

**Hockey** - Photographers with properly displayed credentials may shoot from nearly any location at the Coliseum where spectator views are not blocked. However, photographers are prohibited from shooting from the penalty box, team bench areas, the goal judge area and the player entrance areas.

**Soccer** - Photographers are prohibited from entering the playing field at anytime during a game, including shootouts. Photographers with properly displayed credentials are allowed to shoot during play on the sidelines and on the end lines directly inside ropes and fences not to encroach the sideline of the soccer field with the following two exceptions. Photographers are prohibited from shooting in the area directly behind the goal/penalty area on each end of the field during action or in front of the official bench and team benches at any time. It is permissible for photographers to move onto the playing area for pictures before and after games, during halftime and during intermissions between overtime periods.

**Softball** - National Federation rules prohibit media photographers from being present in any live ball areas. Photographers must remain in designated photo areas off the playing field as determined by the WIAA. The designated photo areas at Goodman Diamond are outside the fence in the opening between seating areas along the first and third base lines. In addition, photographers can shoot outside the fence down the lines in the outfield and in the designated camera area in the stands behind home plate. Access to the field is available during award ceremonies only.

**Swimming & Diving** - Photographers with properly displayed credentials may shoot from the designated areas on the pool deck and behind any roped-off areas. Permissible photographer areas are located on the control side of the pool, behind the timers' chairs and at the contestant seating area at the end of the pool opposite the starting blocks. Photographers are not allowed on the walkway where the awards stand is located or near the diving pool. Television photographers and photographers using flashes/lights pointed at the swimmers during turns, exchanges and starts are prohibited.

**Tennis** - Photographers with properly displayed credentials may shoot from nearly any location of the Stadium where spectator views are not blocked. No photography is permitted at courtside during matches. Media wishing courtside photos during warm-ups are required to request access from WIAA personnel prior to entering courts. Flash photography at courtside during warm-ups must receive permission from WIAA officials.

**Track & Field** - Guidelines for photographers at the Veterans Memorial Stadium are provided at the State Meet. Access to the infield will be limited to photographers only and only in the designated areas. Anyone with a media or photo credential not shooting photography in these areas will be removed from the infield. In addition, any media photographer taking pictures from the infield outside of these prescribe areas or on the track during running events will be removed. Access to all other field events are identical to spectators.

**Volleyball** - Photographers with properly displayed credentials may shoot from off the Sport Court floor on the side opposite the team benches during the entire tournament. Photographers may also shoot from off the court on each end during championship finals. Photographers must wait for a stoppage in play to move to other areas at each end of the courts.

**Wrestling** - Photographers with properly displayed credentials may shoot from designated areas at mat side at both team and individual tournaments. Photographers must remain off the mat and must vacate the area after the match they are shooting is completed. Television photographers are prohibited from using lights pointed at or near the mat.

## **Post-Game Interview Policies**

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No media is allowed on the floor or field for post-game/event interviews immediately after State Championship team contests, or before or during the awards ceremonies except for WIAA media network (when applicable) and videographers. The nature of each sport will determine the interview policy following State Tournament events as outlined for each sport as determined by the WIAA.

After all WIAA Tournament contests, the WIAA strongly encourages media to honor a five-minute "cooling off" period prior to interviewing participating coaches and players.

No media is allowed access to team or participant locker rooms before, during or after any State Tournament competition. Coaches and participants may be available for interviews directly outside the locker rooms. The following list outlines each sport's State Tournament post-contest interview policies.

**Baseball** - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location off the field not to interfere with warm-ups of the next game or the administration of the event. Following the final game scheduled for each day, interviews may take place at a convenient location anywhere on the field. No interviews are allowed during pre-game warm-ups or during the contest without prior consent of the WIAA Executive Staff.

**Basketball** - A post-game media conference will take place in the media work room during the boys and girls State Tournaments. The coach and selected player(s) of the winning team will participate in an eight-minute media conference five minutes following a live TV interview after the game or immediately after the awards ceremony if it is the championship game. The coach and player(s) of the losing team will follow with an eight-minute conference. The coach and players of the winning team may only participate in a brief on-court interview by the entity with exclusive telecast rights following each game prior to the media conference. No other interviews of coaches or participants are allowed prior to their participation in the media conference. Members of the media are allowed to interview willing coaches and participants following the media conference at a location outside the locker room. Consideration for team time schedules, as well as administrative and facility staffing expectations is appreciated following news conferences. No interviews are allowed during pre-game warm-ups, halftime or during the contest without consent of the WIAA. On occasion, WIAA personnel may allow for a brief television interview with a coach prior to the media conference by stations with a local team (as defined and determined by the WIAA) participating for newscast deadline relief purposes.

**Cross Country** - Members of the media wishing to interview coaches and participants may do so after runners have gone through the chutes and have entered the fenced-in area provided. Members of the media are allowed to interview coaches and participants following the State award ceremonies. No interviews are allowed with coaches or runners within 20 minutes prior to the start or during their respective races. Media personnel must stay out of all sand traps and off tee boxes and greens.

**Football** - Members of the media wishing to interview coaches and participants following the State award ceremonies can locate and direct coaches and participants to the area at the north end of the field immediately in front of the north bleachers, not near the playing field to avoid interfering with warm-ups of the next game or the administration of the event. No interviews are allowed during pre-game warm-ups, during the contest or immediately after the game without consent of the WIAA. The coach of the winning team may participate in a brief on-field interview by television with exclusive telecast rights following each game and/or immediately after the award ceremony.

**Golf** - Members of the media wishing to interview coaches and participants following the State award ceremonies or after rounds can locate and direct coaches and participants to a location away from the greens not to distract or interfere with play still in progress.

