



2009-10

MSHSAA

**Media Regulation &
Credential Book**

DO NOT LOSE THIS PUBLICATION

Missouri State High School Activities Association

■ 2009-10 MSHSAA Schedule of Championships

Date(s)	Event	Location
October 19-20	35th MSHSAA Girls Golf Championships	various sites \$
October 22-24	35th MSHSAA Girls Tennis Championships	Cooper Indoor/Outdoor Tennis Complex, Springfield
October 23-24	34th MSHSAA Girls Softball Championships	Heritage Park, St. Joseph
November 6-7	35th MSHSAA Girls Volleyball Championships	Municipal Auditorium, Kansas City
November 7	60th MSHSAA Boys Cross Country Championships	Oak Hills Golf Center, Jefferson City
November 7	31st MSHSAA Girls Cross Country Championships	Oak Hills Golf Center, Jefferson City
November 13-14	73rd MSHSAA Boys Swimming & Diving Championships	City of St. Peters Rec-Plex, St. Peters
November 20-21	42nd MSHSAA Boys Soccer Championship (Class 1,2,3)	Anheuser-Busch Center, Fenton
November 27	22nd MSHSAA 8-Man Football Championship	Edward Jones Dome, St. Louis
November 27-28	42nd MSHSAA Football Championships (Show-Me Bowl 2009)	Edward Jones Dome, St. Louis (FSN)
February 18-20	80th MSHSAA Wrestling Championships	Mizzou Arena, Columbia +
February 19-20	35th MSHSAA Girls Swimming & Diving Championships	City of St. Peters Rec-Plex, St. Peters
March 11-13	84th MSHSAA Boys Basketball Championships (Class 4, 5)	Mizzou Arena, Columbia + (FSN)
March 11-13	38th MSHSAA Girls Basketball Championships (Class 4, 5)	Mizzou Arena, Columbia + (FSN)
March 18-20	84th MSHSAA Boys Basketball Championships (Class 1, 2, 3)	Mizzou Arena, Columbia +
March 18-20	38th MSHSAA Girls Basketball Championships (Class 1, 2, 3)	Mizzou Arena, Columbia +
April 23-24	59th MSHSAA Speech, Debate & Drama Championships	UMC campus, Rock Bridge & Hickman HS Columbia
April 29-May 1	59th MSHSAA Music Festival	Univ. of Missouri-Columbia campus, Columbia +
May 7-8	15th MSHSAA Academic Competition Championships	Univ. of Missouri-Columbia campus, Columbia +
May 17-18	71st MSHSAA Boys Golf Championships	various sites @
May 21-22	84th MSHSAA Boys Track & Field Championships (Class 1, 2)	Dwight T. Reed Stadium, Jefferson City #
May 21-22	37th MSHSAA Girls Track & Field Championships (Class 1, 2)	Dwight T. Reed Stadium, Jefferson City #
May 27-29	82nd MSHSAA Boys Tennis Championships	Cooper Indoor/Outdoor Tennis Complex, Springfield
May 28-29	84th MSHSAA Boys Track & Field Championships (Class 3, 4)	Dwight T. Reed Stadium, Jefferson City #
May 28-29	37th MSHSAA Girls Track & Field Championships (Class 3, 4)	Dwight T. Reed Stadium, Jefferson City #
June 2-3	61st MSHSAA Baseball Championships (Class 1, 2)	Meador Sports Park, Springfield
June 4-5	61st MSHSAA Baseball Championships (Class 3, 4)	Meador Sports Park, Springfield
June 4-5	26th MSHSAA Girls Soccer Championships (Class 1, 2, 3)	Anheuser-Busch Center, Fenton

Dates and sites are subject to change due to weather and other site considerations.

Please visit the MSHSAA website (www.mshsaa.org) for the latest information, tournament brackets, results and media information regarding the 2009-10 MSHSAA Championships.

