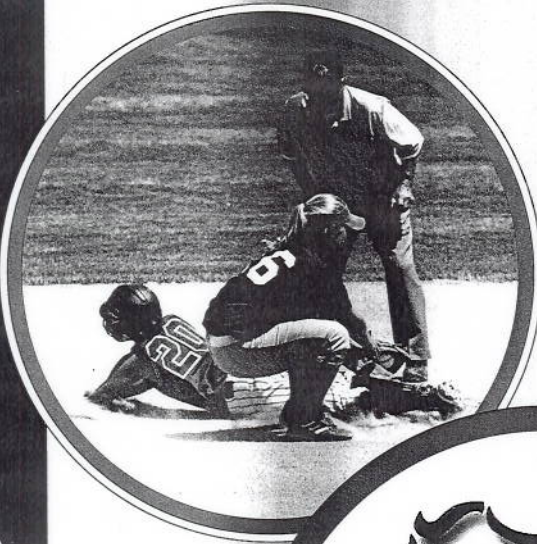
- >Association for Education in Journalism and Mass Communication  
**Distinguished Broadcast Journalism Educator, 2002**
- >International Radio and Television Society  
**Frank Stanton Fellow, 2001**
- >Wisconsin Broadcasters Association  
**Hall of Fame, 2007**
- >Wisconsin Associated Press  
**Carol Brewer Award, 1996**  
Outstanding Contributions to Broadcast Journalism
- >Listed annually in *Who's Who in America* annually since 1986
- >Listed annually in *Who's Who in American Education* since 1993
- >Leadership Institute for Journalism Education at Freedom Forum Center for  
Media Studies, Columbia University (previously Gannett Center for Media  
Studies)

# **EXHIBIT C**



Wisconsin  
Interscholastic Athletic Association

2008-09



All photos courtesy of VIP

Senior High School

Handbook

# Introduction to the WIAA

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The Wisconsin Interscholastic Athletic Association is a voluntary, unincorporated and nonprofit organization. As of April 1, 2008 there are 505 schools in the membership, including all senior high schools in Wisconsin's public school districts, statewide schools, specialty schools, and religious and independent schools. On the basis of the 2007-2008 school year, there are also 117 members in the WIAA Junior High/Middle Level association. The WIAA had its earliest beginnings in late 1895 and early 1896, and the first set of rules was adopted in December of 1896.

The governing body of the WIAA is the Board of Control which consists of 10 administrators from the senior high membership and one representative of the Wisconsin Association of School Boards. Seven of the 11 members represent geographical districts of the state, one is an at-large gender representative, one an at-large ethnic minority representative, and one is an at-large nonpublic school representative. The WASB member is named by its Board of Directors. Liaison representation is given to WADA (Wisconsin Athletic Directors Association), WASB (Wisconsin Association of School Boards) and the DPI (Department of Public Instruction). The first Board of Control was elected in 1897.

To assist the Board, an Advisory Council of administrators from senior highs was created in 1949 that now consists of 18 members. There are five members each from large, medium and small school categories and three at-large representatives, gender, ethnic minority and nonpublic school.

A seven-member Middle Level Council was created in 1996 and was enlarged to nine members in 1997. Liaison representation is provided to WAMLE (Middle Level Educators Association), DPI, WATA (Wisconsin Athletic Trainers Association) and WADA (Wisconsin Athletic Directors Association).

Operation of the WIAA is the responsibility of Executive Director Douglas E. Chickering and the executive staff at WIAA headquarters at 5516 Vern Holmes Drive in Stevens Point, WI. In addition to Chickering, there are five additional executive staff members and 15 full-time members of the support staff. There have been three other executive heads of the WIAA, the first being P.F. Neverman who served from 1924-1951, Cliff Fagan from 1951-1957 and John E. Roberts from 1957-1985. Doug Chickering became executive director on Jan. 1, 1986.

The WIAA conducts an Annual Meeting (senior high) each April which provides its membership the opportunity to amend the Constitution, Bylaws and Rules of Eligibility and address special topics. The WIAA is a member of the National Federation of State High School Associations.

The WIAA HANDBOOK, which is published each summer, is distributed free of charge to all administrators and coaches of member schools. It also is available to others at a cost of \$10. The WIAA YEARBOOK also is available at a cost of \$15. The Association also prints 12 issues of the WIAA BULLETIN from August to July. It is distributed without charge to the membership as well as to licensed game officials, and it may be purchased by others at a cost of \$8 per year. Also available for purchase are the DIRECTORY OF MEMBER HIGH SCHOOLS (\$12) and the JUNIOR HIGH/MIDDLE LEVEL DIRECTORY (\$6).

# Constitution

The WIAA Constitution applies to high school and junior high/middle level. The Bylaws and Rules of Eligibility are published separately for high school and junior high/middle level.

For the convenience of readers, new rules and rules clarifications in the Constitution, Bylaws, and Rules of Eligibility have been highlighted (shaded areas).

## Article I – Name

### Section 1 – Association

- A. The name of this voluntary, unincorporated, and nonprofit organization shall be the Wisconsin Interscholastic Athletic Association (WIAA), hereinafter referred to as the Association.

## Article II – Purpose

### Section 1 – The purpose of this Association is threefold:

- A. To organize, develop, direct, and control an interscholastic athletic program which will promote the ideals of its membership and opportunities for member schools' participation.
- B. To emphasize interscholastic athletics as a partner with other school activities in the total educational process, and formulate and maintain policies which will cultivate high ideals of good citizenship and sportsmanship.
- C. To promote uniformity of standards in interscholastic athletic competition, and prevent exploitation by special interest groups of the school program and the individual's ability.

## Article III – Membership

### Section 1 – Eligibility

- A. Membership in this Association is open to:
  - 1) Public high schools on a Grades 9-12 basis, and public middle level schools on a Grades 6-8 or any combination thereof, basis.
  - 2) Schools associated with state-supported universities and colleges.
  - 3) State, county, and municipality supported institutional schools offering instruction in any or all of Grades 6-12.
  - 4) Nonpublic schools enrolling Grades 9-12 that qualify for Section 501(c) (3) status under the declaration of the Internal Revenue Code.
  - 5) Nonpublic schools enrolling Grades 6-8 that qualify for Section 501(c)(3) status under the declaration of the Internal Revenue Code.