**Gymnastics** - Members of the media wishing to interview coaches and participants following the State award ceremonies or between rotations can locate and direct coaches and participants to a location away from apparatus not to interfere with warm-ups, the next rotation or the administration of the event. Following the final event scheduled for each day, interviews may take place at a convenient location anywhere in the gymnasium. No interviews are allowed during timed warm-ups or during an event.

**Hockey** - In absence of a possible post-game media conference, members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location off the ice, preferably outside each respective team's locker room. No interviews will be al-

lowed on the ice or in the team bench area. Following the final game scheduled for each day, interviews may take place at a convenient location anywhere not on the ice, team bench or inside the locker rooms. No interviews are allowed during pre-game warm-ups or during the contest.

**Soccer** - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location off the playing field not to interfere with warm-ups of the next game or the administration of the event. Following the final game scheduled for each day, interviews may take place at a convenient location anywhere on the field. No interviews are allowed during pre-game warm-ups or during the contest.

**Softball** - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can direct coaches and participants to outside the field access gate in the right field corner, not to interfere with warm-ups of the next game or the administration of the event. No interviews are allowed during pre-game warm-ups or during the contest.

**Swimming & Diving** - Members of the media wishing to interview coaches and participants following an event or State award ceremonies can locate and direct coaches and participants to a location at the control side of the pool deck or off the pool deck not to interfere with events in progress or administration of the meet.

**Tennis** - Members of the media wishing to interview coaches and participants following a match or State award ceremonies can locate and direct coaches and participants to a location off the playing court areas not to interfere with matches in progress or administration of the event.

**Track & Field** - Members of the media wishing to interview coaches and participants following an event or State award ceremonies can locate and direct coaches and participants to a location anywhere except on the infield of the track. Following awards ceremonies, those student-athletes receiving medals will be escorted and made available for interviews in the media work area located at the southwest end of the track.

**Volleyball** - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can locate and direct coaches and participants to a location away from the playing courts not to interfere with warm-ups of the next game or the administration of the event. Following the final game scheduled for each day, interviews may take place at a convenient location off the playing courts in the general direction of the respective lockerrooms. No interviews are allowed during pre-game warm-ups or during the contest.

**Wrestling** - Members of the media wishing to interview coaches and participants following a match or State award ceremonies can locate and direct coaches and participants to a location not interfering with the matches in progress or administration of the event. Preferred interview areas are in the corridors below the grandstands in the Kohl Center and in the corridor below the grandstands at the UW Field House.

## **Tournament Transmission Policies**

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1. WIAA radio, television, cable and Internet policies relate to transmissions during the WIAA State Tournament Series. There is no WIAA jurisdiction over regular-season radio, television, cable or Internet transmissions of high school interscholastic competition, but school administrators are strongly encouraged to prohibit sponsors for transmissions whose primary business is the sale of tobacco, alcohol, lottery/gambling, mood-altering substances or lewd subject matter.
2. No fees for regular-season transmissions are required by the WIAA, but local schools and participating teams may wish to require a fee or to recover any expenses incurred (i.e. power, scaffolding, seats lost due to camera positions, tickets sales lost by spectators staying home and watching, etc.).

3. All radio and Internet audio transmission rights and credential requests for all State Tournaments will be issued by the WIAA. To apply for play-by-play or live report "update" rights for State Tournament events, radio stations and Internet sites must complete and submit the "Media Credential Request Form." An on-line submittable form is located on the restricted area of the WIAA Media Center Web site. Completed forms must be submitted to the WIAA by noon at least two business days before the first day of a given tournament or as outlined in the "Credential Request Deadline" section of this guide. Please review the "Requesting Credentials" section for additional credential request policies.
4. Media and Internet sites considering transmitting audio, video or textual play-by-play depictions on the Internet must abide by all Internet policies as written in this guide (see "Internet Policies"). There is no fee for live report "updates" of pre-State Tournament events provided no play-by-play is done. There is a \$25 fee for live or taped radio reports from State Tournament venues.
5. The WIAA reserves the right to require two minutes of advertising or promotional inventory to be included in any or all radio, television and Internet transmissions of WIAA Tournament Series events as determined by the WIAA.
6. By submitting the application for transmission, media and Internet sites agree to abide by all WIAA regulations and policies regarding the transmission of events during the entire WIAA Tournament Series to include prohibited advertising and sponsorships as determined by the WIAA as outlined in the "Advertising" section.

## **Transmission Terms & Regulations**

### **Terms**

1. **WIAA Tournaments** – "State Tournament Series," "Tournament Series" and the "WIAA Tournaments" refer to all the WIAA sponsored events contested at the regional, sectional and State levels. The "State Tournament," "State Tournament Championships" or "State Meet" refer specifically to the contests or events culminating the Tournament Series with championships at the State finals venues.
2. **Transmission** – A "transmission" is defined as the transmitting—or intent of transmitting—any live or taped portion, or 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 includes halftime, between games of a session, immediately before and after a tournament game or session, and during intermission stops and timeouts.
3. **Live or real-time play-by-play** – A live or real-time play-by-play is defined as transmitting a live (while the event/game is in progress from beginning to conclusion) written, audio or video description (identifying competitors with descriptions or results of game action) of all or a significant number of plays/events occurring sequentially during a game/event.
4. **Non-commercial transmission** – A "non-commercial transmission," 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 station or Internet site may return to its studio at halftime or between games of a session to air regularly scheduled programs with its normal advertisers and sponsors.
5. **Live reports** – Live report "updates" are transmitting updates on results or general information about the competition or event but contains no play-by-play description of live contests.
6. **Internet site** – Internet and Web site are interchangeable terms for the purpose of WIAA regulations and definitions.
7. **Exclusive rights** – All media and/or Internet sites may not infringe on existing exclusive media rights agreements and rights of the WIAA without consent of the WIAA and the exclusive rights holder.