(\$) Class 1 - Sedalia Country Club, Sedalia ;Class 2 - Fremont Hills Country Club, Nixa
 (+) Indicates facility on the campus of the University of Missouri, Columbia
 (#) Indicates facility on the campus of Lincoln University, Jefferson City
 (@) Class 1 - Rivercut Golf Course, Springfield; Class 2 - Silo Ridge Golf Course, Bolivar;
 Class 3 - Island Green Golf Course, Republic; Class 4 - Sedalia Country Club, Sedalia

(FSN) The Class 2, Class 4 and Class 6 football championships, and Class 5 boys and girls basketball championships will air live on FSN-Midwest; The Class 4 boys and girls basketball championships will air on a tape-delayed basis on FSN-Midwest.

There will be 70 team championships awarded in 20 activities this school year.



Media Coverage & High School Sports - What Is Expected?

One of the catch phrases for those of us involved in administering high school activities is "nothing brings communities together like high school sports."

Where else do you see such a diverse group of people of different ages, income levels, races, religions and political ideologies come together to root for a common cause. Whether they wear boots, Birkenstocks or wing tips, an entire community can rally around a high school program like little else.

Those of you who have ever called a coffee shop on a Saturday morning to get a Friday night football score you missed know this exact feeling. The entire town knows the final score and how many yards the school's star player collected.

All that enthusiasm is good, and it often adds some spark to communities that otherwise wouldn't have a great deal to get excited about. As a reporter, that enthusiasm makes your job easier. The crowd roars, and you write about what made them roar. A slam dunk brings down the house, and you have an instant highlight for the 10 o'clock news. It's a vicarious relationship between you and the community that draws you into the excitement.

We all know how much fun it can be to cover a winning team. Fans know you by name, the trips to away games don't seem nearly as long as they did before, and the players and coaches start to feel comfortable around you. In fact, sometimes you become so close to the coaches and players that they start telling you things "off the record" or letting you listen to strategy sessions. Your reward for committed coverage becomes open access to the program.

But, since only a few teams will win state championship trophies this year, we also know that most of those amazing teams have their seasons end in disappointment. It's human nature to feel a little bit of that disappointment when the team you've covered all year finds its dream season suddenly end in the playoffs.

That's when the expectations of you as a sports reporter must rise to the level of your profession and when you must have a firm grasp of the purpose of high school sports.

The first expectation is that you understand exactly what high school sports are. Yes, they are competitive, exciting and emotional contests, but most importantly, they are school-sponsored programs. Just as the marching band, the honor society and the yearbook staff provide educational opportunities beyond the confines of the classroom setting, so do the athletic programs. To overlook this very basic principle is to lose sight of the very reason interscholastic athletic programs exist.

Often the first opportunity young people have to handle adversity is through their experiences on a high school athletic team. How the adults around them react to those adverse situations can have a lasting effect on how the students handle similar situations later in life. The reaction or comments of a reporter may have just as much or more impact on a student as something said by a coach or parent -- good or bad.

For example, when a team's season ends on a controversial call, a player reading a newspaper headline the next day about how the ref "blew the call?" might carry that resentment and bitterness with him the rest of his life.

A game story or broadcast downplaying the controversy, but still accurately reporting the game's outcome, is much more con-

ducive to the high school level of play and the impressionability of the students competing.

Clearly, a reporter has an obligation to tell the game story as he/she saw it, but how that story is presented can either enhance or hinder the learning process the game itself represents. Make no mistake, the power of the pen (or microphone) is mighty, and having the maturity and restraint to use that authority wisely and without emotional attachment will better define your personal character as well as that of your outlet.

The second expectation is that you have all the facts before you report. Misinformation, one-sided opinion pieces, or slanted editorials dealing with high school programs are counterproductive and generally only serve to create ill will, promote poor sportsmanship and perpetuate ignorance.

There have been countless times people have read or listened to mistake-ridden editorials about various high school athletic issues. In nearly every case, the columnist or broadcaster -- out of fear or indifference -- never bothered to check his/her facts, do 15 minutes of research or simply make a phone call to the school or MSHSAA office to get more details.

Though it's doubtful these same reporters would forget to check facts on a city council issue or seek out controversy about the FFA regional competition or class officer elections, they are all too anxious to find fault with high school athletes, coaches, administrators, policies, rules, playoff formats or other issues.