### Section 2 – Admission

- A. Application for membership shall be considered by the Board of Control of this Association upon receipt of the form provided for such purpose of evidence that the school:
  - 1) Minutes of school's governing board action authorizing application to the WIAA.
  - 2) The school's Board-approved extracurricular code of conduct.
  - 3) Department of Public Instruction school identification number.
  - 4) Indication of at least one independently sponsored, interscholastic athletic program.
  - 5) Completed WIAA membership application form provided as evidence that the school:
    - a. Is eligible as a public school or institution, substantially supported by taxation, and the application for membership by the public school has been approved by the school board of the school district of which the school is a part.
    - b. Is eligible as a nonpublic school, qualifying for Section 501(c) (3) status as a tax-exempt organization, and the application for membership by the nonpublic school has been approved by the recognized governing body of the nonpublic school.
    - c. Will conduct its athletic program under the CONSTITUTION, BYLAWS, and RULES OF ELIGIBILITY and all other regulations of this Association.
    - d. Agrees to abide by decisions and respect interpretations of the Board of Control of this Association.
- B. A school shall be a member in good standing for one calendar year prior to programs becoming eligible for entry into Association tournaments.
- C. A school shall be a member in good standing for one calendar year prior to being eligible for entering into cooperative team programming with another member school.

### Section 3 – Classification

- A. Each senior high school shall be classified for purposes of membership, representation, and competition (including tournaments where necessary) on the basis of previous year's enrollment on the third Friday in September.
  - 1) Schools with only Grades 10-12 students shall add, for purposes of classification and competition:
    - a. The total enrollment figure of the Grade 9 students, if there is only one school with Grades 10-12 students in the district.

# Spectator/Crowd Conduct Policies

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The pursuit of good sportsmanship is a priority of the WIAA and its member schools. Coaches, administrators, athletes, cheerleaders, support groups and fans are expected to display good sportsmanship at all regular season and tournament contests. The WIAA Board of Control has established the following guidelines for certain matters during WIAA tournament competition. Schools are encouraged to have policies that promote good sportsmanship on a local and conference level for regular-season events. Schools are reminded that they may be requested to submit a written report to the WIAA if problems with conduct occur during a game or meet as specified in the WIAA Bylaws (Article IX, Game Control).

The manager of each tournament site will be expected to notify the WIAA office by telephone no later than the following school day of any serious problem or situation in the area of spectator control, crowd sportsmanship, etc. Managers should contact each competing school if host school policies are more restrictive than WIAA policies listed in this section.

## WIAA Tournament Policies

### Locker Room:

State Law (175.22) prohibits use of cell phones (and other image-recording devices) in locker rooms except in emergency situations.

### Use of Public Address System:

At all WIAA tournament sites, the public address system is only to be used for announcements necessary for the administration of the contest.

### Sportsmanship Announcement:

The reading of the following announcement is required immediately prior to player introductions of Tournament Series contests. "The WIAA requires good sportsmanship by student-athletes, coaches and spectators at education-based, interscholastic events. We request your cooperation by supporting the participants and officials in a positive manner. Profanity; racial; sexist; or ethnic comments; or other intimidating or taunting actions or chants will not be tolerated and are grounds for removal from the site of competition. Please enjoy the game in a positive manner."

### Bands:

Participating schools will be allowed to bring their band and/or have a support group perform at halftime. Bands will be permitted to play only before and after competition, during time-outs and between periods when not in conflict with other scheduled events. Bands must receive permission from tournament managers prior to using amplifying devices.

Spectators may not bring audio and related radio equipment into facilities hosting games or meets.

### Recorded Music:

Lyrics may not be offensive or profane. Recorded music is allowed before and after contests, during warm-ups, between periods or during time-outs. It is not allowed during playing action or brief pauses during playing action (between pitches, plays, assessing penalties/fouls/infractions).

Nonschool facilities such as hockey rinks should be advised about the restrictions on recorded music in advance. It is understood that State events may have separate and/or different restrictions on noisemakers and recorded music.

### Banners and Signs:

For indoor events, temporary banners are allowed, with some restrictions. Banners and signs must be hand held and stationary. These banners may NOT have offensive language, be used to disrupt players or officials, interfere with spectators' view, used in an inappropriate manner or be carried around the facility during an event. Banners may not be hung from balconies, ceilings, etc. Permanent banners of the host school are allowed, such as those hanging in a gymnasium depicting conference schools, sportsmanship themes or with welcoming messages. At outdoor tournament events, banners may be displayed and/or hung with the approval of the tournament manager.

Shakers and pennants for spectators, cheerleaders and pom pon squads are allowed, even if attached to wooden/plastic sticks. "Homer hankies", towels, "hands" with "No. 1 fingers" and thunder sticks are permitted, but are subject to the following restrictions: (a) They may contain no printing except school name, team nickname and/or school mascot; (b) Tournament and meet managers have the authority to prohibit them if they cause crowd control problems.

### Dress:

All spectators are required to dress appropriately.

### Noisemakers:

Air horns, whistles and devices that simulate gunfire are not allowed. (canons, cap pistols, etc.)

Appropriate noisemakers are allowed at regular season and tournament competition; provided that they do not disrupt or interfere with playing action. Tournament managers and/or contest managers may restrict use of noisemakers if, in their judgment, they are disrupting coach/athlete communication or if the devices are excessively loud.

### **Laser Pens:**

Laser pens are prohibited at all WIAA regular season and tournament contests. Violators shall be removed from the contest and laser pen(s) confiscated.

### **Video Taping/School Photographers:**

Spectators are allowed to use hand held "camcorders" from their seats. Tripods and power cables are not allowed. Tournament managers may designate areas from which school photographers may videotape if space is available. Any commercial use of video is prohibited without written consent of the WIAA Executive Staff.

### **Cheerleading Guidelines:**

Shakers and pennants for spectators, cheerleaders and pom pon squads are allowed, even if attached to wooden/plastic sticks. "Homer hankies", towels, "hands" with "No. 1 fingers" and thunder sticks are permitted, but are subject to the following restrictions: (a) They may contain no printing except school name, team nickname and/or school mascot; (b) Tournament and meet managers have the authority to prohibit them if they cause crowd control problems.

Only organized and authorized cheerleaders will be permitted to lead their cheering sections. No maximum number of cheerleaders is designated but the number should not exceed a reasonable total. Schools will be prohibited from using cheers which, in the judgment of the tournament manager, ridicule or taunt an opponent or are otherwise in bad taste. Mascots which are offensive in nature and appearance are not allowed and will be asked to leave at the discretion of the tournament manager.

Each school through its administrator is responsible for the nature of cheers. Cheerleaders can be helpful for the purpose of assisting in efforts to promote good crowd behavior. Cheerleaders and others (including spectators) may not engage in such activities as dunking the basketball, dancing on the floor during breaks in play, etc. Tournament managers will decide if "break-through hoops" will be allowed.