# Regulations

## Comprehensive Policies

1. The WIAA reserves the right to grant, issue, revoke and deny credentials to any media or Internet site organizations based on the interpretation and intent of these policies determined by the WIAA. In cases deemed unique by the Association, these policies may be amended. The WIAA and its exclusive rights partners retain the rights to all commercial use of video, audio, or textual play-by-play transmitted at a WIAA Tournament Series event. Furthermore, the WIAA owns the rights to transmit, upload, stream or display content live during WIAA events and reserves the right to grant exclusive and nonexclusive rights or not to grant those rights on an event-by-event basis.
2. All "Real-time," or tape-delayed audio, video or textual transmission of play-by-play, is exclusive property of the WIAA and rights-granted entities. Any account/transmitting of real-time video, audio or textual play-by-play is prohibited on-site or off-site without consent of the WIAA.
3. The WIAA also reserves the right to revoke or deny the video, audio or text transmission rights of any media or Internet sites that include 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.
4. All media and Internet sites transmitting "real-time" text of play-by-play action of State Tournament events is considered similar to that of a play-by-play radio or television transmission and are subject to rights fees. Web blogs not posting continuous play-by-play accounts of game or event action are not subject to rights fees unless determined by the WIAA to be a live depiction of event action
5. Also, any media transmitting "real-time" video is subject to exclusive video rights agreements and video transmission fees. In addition, any media transmitting "real-time" audio other than that of the fee-paying, rights-granted television and/or video production partner(s) is subject to the audio transmission rights fees.
6. Stations or Internet sites will not receive a reduced rights fee by dividing a session into one game on a commercial basis and another on a non-commercial or commercial-delayed basis.
7. Internet sites of traditional media (newspaper, radio, television) may be issued credentials, but are not allowed "real-time" or "live" transmission by audio streaming, video streaming, textual play-by-play accounts without consent and rights granted by the WIAA.
8. Media and Web sites granted permission by the WIAA to transmit "real-time" or delayed audio, video or textual play-by-play are subject to transmission rights and line-usage fees and must adhere to all transmission regulations, fees and advertising policies of the WIAA outlined in this guide.

## Video

1. Video transmission rights are required and rights fees are applicable (page 17) for stations and/or Internet sites that originate a video transmission or that pick-up live or delayed feeds and/or links from another station, Internet site or cable operator.
2. No taped-delayed video transmissions of any WIAA Tournament Series event is permitted during the exclusive live coverage of the WIAA State Tournament in the same sport. In addition, a tape-delayed video transmission is prohibited from transmitting until three hours after the start of the respective event being transmitted on a tape-delayed basis. Permission to transmit any video content delayed must come from the WIAA and When We Were Young Productions or the station/network with exclusive television and/or video transmission rights.
3. The use of video exceeding **two** minutes by the originating station, publication or Internet site—other than the exclusive video production rights holder—for any purpose other than highlights on regularly scheduled news or sports broadcasts, or on a Web page is prohibited.

4. The following list of rules apply for commercial television stations and Web sites using video in their coverage of the WIAA State Tournament Series for newscast or Webcast purposes:
  - A. There may not be live coverage of any live game action during the contests. "Live coverage" is defined as any activity which occurs while a game or meet is in progress. Stations or Web sites 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 any length.
  - B. Use of film, video, audio, tape, etc., is limited to regularly scheduled news, sports programs or Internet site stories, and use on such programs is limited to no more than two minutes of a program which is any length. Unless written approval is granted from the WIAA office, use of more than two minutes of film, video, audio, tape, etc., beyond five days from the last day of a tournament is prohibited outside of regularly scheduled newscasts and/or sportscasts without written consent of the WIAA.
5. No rights fees will be required for schools wishing to air tape-delayed transmissions on their school's educational channel, local cable system or school's Internet site. Schools are restricted from transmitting video of Tournament Series events that are under exclusive contracts without the permission of the WIAA and When We Were Young Productions.
6. Video of Tournament Series action may not be sold without written consent from the WIAA and its respective licensed video production partner.
7. Video Transmission Priority Criteria

The WIAA will make every attempt to provide adequate broadcast facilities for all stations and/or Internet sites that are approved or licensed to video transmit State Tournament events. If demand for transmissions exceed available accommodations, first consideration will be given according to the following criteria, as determined by the WIAA, in order:

- A. WIAA Television network partners transmitting live video
- B. Television stations transmitting live video
- C. Television stations and WIAA networks/partners Internet transmitting live video
- D. Television stations and WIAA networks/partners Internet transmitting tape delayed video
- E. Local television stations taping for sports highlights within newscasts or video on Internet site
- F. Other media Internet sites recording highlights for Internet

## **Audio**

1. The WIAA reserves the right to consider all applications for audio transmission rights on an individual basis.
2. Audio transmission rights fees (page 17) are applicable for stations and/or Internet sites that originate an audio transmission or that pick-up live or delayed feeds and/or links from another station or Internet site. Radio and Internet sites approved by the WIAA to audio transmit Tournament Series events are prohibited from feeding or linking its transmission to any other station(s) or Internet sites without additional rights fees being assessed.
3. Radio stations with Internet sites will not be charged additional Internet transmission fees if originating transmission is of similar nature and is not in competition with an exclusive rights-granted, fee-paying organization. For example, radio stations will not be charged an additional transmission fee for transmitting audio that originates for over-the-air transmissions and is simultaneously transmitted on the official flagship station's Internet site only. Network stations (if applicable), any other stations or Internet sites may not link audio transmissions unless those stations are also transmitting the identical audio transmission over-the-air. Any stations or Internet sites not airing the transmission of a network (if applicable) feed but links to the audio transmission of the event is subject to the audio transmission rights fees. Requests for such permission must be indicated on the WIAA "Audio Transmission Application." Any State Tournament transmission permission must be cleared through the WIAA. In addition, a radio station or Internet site is required to apply

and receive WIAA audio transmission rights approval before accepting a feed or adding a link to any transmission from another station or Internet site and must adhere to all rules, regulations and policies in this manual.