That approach nearly always causes negative and often costly ramifications for students and schools when an unbalanced or controversial report is released. At the very least, these types of stories can create division in a school community, and generally have no place in the educational mission of the school.

Establish what is truly newsworthy, and get the facts. Being thorough, accurate and balanced in presenting both sides of an issue allows your audience the opportunity to make its own decision on the matter for themselves. You may not like the outcome of a school or state decision, but reporting the process and interviewing those on both sides of the issue will undoubtedly create a higher-quality product for your outlet than a smear piece or slanted editorial.

The final expectation is that you have fun in your dealings with high school students. In covering high school sports, you have front-row access to some of the world's greatest works in progress -- young people.

Watching a 17-year-old handle a job, college prep classes, practices, games, exams, dating, peer pressure, family obligations and still have time to volunteer at the local food bank or homeless shelter is something that will blow you away. Those stories seldom get told, but they're in every community.

Having that perspective going into a high school gym or stadium can help you meet these expectations and excel in providing quality coverage to the students in your community. Covering college and pro sports does not often afford you that opportunity, and you should relish this unique forum that we have.

■ 2009-10 MSHSAA Media Policies, Procedures and Guidelines

The MSHSAA acknowledges the rights and responsibilities of bona fide media representatives as they cover and report on MSHSAA-sponsored activities. The Association and its member schools appreciate the interest generated by media coverage and the publicity given the achievements of our schools and student-athletes.

Reputable news-gathering organizations will understand the need for the MSHSAA to have the following policies and procedures for media attending and covering MSHSAA tournament events.

Please note that the following policies apply only to competition conducted by MSHSAA member schools during the MSHSAA district and the state championship tournament series.

1. MSHSAA General Championship Expectations

The MSHSAA Championships and finals are a once-in-a-lifetime experience for most participants, and as such, the MSHSAA and its site management personnel must demand stricter clearance and behavioral standards.

All credentials must be worn and displayed at all times and are nontransferable between/among individuals. Furthermore, those receiving credentials to the event are expected to represent their respective outlets in a working capacity while in the press areas, conducting themselves only in the strictest professional standards.

Media accommodations and credentials for all MSHSAA competitions are non-transferable. Only the person who is issued the credential and whose name appears on the credential request, may use a media pass for admission, media room privileges, floor and field access or any other purpose. Under no circumstances will the transfer or borrowing of MSHSAA credentials be tolerated. Members of the news media who do not abide by the news media rules and regulations established at each MSHSAA tournament site, may have their credentials rescinded and may jeopardize their opportunity to secure credentials in the future.

All photographers and videographers are also expected to abide by event-specific guidelines, including policies regarding flash photography, sideline photography locations, etc. *Sports editors: Please make sure you have covered these policies and professional standards with your photojournalists.*

Absolutely no cheering, obscene language, verbal

criticism of officials or other unprofessional behavior will be tolerated by any media representative at a MSHSAA-sponsored event.

2. Restricted Areas and Procedures

The player and officials locker rooms and dressing areas are closed to all media representatives at all times during any MSHSAA-sponsored activity. This restriction includes all photographers, student-media representatives and all news and feature reporters. This policy is in place to protect you and your outlet. It is the philosophy of the MSHSAA and its member schools that minors in dressing areas do not mix with cameras and adult reporters, period. There are no exceptions to this rule at any time.

Please check with the host manager or athletic administrator for the specific interview area at each facility.

Likewise, game officials are restricted from issuing comments to the media before, during or after a contest. Any attempt to pursue an official in the playing area, in the dressing areas or on the grounds of the event itself will be considered a violation of the conditions placed on the representative's/outlet's credentials. Rules interpretations may be sought through the site manager, media host or host athletic administrator only.

Please see the photography regulations portion of this publication for restricted photo areas.

Outlets may display only one banner at a tournament venue, and only on a space-available basis. Ideally, banners, when permitted, should be displayed at the station's origination location, and this banner may only be displayed while the outlet is originating. The banner may not display logos or names of advertisers sponsoring the outlet's origination.