For reasons of safety, the following provision applies at all levels of tournament competition:

- a. Mini-trampolines, other rebounding devices and related pieces of equipment are prohibited.
- b. The use of pyramids/mounts is restricted as follows: All individuals in the pyramid/mount who are not in contact with the cheering surface must be supported by one or more individuals who are in direct weight bearing contact with the cheering surface (base).

### **Prohibited Activities/Materials:**

No alcoholic beverages, tobacco products or illegal substances may be available or present at high school events.

Lotteries, drawings, raffles or contests are prohibited at WIAA Tournament events.

Confetti is prohibited.

## **Ethnic Minority Statement**

The Wisconsin Interscholastic Athletic Association objects to activities or uses of materials that may be offensive to members of American Indian or other ethnic communities.

The Association, therefore, discourages schools with American Indian or ethnic mascots from bringing mascots, posters, etc., to any and all competition. This also includes displaying logos or participating in chants, yells, gestures, or other activities that potentially influence incorrect and inappropriate attitudes about the American Indian or any ethnic heritage.

## **Sportsmanship Disciplinary Policy**

In June of 1997, the WIAA Board of Control approved a Sportsmanship Committee recommendation that a disciplinary procedure be in place for schools that have chronic sportsmanship problems. For multiple (more than one) player or coach ejections due to flagrant or unsportsmanlike conduct in a specific season, or for multiple reported incidents of fan/spectator misconduct taking place on school property or the contest facility or reports involving attacks on spectator buses or officials vehicles, the committee recommends the WIAA invoke the following penalty procedure:

1. Require offending school to submit a written report within two weeks on steps they intend to take to resolve problems, improve and correct the conduct of the coach and/or athlete or spectator group involved. The report may involve disciplinary action and must meet the satisfaction of the WIAA.
2. Schools who have multiple incidents of coach/athlete ejections and/or spectator misconduct in a specific sport reported to the WIAA will have that program placed on one year's probation.
3. Subsequent violations during the probationary period will result in the loss of hosting and/or suspension of tournament eligibility for the offending school in the specific sport for one year.

# Radio Broadcast Policies

WIAA radio policies relate to broadcasts during the WIAA State Tournament Series. There is no WIAA jurisdiction over regular season radio broadcasting of high school interscholastic competition; however, school administrators are strongly encouraged to prohibit sponsors for broadcasts whose primary business is the sale of tobacco, alcohol, lottery/gambling, mood-altering substances or lewd subject matter. Stations streaming audio or video on the internet must abide by all internet policies and fees.

By submitting the application for radio broadcast or internet stream, stations agree to abide by all WIAA regulations, exclusive contractual agreements and policies regarding the broadcast of events during the entire WIAA Tournament Series to include prohibited advertising and sponsorships as determined by the WIAA.

Stations must apply for play-by-play and live report broadcast rights for pre-State events by completing the **"Radio/Internet Broadcasting Application"** in the *WIAA Media Guides* or *Reference Guide*. Notification and completed applications for broadcast, with station manager signature, must be mailed or faxed to the tournament site and the WIAA at least two days before the first game of a given tournament. Credentials for all regional and sectional levels of the Tournament Series competition will be issued by the tournament manager at the school hosting the event. Host managers have the right to accept or reject any or all applications for broadcasting or internet broadcasting. Host managers are expected to furnish free admission for two working persons.

Advertising of tobacco, lottery/gambling, alcoholic beverages, mood-altering substances or lewd subject matter or businesses whose primary purpose is the selling of products prohibited by the WIAA as described in the "Advertising" section of the *Media Reference Guide* during broadcasts are prohibited. The WIAA reserves the right to revoke or deny the broadcast rights of any radio station that includes in any part of its broadcast of WIAA Tournament events, including pregame and postgame shows, content or comments considered inappropriate or incompatible with the educational integrity of the tournament or host institution from which the broadcast is originated.

Stations may make arrangements with tournament hosts to pay broadcast rights fee at the tournament site the date of the contest. The fee is to be paid whether or not the station originates a broadcast. There is no fee for live report updates provided no play-by-play is done. Pre-State host tournament managers are authorized to refund fees if the station has a legitimate reason for not being able to broadcast after they planned to do so and/or indicated to the manager in advance it will not be broadcasting if the school it is following is eliminated from the tournament.

A "broadcast" is defined as the airing or intent of airing the entire duration of tournament games or complete session of games from the time the broadcast begins to the time the broadcast ends at the tournament site. This definition includes halftime, between games of a session, immediately before and after a tournament game or session, and during intermission stops and timeouts. A "non-commercial broadcast," defined for the purpose of rights fees assessment, is one that contains no commercials or sponsorships during the entire duration of tournament games or complete session of games from the time the broadcast begins to the time the broadcast ends at the tournament site. This definition prohibits commercials or sponsorships during halftime, between games of a session, immediately before and after a tournament session, and during intermission stops and timeouts. However, a station may return to its studio at halftime or between games of a session to air regularly scheduled programs with its normal advertisers and sponsors.

Stations will not receive a reduced fee by dividing a session into one game on a commercial basis and another on a non-commercial or commercial-delayed basis.

Broadcasts may not begin sooner than three hours after the start time of the game or meet to be classified as a rebroadcast or tape-delayed broadcast.

## Broadcast Fees

Type of Radio/Internet	Pre-State*	State*
Broadcast	Fees	Fees
Live broadcast with commercial sponsorship	\$50	\$100
Live broadcast without commercial sponsorship	\$40	\$90
Delayed broadcast with commercial sponsorship	\$50	\$100
Delayed broadcast without commercial sponsorship	\$40	\$90
Stations receiving live feed from originating commercial broadcast	\$40	\$90
Live internet placement of text, images or audio directly from venue	\$50	\$100
Live/Taped Reports/Updates	--	\$25 w/cell or phone

State fees reflected are per game (per day for individual wrestling). Radio broadcasts simultaneously running cybercasts on its internet site does not pay additional fee. The live broadcast fee covers both casts. Rights fees are independent of any telephone line charges covered in the "Telephone Lines" section. Pre-State wrestling fees indicated covers entire regional or sectional. Broadcast rights fees are applicable for stations that pick-up live or delayed feeds from another station or website.

**\*Subject to radio network agreements.**

# Television/Cable Broadcast Policies

WIAA television/cable policies relate to broadcasts during the WIAA State Tournament Series. There is no WIAA jurisdiction over regular season live or taped-delayed television or cable broadcasting of high school interscholastic competition. It is strongly recommended that school administrators not allow sponsors or advertisers on commercial broadcasts or cable telecasts containing any sponsorships or advertising for businesses whose primary purpose is the selling of products prohibited by the WIAA (tobacco, alcoholic beverages, lottery, gambling, mood-altering substances and lewd subject matter). No fees for regular-season broadcasts are required by the WIAA, but local schools and participating teams may wish to require a fee to recover expenses incurred (i.e. power, scaffolding, seats lost due to camera positions, tickets sales lost by spectators staying home and watching, etc.). Television stations and cable stations also considering streaming audio or video on the internet must abide by all internet policies as written in the *Media Reference Guide*.