#### 4. Audio Transmission Priority Criteria

The WIAA will make every attempt to provide adequate broadcast facilities for all stations and/or Internet sites that are approved to broadcast WIAA State Tournament events. If demand for broadcasts exceed available accommodations, first consideration will be given according to the following criteria, as determined by the WIAA, in order:

- A. The WIAA network (if applicable)
- B. The WIAA network affiliate stations (if applicable)
- C. To local stations of participating teams that have audio transmitted a participating team's games with regularity
- D. To regional stations of participating teams that have audio transmitted a participating team's games periodically
- E. To stations in the host community and area
- F. Internet site audio-only streaming (in above order)
- G. Other

## **Text**

1. To apply for play-by-play text transmission rights for State Tournament events, media and Internet sites are required to notify the WIAA of their intentions to transmit textual play-by-play of any contest(s) during a State Tournament when submitting the "Credential Request" form posted on the restricted area of the WIAA Media Center site.
2. Internet blogs, forums or twitters not posting continuous play-by-play accounts of game or event action are permitted and are not subject to rights fees unless determined by the WIAA to be a live, play-by-play depiction of event action (see "Live play-by-play definition" on pg. 11), are not in compliance with the mission and media policies of the WIAA or are associated with any promotion, reference or link to material surrounding the content is deemed inappropriate or not in the best interest of the WIAA. Real-time play-by-play accounts of WIAA Tournament Series events are subject to text transmission rights fees.

## **Applying for Regional & Sectional Transmission Rights**

### **Video**

1. All media and/or Internet site parties interested in video transmission of WIAA Tournament Series events must make arrangements with When We Were Young Productions (608) 849-3200 to inquire about video transmission or Internet video transmission permission prior to the date of the contest. Entities not adhering to permission policies are subject to fines imposed by the rights holder. Live or tape-delayed video transmission rights of regional and sectional events by television stations, cable operators and Internet sites is prohibited without consent of the WIAA and When We Were Young Productions.
2. Accommodations for working television, cable or Internet 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 stream entities receive permission in advance from the WIAA and When We Were Young Productions to transmit video.
3. Regional and sectional host tournament managers are authorized to refund fees if the station or Internet site has a legitimate reason for not being able to video 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. Host managers are expected to furnish free admission for two working persons.

4. Media sending a reporter to cover the WIAA Tournament Series for newscast purposes should practice the professional courtesy to contact tournament host managers with their intent to cover the event. Failure to notify tournament managers in advance may result in denied media privileges at tournament events.

## **Audio**

1. To apply for play-by-play audio transmission and live report rights for regional and sectional events, radio stations must complete the "Audio Transmission Application" located on page 18 of this publication or in the WIAA Media Guides (make copies of the applications). Completed applications for transmission with station manager signature should be mailed or faxed to the tournament site and the WIAA at least two days before the first game of a given tournament. Host managers must receive approval from the WIAA to reject any applications to audio transmit. Stations are required to contact host tournament managers to notify of their intentions to audio transmit any contest(s) during a regional or sectional and make arrangements for entry access. Host managers are expected to furnish free admission for two working persons.
2. Radio and Web sites are also required to apply for additional pre-State WIAA transmission rights before accepting a feed or adding a link to a transmission from another station or Web site and must adhere to all fees, rules, regulations and policies in this guide.
3. Regional and sectional host tournament managers are authorized to refund fees if the station or Internet site has a legitimate reason for not being able to audio 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. Host managers are expected to furnish free admission for two working persons.
4. Stations are no longer required to include a list of sponsors and advertisers with the application. However, 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 during broadcasts are prohibited (see "Advertising" and "Applicable Radio Regulations and Definitions" sections).

## **Text**

1. To apply for play-by-play text transmission rights for regional and sectional events, media and Internet sites are required to contact host tournament managers to notify of their intentions to transmit textual play-by-play of any contest(s) during a regional or sectional and make arrangements for entry access.
2. Internet blogs not posting continuous play-by-play accounts of game or event action are permitted and are not subject to rights fees unless determined by the WIAA to be a live, play-by-play depiction of event action (see "Live play-by-play definition" on pg. 11). Live/real-time play-by-play accounts of WIAA Tournament Series events are subject to text transmission rights fees. Score updates without description of plays are not considered play-by-play and are permitted.
3. Blogs or twitter not in compliance with the mission and media policies of the WIAA or are associated with any promotion, reference or link to material surrounding the content is deemed inappropriate or not in the best interest of the WIAA is also prohibited.



# Advertising

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The WIAA retains the right to require stations to submit in writing, upon WIAA request, any and all advertisements or sponsorships during a radio, television or internet transmission of WIAA Tournament Series competition.

The WIAA reserves the right to approve or reject any sponsorship or advertisement for any product, service or opinion. For any part or segment of an entire transmission originating from the tournament site, the WIAA strictly prohibits the sponsorship and advertising of tobacco products, lottery/gambling, alcoholic beverages, mood-altering substances or lewd subject matter. Businesses with the primary purpose of selling any of these prohibited products are also prohibited from advertising on all transmissions throughout the WIAA State Tournament Series. Businesses in which these products are available in a secondary capacity may advertise on WIAA Tournament transmissions. However, the WIAA prohibits the referring to the sale of these prohibited products or establishments within the businesses where the primary purpose is the sale of prohibited products. Also prohibited from any WIAA Tournament transmission is the reading of a list that includes prohibited advertisers or sponsors, including the name and/or locations of businesses, products or services.