Outlets are also reminded that athletic staff representatives of NCAA-member schools (All Divisions) are not to appear as commentators or guest interviews during high school athletic event broadcasts. This is a violation of NCAA rules, which could result in penalties to the NCAA school involved, or jeopardize the eligibility of the student-athletes participating in the game being originated.

3. Applying for Credentials

Each registered MSHSAA media outlet may request credentials for all MSHSAA District and State Championship Series (Sectionals, Quarterfinals, etc.) for all sports personnel meeting all of the following criteria:

a) He or she is at least 18-years-old, b) He or she is a full-time employee of your outlet, or he or she is a significant part-time employee who makes regular contributions to your publication or station, c) He or she is attending the event in a working capacity, d) He or she abides by professional behavior and MSHSAA regulations and standards at the event, e) He or she agrees not to transfer credentials, and f) He or she is willing and able to present a valid photo ID to pick up credentials at the designated will-call location.

All radio stations, TV stations and print outlets covering events at the MSHSAA Championship site should submit an official credential request through the MSHSAA's online system no later than the designated deadline for each event. The online credentialing system can be accessed by registered media outlets from the Media tab on the MSHSAA website (www.mshsaa.org). No Late submission will be honored.

Weekly newspapers should provide personnel verification with their application in the form of membership in the Missouri Press Association or previous articles (with byline) or photos (with photo credits) will also meet this requirement.

No credential applications will be accepted after the deadline.

No credentials are necessary for speech & debate, music or academic competition.

4. Credential Pickup and Event Entry

No credentials will be mailed in advance of the MSHSAA finals. A will-call location will be operated at each final site according to the following criteria:

Packets of working press credentials will be on file alphabetically by each person's last name. The company of the person(s) approved to pick up the credentials, as indicated on the request, will also be listed. Photo Identification of all person(s) picking up credentials will be required, and the person(s) picking up credentials will be required to sign a receipt. Each credential packet will also contain a gate pass for admission to the venue which will not be replaced if lost.

You will then receive an envelope with your working credential, admission gate pass and any necessary event-specific guidelines. Please review the media guidelines before entering the venue. Proceed through

the media entry gate, and check-in with the media coordinator for further instructions.

Any representative who has not made advance arrangements for media credentials is not entitled to this privilege upon arrival. The MSHSAA reserves the right to deny access to media areas to those individuals who have not properly applied for, verified and been granted credentials to a championship-level event.

5. Programs and Pre-event Information

Upon entering the media room or similar designated location, you will receive a program and any relative tournament notes. It is essential that you make an effort to find the media coordinator before taking your seat so that you can be informed of any last-minute changes or procedure changes.

When available, pre-tournament notes and statistics for state tournament competition will be distributed via email to registered media outlets and made available on the Media area of the MSHSAA web site (www.mshsaa.org).

6. Parking, Food, Drinks

Unfortunately, parking at most of the MSHSAA Championships is at a premium, and media-specific parking is only available at select venues.

Drink refreshments are available at some events when possible. All MSHSAA Championships have easily-accessible concession stands or vending areas, so be prepared to plan your food needs around the event itself.

7. Still and Video Photography

All photographers and videographers are reminded that their designated shooting areas at MSHSAA Championships are specifically laid out and should be strictly adhered to. Credentials must be worn and displayed at all times on the sidelines. Locker rooms (for teams and officials) and team bench areas are off limits at all events, and photography/videography on the field of play is prohibited at all events.

Prior arrangements with the event media coordinator may be made to help accommodate special requests. All postgame interviews are to be conducted in the interview room when available, and therefore any TV "stand-ups" must take place after the press conference. On-field photography is allowed only after the conclusion of the game (for medal presentations, celebration shots, etc.).

It is important that all outlets understand in advance that the images taken by their photographers and vid-

eographers at MSHSAA Championship events are, by condition of the credentials, may be sold upon request. No media representative is permitted to directly or indirectly market the sale of photography at the event site. Any organization found to be in violation of this policy will not be considered for future credential requests. MSHSAA reserves the right to seek legal and/or monetary damages from violating organizations.

See the photography addendum for sport-specific guidelines.