Pre-State Tournament Series accommodations for working television or cable personnel, cameras and other equipment involved in broadcast production is the responsibility of the host tournament manager, provided the television stations or cable operators receive permission to broadcast in advance. Stations/cable operators must contact tournament host managers and When We Were Young Productions to determine if a live broadcast will be permitted and the amount of rights fees assessed.

Production and distribution rights for all State Tournament and State Tournament Series events are exclusively held by When We Were Young Productions and the WIAA with the exception of the Girls and Boys State Basketball Tournament and the Girls and Boys State Hockey Championship games, which are held by Quincy Newspapers, Inc. **All parties interested in the production and distribution of any State Tournament or State Tournament Series event will be required to obtain permission from the current production and distribution rights holder.**

Production and distribution rights include, and are not limited to, live or delayed television through network or cable outlets, video on demand, content streaming through any platform and physical media. All permissions granted, policies enforced, and fees required will be at the sole discretion of the rights holder. Detailed information regarding policies and fees are available upon request from When We Were Young Productions.

## Summary and Contact Information

### Event

All State Tournament Series Events  
(Regional & Sectional events for all sports)

### Rights Holder and Contact Information

Tim Knoeck, When We Were Young Productions  
313 W. Beltline Hwy., Suite 31, Madison, WI 53713  
Phone: (608) 274-9999, ext. 225

All State Tournament Events, excluding Boys & Girls Basketball  
Tournaments and Boys & Girls State Hockey Championship Finals games

Tim Knoeck, When We Were Young Productions  
313 W. Beltline Hwy., Suite 31, Madison, WI 53713  
Phone: (608) 274-9999, ext. 225

Boys & Girls Basketball Tournaments and Boys & Girls State Hockey  
Championship Finals games

Laurin Jorstad, WAOW-TV  
1908 Grand Ave., Wausau, WI 54403  
Phone: (715) 842-2251

The WIAA reserves the right to revoke or deny present and future broadcast rights of any television stations or cable operators that include, in any part of its broadcast of WIAA Tournament events including pregame and postgame shows, content or comments considered inappropriate or incompatible with the educational integrity of the tournament or host institution from which the broadcast is originated.

A tape-delayed broadcast is prohibited from airing until three hours after the start of the respective event being aired on a tape-delayed basis. No taped-delayed broadcast of any WIAA Tournament Series event is permitted during the exclusive live coverage of the WIAA State Tournament in the same sport.

The following rules apply for commercial stations covering the WIAA State Tournament Series for newscast purposes:

- a. There is no fee for such purpose.
- b. There may not be live coverage of any kind during the contests. "Live coverage" is defined as any activity which occurs while a game or meet is in progress. Stations may use a backdrop of live action for reports from a tournament facility provided there is no play-by-play commentary and the report is limited to regularly scheduled news or sports programs and are no more than two minutes of a program which is 30 minutes or less in length.
- c. Use of film, video tape, etc., is limited to regularly scheduled news or sports programs, and use on such programs is limited to no more than three minutes of a program which is 30 minutes in length. Unless written approval is granted from the WIAA office, use of more than two minutes of film, video tape, etc., beyond five days from the last day of a tournament is prohibited outside of regularly scheduled news and sports broadcasts.