Television, radio, print, Web sites or any other media are prohibited from referring, implying or using words/language that recognizes or identifies a business or organization as an "official sponsor" of any WIAA State Tournament Series event under the auspices of the WIAA. This includes any live video, audio or text transmissions; any printed accounts; any commercials, advertisements or sponsorships; and any references made by writers and broadcasters during Tournament Series events. Television, radio, print, Web sites and any other media may use language that the tournament *coverage* or *broadcast* is sponsored by an advertiser or sponsor.

The WIAA reserves the right and responsibility to cancel any and all transmission and transmission rights for an event in progress and subsequent WIAA Tournament events for any station found to have violated the provisions of the WIAA's advertising policy.

# Tournament Transmission Rights & Fees

Please review transmission policies (Page 10) for descriptions and guidelines

## Audio/Text Transmissions

Audio/Text Transmissions	Regional/Sectional Fees*	State Fees*
Live audio transmission with commercial sponsorship	\$50	\$100
Live audio transmission without commercial sponsorship	\$40	\$ 90
Delayed audio transmission with commercial sponsorship	\$50	\$100
Delayed audio transmission without commercial sponsorship	\$40	\$ 90
Stations receiving live audio feed from originating commercial transmission	\$40	\$ 90
Live transmission of play-by-play text	\$20	\$ 30
Live Audio Report "Updates"	--	\$ 25

\* Fees listed are per game (per day for State individual wrestling). Regional and sectional wrestling fees indicated covers entire regional or sectional.

Radio transmissions simultaneously running cybercasts on its Internet site does not pay additional fee. Rights fees are independent of any telephone line charges covered in the "Communication Lines" section.

State Tournament payments are to be made payable to the WIAA. Stations or Internet sites can either pay at tournaments or the WIAA will invoice following the respective tournaments. All regional and sectional event payments are to be made payable to the host school prior to the audio transmission.

Transmission rights fees are applicable for stations or Internet sites that pick-up live or delayed feeds from another station or links audio from/to another Internet site.

Blogging on the Internet not transmitting a play-by-play description (as determined by the WIAA) is not subject to rights fees.

## Video Transmissions

Television/Cablecast/Cable Access	Rights Holder and Contact Information
All pre-State Tournament Series events for all sports	When We Were Young Productions (608) 849-3200
All State Tournament events excluding football, basketball and hockey finals	When We Were Young Productions
State Football Championships games	FS Wisconsin
State Boys and Girls Basketball Tournaments and hockey finals	WAOW-TV/Quincy Newspapers Inc.

All parties interested in the production and distribution of any State Tournament or State Tournament Series event via video transmission will be required to obtain rights from the WIAA and current production and distribution rights holder as outlined above.

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/or physical media. All permissions granted, policies enforced and fees required will be at the sole discretion of the WIAA and the rights holder. Detailed information regarding policies and fees are available upon request from When We Were Young Productions (608) 849-3200.



# Wisconsin Interscholastic Athletic Association

5516 Vern Holmes Drive, Stevens Point, WI 54482-8833  
(715) 344-8580 FAX (715) 344-4241 email < info@wiaawi.org >

## APPLICATION FOR AUDIO/TEXT PLAY-BY-PLAY TRANSMITTING OF WIAA TOURNAMENT GAMES

Media Outlets must send one copy to the WIAA Office and provide one copy to the host school manager.

Name of Media Outlet \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip Code \_\_\_\_\_  
Date \_\_\_\_\_

### Type of Transmission (check one)

- Commercial
- Commercial-Delayed
- Noncommercial
- Nonoriginating Commercial
- Play-by-Play Text

### Tournament Information:

Tournament Sport \_\_\_\_\_ Tournament Level \_\_\_\_\_  Boys or  Girls  
(Subregional, Regional, Sectional, State)

Tournament Site \_\_\_\_\_ The team you are following \_\_\_\_\_

**TRANSMISSIONS ADVERTISING TOBACCO, LOTTERY MATERIAL,  
ALCOHOLIC BEVERAGES AND RELATED PRODUCTS ARE NOT PERMITTED.**

## Audio/Text Transmission Fees

		Commercial (Including Nonoriginating) Transmission	Commercial Delayed/ Originating Noncommercial	Payment
Audio Pre-State (pay school)	Per Game/Session	\$ 50★	\$40	\$ _____
Audio State (pay WIAA)	Per Game/Day	\$100*	\$90	\$ _____
Text Play-by-Play Pre-State (pay school)	Per Game/Session	\$ 20	--	\$ _____
Text Play-by-Play State (pay WIAA)	Per Game/Day	\$ 30	--	\$ _____

★ At Wrestling pre-state, this fee covers entire regional or sectional. \*At State Individual Wrestling, fee covers entire day.

**Fees for Pre-State are payable to host school. Fees for State transmissions are payable to the WIAA.**

### Application Procedure:

Application for all audio and text play-by-play transmissions, complete with signature and fees should be mailed to tournament site at least two days before the first game of a given tournament. If station or Web site makes arrangements with tournament host in advance, fee may be paid to tournament manager at the tournament site on night of game. The fee is payable whether or not the media outlet originates a transmission. There is no fee for nonoriginating, noncommercial stations.

The media outlet must contact and make all arrangements for transmitting with the tournament manager prior to the event and after this application has been completed.

### Statement of Responsibility:

This media outlet agrees to abide by all WIAA regulations regarding the audio and/or text play-by-play transmitting of WIAA Tournament events to include advertising and sponsorships. We agree to prohibit the advertising of tobacco, lottery, alcoholic beverages or related products, or businesses whose primary purpose is the sale of those products, during the transmission of a WIAA tournament event to include the pregame or postgame of the actual transmission. We also take full responsibility for the professional conduct of the writers or announcers employed or contracted by our company to transmit at a WIAA Tournament event.