8. Postgame Press Conferences, Interviews

At the MSHSAA Championships in football and basketball, a formal postgame press conference will take place in the interview room. In most instances, the winning coach will precede the losing coach. All immediate postgame interviews must take place in the interview room, with any one-on-ones, etc., taking place after the press conference.

Since the mission of the MSHSAA is to promote sportsmanship, citizenship and respect from our high school students, we ask that you refrain from asking questions relating to officials' calls during the game or any unsportsmanlike act. Officials are not available for comment before, during or after any contest, and any rules clarification questions should be directed to the site manager, media host or host athletic administrator. At the championship site, the media coordinator will serve as the pool-journalist for any clarifications of official rulings.

Originating radio stations must make postgame interview arrangements before the game with both the MSHSAA media coordinator and the head coach. These interviews must take place during the 10-minute cooling-off period that begins at the final horn.

At all other events, media representatives will have immediate access to coaches and requested players for interviews after a mandatory 10-minute cooling off period. These interviews should take place away from the field of play (especially in softball and baseball where the playing field is needed for field preparations immediately after the game).

Keep in mind that most high school student-athletes are minors and may not be comfortable answering sensitive questions (regarding poor performances, personal tragedies, coaching decisions, etc.). Please do your part to emphasize the positive aspects of the game.

Locker rooms for all MSHSAA events are closed to the media.

9. Print Media

Credentials will be issued to all print media representatives who meet the criteria outlined in No. 1 and No. 3 above, and who will be working in a professional capacity. All other criteria regarding transfer of credentials, age requirements, credential deadlines, etc., will be strictly enforced.

Spouses, friends, and children of media representatives will not be issued credentials, unless they otherwise meet all the credential application criteria. Non-credentialed individuals (such as children, spouses, friends, co-workers, etc.) and are not allowed in the media areas (press room, press box, floor/field/deck level, etc.).

10. Student Media Policies

Each school qualifying for an MSHSAA-sponsored team championship event will be allowed three (3), student media credentials to gain access to the media area for the purpose of taking still photography, videography or writing news/feature stories. One pass will be provided for a student-writer, one reserved for a student-photographer and one reserved for a student-videographer. It is up to the school administrator to decide which students will be issued these credentials. For an MSHSAA-sponsored individual championship event, each qualifying school will be allowed two (2) credentials to be used by a writer and photographer or videographer (school's discretion).

Press Row is reserved for media covering only the game(s) in progress. As soon as a media representative's team has completed its game, the student is expected to vacate the press row. Persons sitting in media areas at all MSHSAA Championships are expected to conduct themselves in a professional manner. Any student who displays any unprofessional behavior will be asked to vacate the media area, and his/her actions will be reported to the school's media advisor and any on-site school administrators. Requests for student media credentials must be faxed to the MSHSAA by the appropriate deadlines as other requests.

This program is meant to help students gain professional experience. No parents, faculty, photography companies or non-working personnel shall be given a student media credential.

11. Television Stations

Television stations must make prior arrangements with the MSHSAA media coordinator when setting up live remote or stand-up shots at all Championships. We appreciate and encourage such shots, but want to ensure the easiest arrangements for all parties involved as well as facility restrictions and limitations. This will save everyone time and help alleviate potential snags with event security or any city-specific labor laws (i.e. City of St. Louis, etc.).

When submitting credential requests, please list the names of the person(s) covering the event to the best of your ability at the time of the deadline. We will print the person(s) name on the official credential. We understand that camera and on-air personnel may change due to last-minute assignment revisions. We are willing to make an exception to the credential transfer rule if we are made aware of the change at your earliest convenience. All TV station personnel should identify themselves as TV media at all will-call gate.

For video broadcasts (District through Championships), please make prior arrangements with the site manager or media coordinator and have the appropriate rights fee paid before you go on the air.

Live TV broadcasts carry substantial rights fees to be paid with the MSHSAA no less than 15 days in advance of the event. A completed TV Broadcast Agreement is required for all MSHSAA event broadcasts (District through Championship), and a complete list of sponsors must be submitted and approved prior to the broadcast.