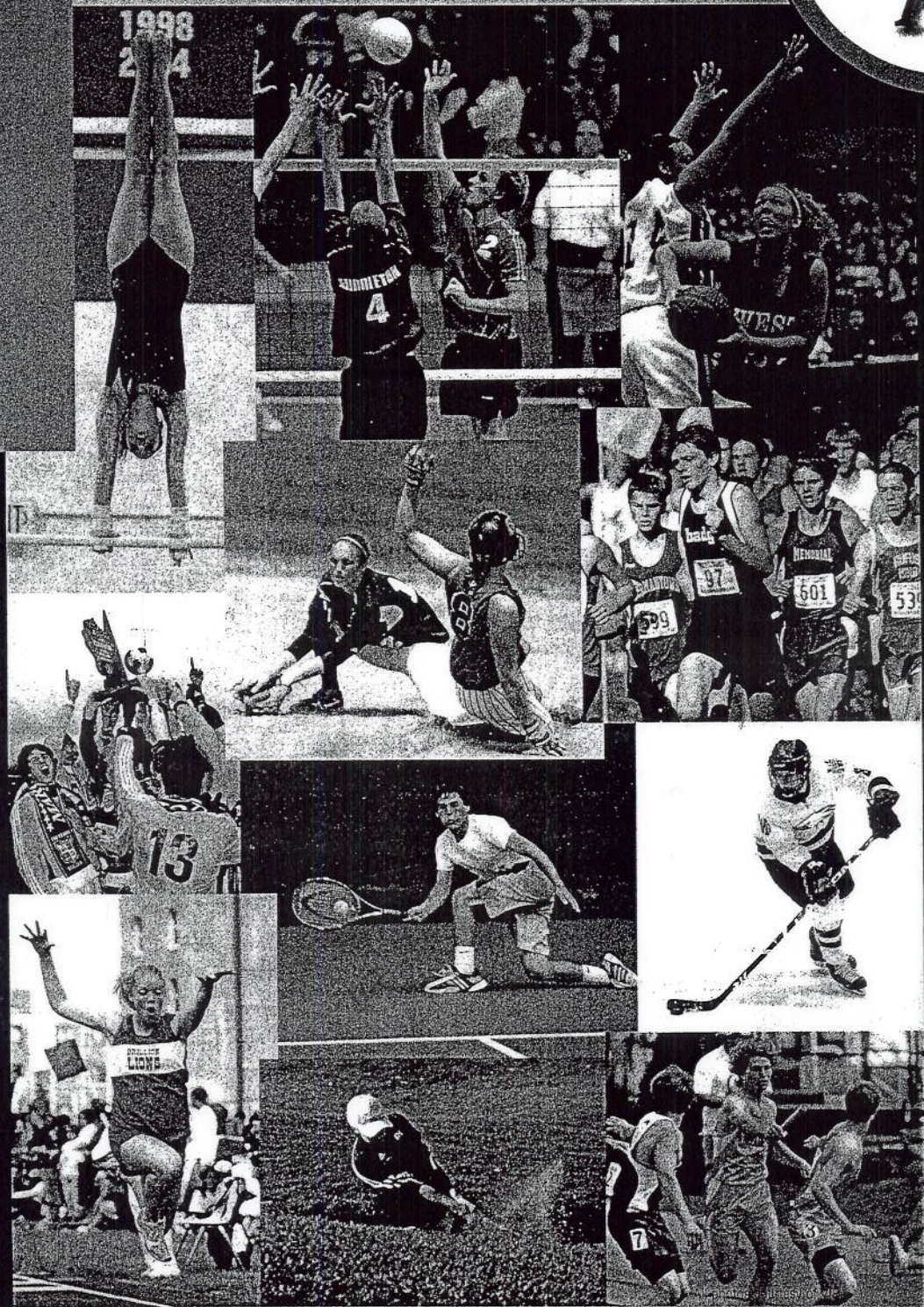
# **EXHIBIT D**



**WIAA**

**2009-2010**

# Senior High School



**Handbook**

Wisconsin  
Interscholastic Athletic Association

# Introduction to the WIAA

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The Wisconsin Interscholastic Athletic Association is a voluntary, unincorporated and nonprofit organization. As of April 1, 2009 there are 502 schools in the membership, including all senior high schools in Wisconsin's public school districts, statewide schools, specialty schools, and religious and independent schools. Another 18 charter schools are associate members. On the basis of the 2008-2009 school year, there are also 117 members in the WIAA Junior High/Middle Level association. The WIAA had its earliest beginnings in late 1895 and early 1896, and the first set of rules was adopted in December of 1896.

The governing body of the WIAA is the Board of Control which consists of 10 administrators from the senior high membership and one representative of the Wisconsin Association of School Boards. Seven of the 11 members represent geographical districts of the state, one is an at-large gender representative, one an at-large ethnic minority representative, and one is an at-large nonpublic school representative. The WASB member is named by its Board of Directors. Liaison representation is given to WADA (Wisconsin Athletic Directors Association), WASB (Wisconsin Association of School Boards) and the DPI (Department of Public Instruction). The first Board of Control was elected in 1897.

To assist the Board, an Advisory Council of administrators from senior highs was created in 1949 that now consists of 18 members. There are five members each from large, medium and small school categories and three at-large representatives, gender, ethnic minority and nonpublic school.

A Middle Level Council was created in 1996. Seven of the 10 members represent geographical districts of the state, one is an at-large gender representative, one an at-large ethnic minority representative, and one is an at-large nonpublic school representative. Liaison representation is provided to WAMLE (Middle Level Educators Association), DPI (Department of Public Instruction), WATA (Wisconsin Athletic Trainers Association) and WADA (Wisconsin Athletic Directors Association).

Operation of the WIAA is the responsibility of Executive Director Dave Anderson and the executive staff at WIAA headquarters at 5516 Vern Holmes Drive in Stevens Point, WI. In addition to Anderson, there are five additional executive staff members and 15 full-time members of the support staff. There have been four other executive heads of the WIAA, the first being P.F. Neverman who served from 1924-1951, Cliff Fagan from 1951-1957, John E. Roberts from 1957-1985 and Doug Chickering from Jan. 1, 1986-July 31, 2009. Dave Anderson, became executive director on Aug. 1, 2009.

The WIAA conducts an Annual Meeting (senior high) each April which provides its membership the opportunity to amend the Constitution, Bylaws and Rules of Eligibility and address special topics. The WIAA is a member of the National Federation of State High School Associations.

The WIAA HANDBOOK, which is published each summer, is distributed free of charge to all administrators and coaches of member schools. It also is available to others at a cost of \$10. The WIAA YEARBOOK also is available at a cost of \$15. The Association also prints 11 issues of the WIAA BULLETIN from August to July. It is distributed without charge to the membership as well as to licensed game officials, and it may be purchased by others at a cost of \$8 per year. Also available for purchase are the DIRECTORY OF MEMBER HIGH SCHOOLS (\$12) and the JUNIOR HIGH/MIDDLE LEVEL DIRECTORY (\$6).

# Constitution

The WIAA Constitution applies to high school and junior high/middle level. The Bylaws and Rules of Eligibility are published separately for high school and junior high/middle level.

For the convenience of readers, new rules and rules clarifications in the Constitution, Bylaws, and Rules of Eligibility have been highlighted (shaded areas).

## Article I – Name

### Section 1 – Association

- A. The name of this voluntary, unincorporated, and nonprofit organization shall be the Wisconsin Interscholastic Athletic Association (WIAA), hereinafter referred to as the Association.

## Article II – Purpose

### Section 1 – The purpose of this Association is threefold:

- A. To organize, develop, direct, and control an interscholastic athletic program which will promote the ideals of its membership and opportunities for member schools' participation.
- B. To emphasize interscholastic athletics as a partner with other school activities in the total educational process, and formulate and maintain policies which will cultivate high ideals of good citizenship and sportsmanship.
- C. To promote uniformity of standards in interscholastic athletic competition, and prevent exploitation by special interest groups of the school program and the individual's ability.

## Article III – Membership

### Section 1 – Eligibility

- A. Membership in this Association is open to:
- 1) Public high schools on a Grades 9-12 basis, and public middle level schools on a Grades 6-8 or any combination thereof, basis.
  - 2) Schools associated with state-supported universities and colleges.
  - 3) State supported institutional schools offering instruction in any or all of Grades 6-12.
  - 4) Nonpublic schools enrolling Grades 9-12 that qualify for Section 501(c) (3) status under the declaration of the Internal Revenue Code.
  - 5) Nonpublic schools enrolling Grades 6-8 that qualify for Section 501(c)(3) status under the declaration of the Internal Revenue Code.

6) Charter schools enrolling students in grades 9-12, whose chartering authority has approved membership for at least one other stand-alone member in good standing.

Note: A charter school's status shall be as an Associate member. Associate membership does not include voting or cooperative team privileges.

### Section 2 – Admission

- A. Application for membership shall be considered by the Board of Control of this Association upon receipt of the form provided for such purpose of evidence that the school:
- 1) Minutes of school's governing board action authorizing application to the WIAA.
  - 2) The school's Board-approved extracurricular code of conduct.
  - 3) Department of Public Instruction school identification number.
  - 4) Indication of at least one independently sponsored, interscholastic athletic program.
  - 5) Completed WIAA membership application form provided as evidence that the school:
    - a. Is eligible as a public school or institution, substantially supported by taxation, and the application for membership by the public school has been approved by the school board of the school district of which the school is a part.
    - b. Is eligible as a nonpublic school, qualifying for Section 501(c) (3) status as a tax-exempt organization, and the application for membership by the nonpublic school has been approved by the recognized governing body of the nonpublic school.
    - c. Will conduct its athletic program under the CONSTITUTION, BYLAWS, and RULES OF ELIGIBILITY and all other regulations of this Association.
    - d. Agrees to abide by decisions and respect interpretations of the Board of Control of this Association.
- B. A school shall be a member in good standing for one calendar year prior to programs becoming eligible for entry into Association tournaments.
- C. A school shall be a member in good standing for one calendar year prior to being eligible for entering into cooperative team programming with another member school.