**Station/Internet Site Manager's Signature** \_\_\_\_\_

# **EXHIBIT G**



UNIVERSITY OF WISCONSIN SPORTS NEWS SERVICE

MAY 26, 1989

Subject: UW Athletic Department and WTMJ-Radio to Negotiate Exclusivity Rights

Madison, WI -- University of Wisconsin Athletics Director Ade Sponberg announced Friday afternoon that the Athletic Department will be negotiating with WTMJ-Radio, Milwaukee for exclusive rights to Wisconsin's football and basketball games for the next three to five years.

WTMJ-Radio was the station that was top-ranked and recommended to Sponberg on Thursday by the seven-member radio exclusivity committee after it heard presentations from Mid-Continent (WTSO, Madison) Broadcasting, St. Paul, MN.; Will Tieman, TBC Sports, Champaign, IL.; and WTMJ-Radio, Milwaukee.

The results of the exclusive radio contract to the Athletic Department includes --

- a) a tripling of the annual radio broadcast revenues;
- b) statewide coverage for Wisconsin football and basketball guaranteed;
- c) a significant expansion of promotional opportunities for all UW sports including ticket sales promotion on radio, TV, billboards and in newspapers.

Thursday's meeting was held to further clarify the three bidders' financial proposals, their ability to establish a statewide network in both football and basketball, and their plans for a promotional effort in behalf of the University of Wisconsin.

Other bidders for the exclusive radio contract included Clear Channel Communications, Dallas, TX; Learfield Communications, Jefferson City, MO.; and Sundance (WOKY, Milwaukee) Communications.

Members of the Exclusive Bid Review Panel included Prof. James Hoyt, Dean, School of Journalism; Gary DeHaven, General Manager, WISC-TV, Madison; Ron Bornstein, Vice-President, UW System; Art Hove, Chancellor's Office; Prof. Roger Formisano, Athletic Board member; Prof. Barbara Wolfe, Athletic Board member; and Bob Leu, Radio-TV/Marketing Director for the Athletic Department.

Sponberg and Paul LeSage, WTMJ-Radio General Manager will begin negotiations next week to determine a final contract.

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**University of Wisconsin**

Division of Intercollegiate Athletics

1440 Monroe Street • Madison, Wisconsin 53711 • 608/262-1866

# **EXHIBIT H**

THE UNIVERSITY OF WISCONSIN-MADISON  
DIVISION OF INTERCOLLEGIATE ATHLETICS

1440 Monroe Street, Madison, Wisconsin 53711--608/262-1866

Radio and Television Broadcast Rates and Requirements

(Effective Fiscal 1988-89)

Radio Rights Fees--Football

Single Station . . . "Big Ten Regulars" . . . A single station broadcasting the complete schedule of a Big Ten School (home and away) shall be charged eight (8) times that station's highest one-minute national spot rate per game.

Minimum Fee . . . per station . . . \$550 per game

Single Station . . . "Non-Regular" . . . A single station broadcasting one or more games but less than the entire schedule shall be charged ten (10) times that station's highest one-minute national spot rate per game.

Minimum Fee . . . per station . . . \$550 per game

Networks . . . "Big Ten Regulars" . . . (A network is defined as two or more stations including the originating station. In a network situation . . . The Rate Card, which is the highest of all the stations in the network will prevail as the originating station for figuring the fee.)

1. Originating station . . . nine (9) times the highest one-minute national spot rate per game.

Minimum Fee . . . \$350 per game

2. Stations carrying a commercial network feed . . . six (6) times the highest one-minute national spot rate.

Minimum Fee . . . \$60 per game

Networks . . . "Non-Regulars" . . . The originating station will be dealt with as a single station and the feed station's fee will be one-half (1/2) of the single station non-regular fee . . . \$550 per game.

National Network . . . (A group of stations whose broadcast reaches eight (8) or more states.)

Minimum Fee . . . \$1,800 per game

Sustaining Stations . . . No fee will be charged to originating or network stations carrying the broadcast of a football game on a non-commercial basis. These stations will be allowed to broadcast only if space is available.

Big Ten Regulars will receive first consideration for space.

Radio Rights Fees--Basketball and Hockey

Complete coverage home and away in each sport.  
Minimum Fee . . . per station . . . \$120 per game

Networks

1. Origination Station . . . 2-1/2 times the highest one-minute national spot rate per game  
Minimum . . . . . \$120
2. Feed Stations . . . 1-1/2 times the highest one-minute national spot rate per game  
Minimum . . . . . \$60

Radio Rights Fees for Visiting Big Ten Conference School Stations

The Division of Intercollegiate Athletics has a complete reciprocal agreement with visiting Big Ten Conference Schools for Station radio rights for teams away from home.

TV Rights Fees--Football

1. Regional and national football TV rights fees are shared with and negotiated through the NCAA and Big Ten Conference agreements.
2. TV rights fees for football games not covered by NCAA and Big Ten Conference agreements are negotiated depending on market size.
3. Delayed rights fees vary from \$1,000 to \$1,500 per game depending on market size.

TV Rights Fees--Basketball and Hockey

1. Television rights fees are \$1,500 for the originating station and \$500 to \$750 per game for each feed station depending on market size.

Radio and TV Rights Fees--All Other Sports

1. Radio and TV rights fees for sports other than football, basketball, and hockey are negotiated with distributors (stations).

Rights Fees--Low Power TV

1. Television rights fees for low-power stations are negotiated with distributors (stations).

Conditions Governing Broadcasting Rights

1. Stations must abide by all NCAA and Big Ten Conference regulations on radio broadcasts.
2. The broadcasting of games shall involve no expense to the Wisconsin Athletic Department.