Television Broadcast Fees

<input type="radio"/> Television Broadcasts	Live	Delayed
All Levels/Classes (Non-final sites)	\$1500	\$750
All Levels/Classes (Championship sites) ..	\$3000	\$1500

Delayed broadcasts must air 24 hours after the original game start time. Stations must provide a copy of the game DVD format to the MSHSAA within 15 days of the contest date, air MSHSAA's pre-produced PSA's and use the MSHSAA name and/or logo in all credits and score/stat graphics.

12. Radio Stations

Rights fees for all Sectional/Quarterfinal, Semifinal, Championship and Third-Place games should be paid in advance of each broadcast to the MSHSAA and presented to the event media coordinator or radio coordinator. The MSHSAA will make arrangements to have phone lines installed at the following championship events: softball, volleyball, football, wrestling, basketball, track & field and baseball. The rights fees help offset the costs of having these lines installed and

carry with them the privilege to conduct, produce and distribute quality and wholesome live entertainment from the MSHSAA's venues.

There is no radio broadcast rights fee prior to the Sectional/Quarterfinal level.

Please see No. 8 above regarding postgame interview policies.

A completed Radio Broadcast Agreement is required for all MSHSAA event broadcasts, and a complete list of sponsors must be submitted and approved prior to the broadcast.

Radio Broadcast Fees

<input type="radio"/> Radio Broadcast	Quarterfinals*/ Semifinals/Finals
8-Man	\$25
Class 1	\$25
Class 2	\$30
Class 3	\$35
Class 4	\$40
Class 5	\$45
Class 6	\$50

** - In some sports the quarterfinal level of the series is called Sectionals, in these cases the broadcast fee will be applicable.*

13. Internet Broadcasts

Outlets wishing to broadcast games over the internet only must also pay a broadcast fee. Media credentials may be requested provided the outlet is a Limited Liability Corporation or bonafide business registered to do business in the state of Missouri.

As with any broadcast, arrangements must be made in advance of the contest with the host site manager or media coordinator. Credentials will be issued based on space available.

A completed Internet Broadcast Agreement is required for all MSHSAA event broadcasts (District through Championship), and a complete list of sponsors must be submitted and approved prior to the broadcast.

Internet Broadcast Fees

<input type="radio"/> Audio Webcasts	All-Levels
8-Man	\$25
Class 1	\$25
Class 2	\$30
Class 3	\$35
Class 4	\$40
Class 5	\$45
Class 6	\$50

<input type="radio"/> Video Webcasts	Live	Delayed
All Levels/Classes (Non-final sites)	\$500	\$250
All Levels/Classes (Championship sites) ..	\$1000	\$500

Delayed broadcasts must air 24 hours after the original game start time. Stations must provide a copy of the game DVD format to the MSHSAA within 15 days of the contest date, air MSHSAA's pre-produced PSA's and use the MSHSAA name and/or logo in all credits and score/stat graphics.

14. District, Sectional, Quarterfinal Local-Site Guidelines

To receive credentials for MSHSAA District, Sectional and Quarterfinal contests (Semifinal contests in football), please contact the site manager no less than 24 hours before the start of the tournament or contest. The site manager's phone number is available in the district assignment or brackets/results area of the MSHSAA website (game information link). The local manager will then instruct you on any site-specific regulations or guidelines he or she may implement.

Absolutely no cheering, obscene language, criticism of officials or other unprofessional behavior will be tolerated by any media representative at any MSHSAA-sponsored event.

MSHSAA will honor only legitimate requests for credentials. Persons accompanying media personnel to the tournament/meet in the state series will be admitted to the facility only with a ticket of admission.

Press credentials shall be issued according to the following criteria: Stations approved to originate broadcasts and/or telecasts shall be provided weather-protected facilities if available.

a. Originating Radio Stations. In allocating space for radio stations approved in advance to originate live and/or tape delayed broadcast of the tournament/meet by the site manager (or MSHSAA Office where necessary) priority is given: 1) to the station(s) which cover the competing teams -- distributed equally per school; 2) the station(s) representing the site of the host school; 3) then to stations which cover the geographic region involving the site and competing teams; 4) and finally to other stations. Stations which cover a team(s) more frequently during the regular season will have priority when all of the above criteria are the same. Assignment of best locations in the facility, too, shall be based upon priority outlines above. Allocation of space will be dependent upon the facility.