D. Exceptions to items A4 and B of this section will be considered for approved charter schools, upon application from their public school governing bodies.

Note 1: Consideration will be given to residency, enrollment, the chartering authority and the number of charter schools under the jurisdiction of the chartering authority. It will be required that the chartering authority has also approved membership for at least one stand-alone member in good standing.

Note 2: In multi-high school districts, charter school students are eligible at the school of residence only. WIAA transfer rules apply.

### Section 3 – Classification

- A. Each senior high school shall be classified for purposes of membership, representation, and competition (including tournaments where necessary) on the basis of previous year's enrollment on the third Friday in September.

# Spectator/Crowd Conduct Policies

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The pursuit of good sportsmanship is a priority of the WIAA and its member schools. Coaches, administrators, athletes, cheerleaders, support groups and fans are expected to display good sportsmanship at all regular season and tournament contests. The WIAA Board of Control has established the following guidelines for certain matters during WIAA tournament competition. Schools are encouraged to have policies that promote good sportsmanship on a local and conference level for regular-season events. Schools are reminded that they may be requested to submit a written report to the WIAA if problems with conduct occur during a game or meet as specified in the WIAA Bylaws (Article IX, Game Control).

The manager of each tournament site will be expected to notify the WIAA office by telephone no later than the following school day of any serious problem or situation in the area of spectator control, crowd sportsmanship, etc. Managers should contact each competing school if host school policies are more restrictive than WIAA policies listed in this section.

## WIAA Tournament Policies

### Locker Room:

State Law (175.22) prohibits use of cell phones (and other image-recording devices) in locker rooms except in emergency situations.

### Use of Public Address System:

At all WIAA tournament sites, the public address system is only to be used for announcements necessary for the administration of the contest.

### Sportsmanship Announcement:

The reading of the following announcement is required immediately prior to player introductions of Tournament Series contests.

"The WIAA requires good sportsmanship by student-athletes, coaches and spectators at education-based, interscholastic events. We request your cooperation by supporting the participants and officials in a positive manner. Profanity; racial; sexist; or ethnic comments; or other intimidating or taunting actions or chants will not be tolerated and are grounds for removal from the site of competition. Please enjoy the game in a positive manner."

### Bands:

Participating schools will be allowed to bring their band and/or have a support group perform at halftime. Bands will be permitted to play only before and after competition, during time-outs and between periods when not in conflict with other scheduled events. Bands must receive permission from tournament managers prior to using amplifying devices.

Spectators may not bring audio and related radio equipment into facilities hosting games or meets.

### Recorded Music:

Lyrics may not be offensive or profane. Recorded music is allowed before and after contests, during warm-ups, between periods or during time-outs. It is not allowed during playing action or brief pauses during playing action (between pitches, plays, assessing penalties/fouls/infractions).

Nonschool facilities such as hockey rinks should be advised about the restrictions on recorded music in advance. It is understood that State events may have separate and/or different restrictions on noisemakers and recorded music.

### Banners and Signs:

For indoor events, temporary banners are allowed, with some restrictions. Banners and signs must be hand held and stationary. These banners may NOT have offensive language, be used to disrupt players or officials, interfere with spectators' view, used in an inappropriate manner or be carried around the facility during an event. Banners may not be hung from balconies, ceilings, etc. Permanent banners of the host school are allowed, such as those hanging in a gymnasium depicting conference schools, sportsmanship themes or with welcoming messages. At outdoor tournament events, banners may be displayed and/or hung with the approval of the tournament manager.

Shakers and pennants for spectators, cheerleaders and pom pon squads are allowed, even if attached to wooden/plastic sticks. "Homer hankies", towels, "hands" with "No. 1 fingers." Tournament and meet managers have the authority to prohibit items if they are deemed to cause crowd control problems.

### Dress:

All spectators are required to dress appropriately.

### Noisemakers:

Air horns, whistles and devices that simulate gunfire are not allowed (canons, cap pistols, etc.). The WIAA Tournament Series policy on noisemakers is in accordance with NFHS rules. Please refer to NFHS sport Rule Books for sport regulations on noisemakers. Tournament and meet managers have the authority to prohibit noisemakers if they are deemed to cause crowd control problems.

## **Laser Pens:**

Laser pens are prohibited at all WIAA regular season and tournament contests. Violators shall be removed from the contest and laser pen(s) confiscated.

## **Video Taping/School Photographers:**

Spectators are allowed to use hand held "camcorders" from their seats. Tripods and power cables are not allowed. Tournament managers may designate areas from which school photographers may videotape if space is available. Any commercial use of video is prohibited without written consent of the WIAA Executive Staff.

## **Cheerleading Guidelines:**

Shakers and pennants for spectators, cheerleaders and pom pon squads are allowed, even if attached to wooden/plastic sticks. "Homer hankies", towels, "hands" with "No. 1 fingers" and thunder sticks are permitted, but are subject to the following restrictions: (a) They may contain no printing except school name, team nickname and/or school mascot; (b) Tournament and meet managers have the authority to prohibit them if they cause crowd control problems.

Only organized and authorized cheerleaders will be permitted to lead their cheering sections. No maximum number of cheerleaders is designated but the number should not exceed a reasonable total. Schools will be prohibited from using cheers which, in the judgment of the tournament manager, ridicule or taunt an opponent or are otherwise in bad taste. Mascots which are offensive in nature and appearance are not allowed and will be asked to leave at the discretion of the tournament manager.

Each school through its administrator is responsible for the nature of cheers. Cheerleaders can be helpful for the purpose of assisting in efforts to promote good crowd behavior. Cheerleaders and others (including spectators) may not engage in such activities as dunking the basketball, dancing on the floor during breaks in play, etc. Tournament managers will decide if "break-through hoops" will be allowed.

For reasons of safety, the following provision applies at all levels of tournament competition:

- a. Mini-trampolines, other rebounding devices and related pieces of equipment are prohibited.
- b. The use of pyramids/mounts is restricted as follows: All individuals in the pyramid/mount who are not in contact with the cheering surface must be supported by one or more individuals who are in direct weight bearing contact with the cheering surface (base).