Conditions Governing Broadcasting Rights (continued)

3. Originating network stations shall file one application for their entire network. The application should be accompanied by a list of feed stations (call letters and location) and their rate. Additional stations may be added with proper payment.
4. Payment of fees must be made prior to date of the game for Non-Regular broadcasters, and prior to the start of the season for Regular broadcasters.
5. No agreement will be made until payment of fees is received by the Wisconsin Sports News Service office.
6. The agreement provides for not more than five (5) admissions to each broadcasting outlet.

Note: Special arrangements must be made if broadcast utilizes a field announcer. Names of broadcasting personnel and duties should accompany application.

7. If press credentials are transferred without notifying the Division Wisconsin Sports News Service, 1440 Monroe Street, Madison, WI 53711, the Division through its Director of Radio and Television reserves the right to cancel the broadcasting rights of the station.
8. A goal is to include institutional messages of the University and the Division in broadcasts whenever possible.

:

# **EXHIBIT I**

## Exclusive Radio Broadcast Rights

The University of Wisconsin-Madison Athletic Department recommends a change of the radio contracting policy for football and basketball from a non-exclusive, open to anyone as space is available, to offering an exclusive broadcast contract for football and basketball over a 3 year period beginning with the 1989 football season. In order to accomplish this action time is of the essence to accommodate the successful bidder.

- April 14 - Athletic Board Approval
- April 26 - Invitations to Bid Announced
- May 10 - Close Bidding
- May 12 - Announce Successful Bidder

An even tighter schedule would be advantageous.

On April 25, 1985 the Athletic Board adopted the following general policy covering exclusive broadcasting rights:

"Radio and television exclusive broadcasting rights, if granted, will be granted by the Athletic Board. Grants normally will be to the highest responsible bidder upon issuance of appropriate notice and bid specifications, and the receipt of competitive bids. A bid other than the highest bid can be accepted for good reason by a majority of the board members present and voting."

"Radio and television are an important source of revenue for support of the Division of Intercollegiate Athletics programs and facilities. These media should be used to maintain and increase support and revenues to the extent possible."

Since radio broadcasting of football started Wisconsin has had a non-exclusive policy, currently four outlets originate football and two stations originate basketball. Contracts with the originating stations are renewed each year. Revenues are acquired by the following rate schedules:

### Radio Rights Fees--Football

Single Station . . . "Big Ten Regulars: . . . A single station broadcasting the complete schedule of a Big Ten School (home and away) shall be charged eight (8) times that station's highest one-minute national spot rate per game.

Minimum Fee . . per station . . . \$500 per game

Networks . . . "Big Ten Regulars" . . . (A network is defined as two or more stations including the originating station. In a network situation . . . The Rate Card, which is the highest of all the stations in the network will prevail as the originating station for figuring the fee.)

1. Originating station . . . nine (9) times the highest one-minute national spot rate per game.

Minimum Fee . . . \$300 per game

2. Stations carrying a commercial network feed . . . six (6) times the highest one-minute national spot rate.

Minimum Fee . . . AM station . . . \$50 per game  
 . . . FM station . . . \$40 per game

Radio Rights Fees--Basketball and Hockey

Complete coverage home and away in each sport

Minimum Fee . . . per station . . . \$120 per game

Networks

1. Origination Station . . . 4-1/2 times the highest one-minute national spot rate per game

Minimum . . . . \$75.00

2. Feed Stations . . . three (3) times the highest one-minute national spot rate per game

Minimum . . . . \$25.00

Football and basketball are generally included under the same exclusive contract to insure that each sport maintains maximum coverage and promotional opportunities no matter what the win-lost record might be.

Most Division I-A, I-AA, and II schools have exclusive network radio contracts for their football and basketball programs.

In the Big Ten:	Ohio State	1973
	Indiana	1976
	Purdue	1978
	Illinois	mid 80's
	Michigan	1987
	MSU	1987

Currently under consideration at Minnesota and Iowa.

In other Conferences:

PAC-10 - All Schools  
 ACC - All Schools  
 Big 8 - All Schools  
 SWC - All Schools  
 WAC - All Schools  
 SEC - All Schools  
 MAC - All Schools

Major Independents - Notre Dame, Penn State, Pittsburgh, Boston College  
 West Virginia, South Carolina, Miami (Florida), Cincinnati and others.

The primary objective of the University's Sports Radio programming should be to provide the most effective listener coverage through a statewide network of stations. The most effective way to establish this is with radio rights exclusively.

Exclusivity guarantees statewide coverage in both football and basketball. In 1989, 55 stations carried Badger Football state wide, there was considerable overlap coverage in many areas. Exclusivity would continue to give football statewide coverage, but overlap markets would be eliminated and stations carrying games would be reduced to appropriately 40. Radio coverage of the 1988-89 basketball season was limited to the Madison market and a few lesser markets with no outlet in Milwaukee. Exclusivity would guarantee statewide coverage for basketball.

Exclusivity should generate increased broadcast revenues. During the 1st year of the agreement the increase should be up \$35,000 - \$50,000 and by the end of the 3rd year agreement revenues should double the current income. (see attachment #1).

Other benefits of an exclusive contract include:

- Extensive Promotional Benefits for each sport in the areas of brochures, schedule cards, newspaper ads, outdoor billboards, bumper decals, etc.
- On-air promotions in which the University retains control of content, both within the event broadcast and on affiliates during the season.
- The above promotional benefits are valued up to \$165,000 per year.
- University approves announcers, and type of sponsorship.

An exclusive broadcast policy could cause a negative reaction by some local stations who will no longer be allowed to air the games.