b. Originating Television Stations. In allocating space for television stations approved in advance by the site manager and/or MSHSAA office to televise the complete activity (either live or tape delayed) priority is given: 1) to stations covering the competing teams; 2) to the stations representing the host school; 3) then to stations which cover the geographic region involving the competing schools and host site; 4) and finally to other stations.

c. All Other News Media. All other requests for credentials shall be honored, and seating shall be assigned based upon the following priority: 1) media

covering the competing teams; 2) media serving the site or host city of the contest; 3) media covering the geographical region involving the host site and the competing teams; 4) media representing the team(s) scheduled to meet the survivor of this level of state series competition at the next level in the series; 5) and finally to all other media.



MSHSAA General Photography Guidelines



The Missouri State High School Activities Association understands that quality action photographs are a vital part of the print media industry. Access to such shots is often determined by vantage point, lighting, facility, physical limitations, etc.

In the pursuit of that perfect shot, eager photographers often lose perspective of how their actions, location or lighting might affect the event they are covering. Indeed, a common ground between the two perspectives is often difficult. This page has been designed to further assist photographers, videographers, assignment editors and sports personnel in their coverage of high school sports. It should also serve to help school administrators, officials and game personnel in their planning of media accommodations at interscholastic events.

General - The most prominent factor in determining photography guidelines is safety. This includes the safety of the photographer, as well as the players, coaches and officials. Similarly, another highly-significant factor is the continuity of the contest itself without interruption or distraction. All policies that have been developed -- both by the National Federation and the MSHSAA -- center on these two factors. There are also issues of privacy, event management and others which often are considered when guidelines are established.

Locker rooms are no place for cameras or media at the high school level. A vast majority of all high school participants are minor children who have the right to privacy in dressing facilities before and after competition. Team benches, dugouts and sideline areas are also off limits.

A common misconception is that camera flashes are not noticeable to an athlete in competition. Some sports have specific regulations (see below) with regard to flash photography, but in general, anytime the outcome of an event or the concentration of an athlete can be altered by a flash -- it should not be used (the start of a race, the "start" whistle in wrestling, a golf swing, a tennis serve, etc.). Flashes should never be aimed directly in the face of any competitor, regardless of the sport. Ceiling-mounted strobes are much less distracting than camera-mounted strobes and are preferred, when possible. Television flood or fill lights should never be aimed at the competition field/floor when the game is in progress. Game officials have the discretion to ask a photographer to change his vantage point if the official feels the players' ability to play without distraction is being jeopardized by the photographer's location or her camera flash. Game administrators and photographers should work together to make sure the players' comfort is never compromised.

For safety reasons, tripods should not be kept near the competition field/court at any time. Photographers should always respect the view of those who may be behind them (such as spectators at basketball, volleyball and wrestling events) by sitting on the floor during play.

Finally, when there is any doubt with regard to what access a photographer may have at a high school event, ask the host management for any site-specific policies or the best area from which to shoot action shots. Again, working in advance with the administration and officials can often prevent embarrassing situations once the contest has started.

Baseball, Softball - National Federation playing rules prohibit any photographer from entering the playing field (including foul ground) during play. This generally includes any area inside the fenced playing or "live ball" area. For softball only, photographers may enter the playing field and shoot from a deadball area that has been lined off in foul ground in advance. If the field has no such photography box, the playing field may not be entered (see NFHS Rule 1-2-3). Specific focus techniques allow for shooting outside a fenced area, and generally fence work beyond the dugouts is low enough to allow photographers a great vantage point without obstructions. Climbing atop dugouts, fences and scoreboards is highly discouraged and is prohibited during all postseason events. Team bench and dugout areas are restricted to team personnel only, unless a separate photographer's well is attached to either end of a team dugout.

Basketball - Camera and ceiling-mounted strobes are now permitted for all postseason games. However, flashes may not be used during any free throw situations or in the face of any competitor. Photographers should shoot from the baseline (right side of the goal as one faces the floor), and outside the lane areas and remain at least 3-feet from the baseline at all times.