## **Prohibited Activities/Materials:**

No alcoholic beverages, tobacco products or illegal substances may be available or present at high school events.

Lotteries, drawings, raffles or contests are prohibited at WIAA Tournament events.

Confetti is prohibited.

# **Ethnic Minority Statement**

The Wisconsin Interscholastic Athletic Association objects to activities or uses of materials that may be offensive to members of American Indian or other ethnic communities.

The Association, therefore, discourages schools with American Indian or ethnic mascots from bringing mascots, posters, etc., to any and all competition. This also includes displaying logos or participating in chants, yells, gestures, or other activities that potentially influence incorrect and inappropriate attitudes about the American Indian or any ethnic heritage.

## **Sportsmanship Disciplinary Policy**

In June of 1997, the WIAA Board of Control approved a Sportsmanship Committee recommendation that a disciplinary procedure be in place for schools that have chronic sportsmanship problems. In 2008, the Board modified the disciplinary procedure. For multiple or egregious player or coach ejections due to unsportsmanlike conduct in a specific season; for egregious or multiple reported incidents of fan/spectator misconduct taking place on school property or the contest facility; or for reports involving attacks on spectator buses or officials vehicles, the committee recommends the WIAA invoke the following penalty procedure:

1. Require offending school to submit a written report within two weeks on steps they intend to take to resolve problems, and improve and correct the conduct of the coach and/or athlete or spectator group involved. The report must meet the satisfaction of the WIAA Executive Staff.
2. Require offending school's district administrator, principal and athletic director to meet with the Executive Staff at the WIAA office to identify steps they intend to take to resolve problems, and improve and correct the conduct of the coach and/or athlete or spectator group involved. The report may involve disciplinary action and must meet the satisfaction of the WIAA Executive Staff.
3. Schools who have multiple incidents of coach/athlete ejections and/or spectator misconduct in a specific sport will have that program placed on one year's probation.
4. Subsequent violations during the probationary period will result in the loss of hosting privileges in the specific sport.
5. Additional violations will result in suspension of tournament eligibility for the offending school in the specific sport for one year.

# Audio/Text Transmission Policies

WIAA radio policies relate to transmissions during the WIAA State Tournament Series. There is no WIAA jurisdiction over regular season audio transmissions of high school interscholastic competition; however, school administrators are strongly encouraged to prohibit sponsors of transmissions whose primary business is the sale of tobacco, alcohol, lottery/gambling, mood-altering substances or lewd subject matter. Stations or Web sites streaming audio or video on the internet must abide by all internet policies and fees.

By submitting the application for audio transmissions, stations and Web sites agree to abide by all WIAA regulations, exclusive contractual agreements and policies regarding the transmission of events during the entire WIAA Tournament Series to include prohibited advertising and sponsorships as determined by the WIAA.

Stations and Web sites must apply for play-by-play and live report transmission rights for pre-State events by completing the "Radio/Internet Transmission Application" in the *WIAA Media Guides* or *Reference Guide*. Notification and completed applications for audio transmission, with station manager signature, must be mailed or faxed to the tournament site and the WIAA at least two days before the first game of a given tournament. Credentials for all regional and sectional levels of the Tournament Series competition will be issued by the tournament manager at the school hosting the event. Host managers have the right to accept or reject any or all applications for broadcasting or internet streaming. Host managers are expected to furnish free admission for two working persons.

Advertising of tobacco, lottery/gambling, alcoholic beverages, mood-altering substances or lewd subject matter or businesses whose primary purpose is the selling of products prohibited by the WIAA as described in the "Advertising" section of the *Media Reference Guide* during transmissions are prohibited. The WIAA reserves the right to revoke or deny the transmission rights of any radio station that includes in any part of its transmission of WIAA Tournament events, including pregame and postgame shows, content or comments considered inappropriate or incompatible with the educational integrity of the tournament or host institution from which the transmission is originated.

Stations and Web sites must make arrangements with tournament hosts to pay transmission rights fee at the tournament site the date of the contest. The fee is to be paid whether or not the station or Web site originates a transmission. There is no fee for pre-State live report updates provided no play-by-play is done. Pre-State host tournament managers are authorized to refund fees if the station or Web site has a legitimate reason for not being able to transmit after they planned to do so and/or indicated to the manager in advance it will not be transmitting if the school it is following is eliminated from the tournament.

A "transmission" is defined as the airing, streaming or intent of airing or streaming, during the entire transmission of tournament games or complete session of games from the time the transmission begins to the time the transmission ends at the tournament site. This definition includes halftime, between games of a session, immediately before and after a tournament game or session, and during intermission stops and timeouts. A "non-commercial transmission," defined for the purpose of rights fees assessment, is one that contains no commercials or sponsorships during the entire duration of tournament games or complete session of games from the time the transmission begins to the time the transmission ends at the tournament site. This definition prohibits commercials or sponsorships during halftime, between games of a session, immediately before and after a tournament session, and during intermission stops and timeouts. However, a radio station may return to its studio at halftime or between games of a session to air regularly scheduled programs with its normal advertisers and sponsors.

Stations or Web sites will not receive a reduced fee by dividing a session into one game on a commercial basis and another on a non-commercial or commercial-delayed basis.

Transmissions may not begin sooner than three hours after the start time of the game or meet to be classified as a retransmission or tape-delayed transmission.

## Transmission Fees

Type of Radio/Internet Transmission	*Pre-State Fees	State Fees
Live transmission with commercial sponsorship	\$50	\$100
Live transmission without commercial sponsorship	\$40	\$90
Delayed transmission with commercial sponsorship	\$50	\$100
Delayed transmission without commercial sponsorship	\$40	\$90
Stations Web site receiving live feed or link from originating commercial transmission	\$40	\$90
*Live internet placement of text, images or audio directly from venue	*\$30	*\$50
Live/Taped Reports/Updates	- -	\$25 w/cell or phone

State fees reflected are per game (per day for individual wrestling). Radio transmissions simultaneously streaming the same event on its internet site does not pay additional fee. Rights fees are independent of any telephone line charges covered in the "Telephone Lines" section. Pre-State wrestling fees indicated covers entire regional or sectional. Transmission rights fees are applicable for stations or Web sites that pick-up live or delayed feeds or links from another station or website.

\*Subject to WIAA policy determination.