Most broadcast experts are of the opinion that radio broadcast exclusivity of Badger Football and Basketball events is inevitable for the same reasons this recommendation is being made:

- 1 - assured statewide coverage for football and basketball
- 2 - increased revenues
- 3 - improved promotional benefits that can save the department funds
- 4 - tighter control over announcers and sponsorship

Bob Leu  
Director Radio-TV/Marketing  
April 12, 1989

ATTACHMENT #1

Review of Radio Broadcast Rights Fee Income from Football and Basketball

	<u>Football</u>		<u>Basketball</u>	<u>28 Games</u>
1988	11 Games Home & Away	\$ 99,905.86	\$6970.00	88-89
1987	11 Games Home & Away	99,041.48	7700.00	87-88
1986	12 Games Home & Away	108,372.48	8130.00	86-87
1985	11 Games Home & Away (increased rate)	87,478.45	3360.00	85-86
1984	11 Games Home & Away	77,713.86	4380.00	84-85
1983	11 Games Home & Away (recipical arrangement started)	72,777.00	4350.00	83-84

# **EXHIBIT J**

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### The Big Ten Conference Announces Media Agreements Increasing National Coverage of Big Ten Sports

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SEARCH

June 21, 2006

#### Ten-Year Agreement with ABC/ESPN Increases National Exposure for Football and Basketball

#### Conference Partners with Fox to Create "The Big Ten Network" to Launch Nationwide on Cable and Satellite; DIRECTV Signs on as First Affiliate

- Archived Teleconference
- Big Ten Conference ABC/ESPN Agreement Fact Sheet
- Big Ten Network Fact Sheet
- Big Ten Network Frequently Asked Questions
- Television Programming Comparison
- Coaches' Video Comments on Establishment of Big Ten Network (requires free Flash 8 Player)

PARK RIDGE, Ill. -- The Big Ten Conference has reached two milestone media agreements that will provide the organization with its greatest media exposure ever and ensures long-term vitality for its member institutions' broad-based athletic programs. It was announced today by Big Ten Commissioner James E. Delany. The conference has signed a new 10-year national rights contract with ABC/ESPN and has reached a landmark deal with Fox Cable Networks to create the Big Ten Network, a national network devoted to Big Ten athletic and academic programs. The ABC/ESPN contract takes effect, and the Big Ten Network is expected to launch, in August 2007.

#### ABC/ESPN Contract

Big Ten action has been featured on ABC since 1966 and on ESPN since 1979, the network's first year. Details of the new ABC/ESPN agreement include, but are not limited to:

<http://www.bigten.org/genrel/062106aad.html>



- Up to 41 Big Ten football games will be televised - up to 17 on ABC and up to 25 on ESPN or ESPN2;
- All regional afternoon football games aired on ABC will be aired by ESPN/ESPN2 in outer-markets, making these games nationally available;
- Approximately 60 men's basketball games will air on an ESPN network (ESPN, ESPN2, ESPNU and ESPN360), including games on each Tuesday and Thursday of the nine-week conference season, plus up to eight Saturday games during conference play;
- A total of 100 women's basketball and volleyball events on an ESPN network, including the championship games of the Big Ten Women's Basketball Tournament, over the course of the agreement; and,
- Through ESPN's collection of new media outlets such as ESPN.com, Mobile ESPN, ESPN360 and ESPN VOD, fans will receive live events (including simulcasts), extended video highlights including in-progress games, features and more. In addition, Big Ten coverage will be available on ESPN Classic and throughout the world through ESPN International.

"The letters ABC and ESPN connote excellence, worldwide reach and innovation," said Delany. "The Big Ten is extremely proud to partner for the next decade with George Bodenheimer and his ABC/ESPN team to bring our events, student-athletes and coaches to fans and alumni across the country and beyond."

"The words 'Big Ten' represent passion, history and excellence, and we are thrilled to continue our unmatched relationship with the conference for another decade," said George Bodenheimer, President, ESPN Inc. and ABC Sports. "This agreement, among the most expansive ever, reinforces our position as the number one college sports destination and serves the ever-evolving appetites of fans by providing premier Big Ten action through traditional outlets like ABC and ESPN and emerging entities such as Mobile ESPN and ESPN360."

#### Big Ten Network

The Big Ten Network is dedicated to covering both the athletic and academic content of the Big Ten member institutions on a national level. Showcasing a wide array of sports as well as original programming produced by the conference's 11 institutions, the Big Ten Network will operate 24 hours a day, 365 days a year. It will be available to all carriers and distributors nationwide. The Big Ten Network's first affiliate, DIRECTV, will deliver the Network to its Total Choice Package subscribers at launch. Many events will be produced in High-Definition television (HDTV). In addition to traditional distribution through cable and satellite, select Big Ten Network content will also be available through alternative media platforms such as the Internet, iPods, cell phones and/or other emerging technologies.

"Fox has a proven and impressive track record of launching and managing networks," Delany said. "That coupled with our compelling athletic competition will make this channel the go-to destination for our alumni and fans across the nation."

"The Big Ten is clearly one of the most successful collegiate athletic conferences in the country, and its member institutions are among the most prestigious universities in the world," said Tony Vinciguerra, President & CEO, Fox Networks Group. "Given a loyal and passionate fan base that's powered by millions of alumni across America, it makes sense that the Big Ten is the first conference to take this step nationally, and we're excited to be a part of it."

The Big Ten Network will carry many of the games and events previously available only through syndication, providing greater exposure for these and other Big Ten sports. The sports programming on the Big Ten Network and/or through alternative Big Ten Network platforms will include, but is not limited to:

- 35-plus football games, with each school having at least two games aired (at least one of which will be a conference game);
- At least 105 regular-season men's basketball games;
- At least 55 regular-season women's basketball games;
- Big Ten championships and tournaments;
- 170 Olympic sporting events; and,
- Coverage from the conference's vast library of historic sporting events, including bowl games.

In addition, each school will have the right to provide 60 hours of its own content annually. "We anticipate this will create enormous opportunities for journalism, film and other academic programs and provide the ability to highlight academic achievement throughout the universities," Delany said. "How schools utilize this exciting new opportunity is limited only by their own creativity."

<http://www.bigten.org/genrel/062106aad.html>