# Video Transmission Policies

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WIAA video transmission (broadcast, cable, Web stream, etc.) policies relate to video transmissions during the WIAA State Tournament Series. There is no WIAA jurisdiction over regular season live or taped-delayed video transmissions of high school interscholastic competition. It is strongly recommended that school administrators not allow sponsors or advertisers on commercial video transmissions containing any sponsorships or advertising for businesses whose primary purpose is the selling of products prohibited by the WIAA (tobacco, alcoholic beverages, lottery, gambling, mood-altering substances and lewd subject matter). No fees for regular-season transmissions are required by the WIAA, but local schools and participating teams may wish to require a fee to recover expenses incurred (i.e. power, scaffolding, seats lost due to camera positions, tickets sales lost by spectators staying home and watching, etc.). Television stations, cable stations and Web sites considering streaming audio or video on the internet must abide by all internet policies as written in the *Media Reference Guide*.

Pre-State Tournament Series accommodations for working television, cable or Web site personnel, cameras and other equipment involved in video transmission production is the responsibility of the host tournament manager, provided the television stations, cable operators or Web sites receive permission to transmit in advance. Stations/cable/Web site operators must contact tournament host managers and When We Were Young Productions to determine if a live or taped transmission will be permitted.

Production and distribution rights for all State Tournament and State Tournament Series events are exclusively held by When We Were Young Productions and the WIAA with the exception of the Girls and Boys State Basketball Tournament and the Girls and Boys State Hockey Championship games, which are held by Quincy Newspapers, Inc. and the Football Finals, which are held by FS Wisconsin. **All parties interested in the production and distribution of any State Tournament or State Tournament Series event will be required to obtain permission from the current production and distribution rights holder.**

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## Summary and Contact Information

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### Event

All Pre-State Tournament Series Events  
(Regional & Sectional events for all sports)

All State Tournament Events, excluding Boys & Girls Basketball  
Tournaments and Boys & Girls State Hockey Championship Finals games

Boys & Girls Basketball Tournaments and Boys & Girls State Hockey  
Championship Finals games

### Rights Holder and Contact Information

Tim Knoeck, When We Were Young Productions  
501 Moravian Valley Rd., Waunakee, WI 53597  
Phone: (608) 849-3200, ext. 225

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A tape-delayed transmission is prohibited from airing until three hours after the start of the respective event being transmitted on a tape-delayed basis. No taped-delayed transmission of any WIAA Tournament Series event is permitted during the exclusive live coverage of the WIAA State Tournament in the same sport.

The following rules apply for commercial stations covering the WIAA State Tournament Series for newscast purposes:

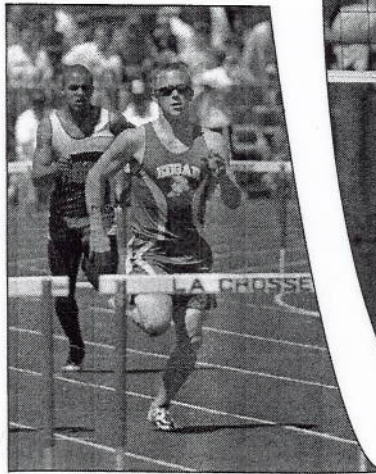
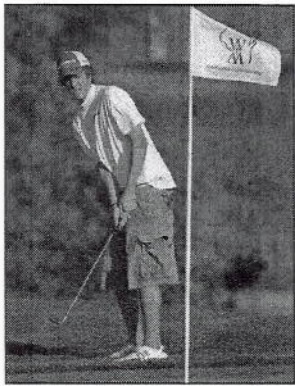
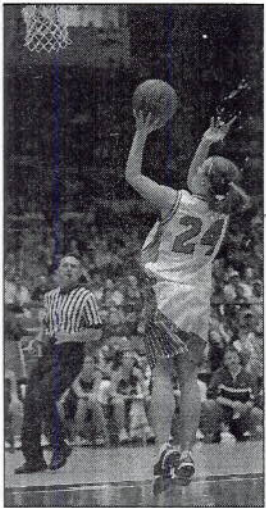
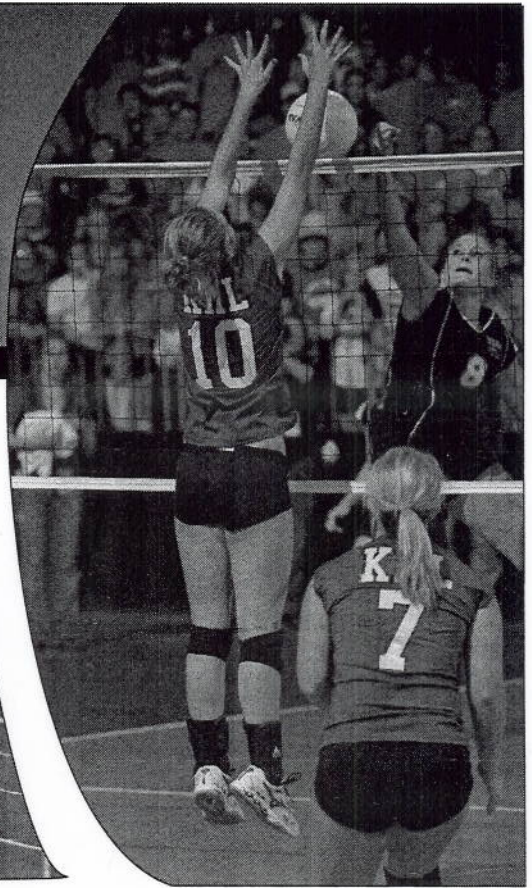
- a. There is no fee for such purpose.
- b. There may not be live coverage of any kind during the contests. "Live coverage" is defined as any activity which occurs while a game or meet is in progress. Stations may use a backdrop of live action for reports from a tournament facility provided there is no play-by-play commentary and the report is limited to regularly scheduled news or sports programs and are no more than two minutes of a program which is 30 minutes or less in length.
- c. Use of film, video tape, etc., is limited to regularly scheduled news or sports programs, and use on such programs is limited to no more than two minutes of a program which is 30 minutes in length. Unless written approval is granted from the WIAA office, use of more than two minutes of film, video tape, etc., beyond two days from the last day of a tournament is prohibited outside of regularly scheduled news and sports transmissions.

# **EXHIBIT E**

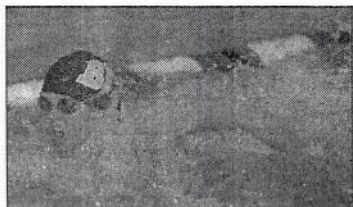
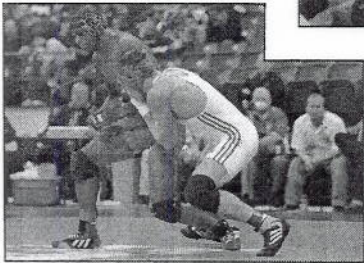




# Wisconsin Interscholastic Athletic Association



All photos courtesy of VIP



# 2008-09 Media Policies Reference Guide