Football - Per NFHS Rule 1-2-3d and Rule 2-26-8, all photographers and non-team personnel are to remain at least 6 feet from the sideline at all times, and are restricted from the team bench areas and coaching box (extends to each 25-yard line). Generally, flash photography poses no problems in football, but should be avoided before the snap of the ball to avoid a potential offside or encroachment penalty for either team.

Soccer - Photographers are to remain at least 7 feet from the sideline at all times, and are restricted from the team bench areas. Generally, flash photography poses no problems in soccer, but should be avoided during penalty kicks and any time a goal keeper's vision might be impaired by a flash. The endlines of the field can be used for photography, but only outside the box areas and at least 7 feet from the endline.

Volleyball - Flash photography is generally permitted in volleyball. Photographers should be aware of where the "playable" (live ball) area ends on each specific court, and remain outside that area at all times. Generally, the best vantage point for volleyball is the sideline opposite the team bench area and outside of the playable area. Distance is critical due to the potential for play to extend beyond the court boundaries.

Track, Cross Country, Swimming - Flashes should never be used at the start of a race, and any noisy camera mechanism (such as loud auto advance/rewind systems) should also be avoided to ensure a fair and clean start. Camera operators are to stay off the course, running track and bulkhead at all times. Photographers should never cross a running track or cross country course during the race itself, and deckside photographers in swimming should remain at least 3 feet from the edge of the pool at all times.

Wrestling - Flash photography generally poses no problem, but should not be used before the official blows his whistle to start competition (from neutral or referee's positions). Photo personnel should remain at least 10 feet from the edge of the mat, and never sit on the mat itself.

Tennis, Golf - Competitors are usually very sensitive in these two sports with regard to being photographed during competition. If possible, shoot during warm-up or practice. Generally, the greater the distance between the photographer and the competitor, the less the chances of a potential confrontation. Tennis should be shot outside the fence or from an adjacent court, but never in a "live ball" area inside the fence of a competitor's court. Always shoot from behind or slightly-behind a golfer, and stay off the greens at all times.

MSHSAA Public Service Announcements (all sports)

GUIDELINES:

** Read any combination of three during all MSHSAA games.*

MSHSAA PSA ANNOUNCEMENT — 30 SECONDS

TONIGHT'S GAME IS NOT ONLY A COMPETITIVE CONTEST BETWEEN THESE TWO SCHOOLS, BUT IT'S ALSO AN EDUCATIONAL EXPERIENCE FOR THE STUDENTS INVOLVED. BECAUSE HIGH SCHOOL ACTIVITIES ARE ABOUT LEARNING LIFE VALUES, YOUR FRIENDS AT _____ (radio/tv/school) AND THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION REMIND EVERYONE TO DO THEIR PART IN KEEPING OUR HOMETOWN SPORTS A POSITIVE EXPERIENCE FOR EVERYONE. WHEN YOU ATTEND YOUR NEXT GAME, DO YOUR PART TO HELP REKINDLE THE SPIRIT OF CITIZENSHIP BY SHOWING GOOD SPORTSMANSHIP. YOU'LL BE TEACHING A POSITIVE LESSON AND YOU'LL BE PRESERVING A PROUD TRADITION IN THE STATE OF MISSOURI.

* * * * *

MSHSAA PSA ANNOUNCEMENT — 30 SECONDS

WHETHER ITS BALLS AND STRIKES, FOULS OR FLAGS, YOUR REFEREES AND GAME OFFICIALS ARE A VITAL PART OF HIGH SCHOOL ATHLETICS. IF YOU'VE EVER TRIED YOUR HAND AT OFFICIATING, YOU KNOW HOW HARD THESE MEN AND WOMEN WORK, AND YOU CERTAINLY KNOW THAT THEY WOULD NEVER MISS A CALL INTENTIONALLY. KEEP THESE THINGS IN MIND AS YOU ATTEND SPORTING EVENTS. AFTERALL, RESPECTING OFFICIALS AND AUTHORITY FIGURES IS ONE OF THE MOST VALUABLE LESSONS THAT WE CAN TEACH OUR STUDENTS. THIS MESSAGE HAS BEEN BROUGHT TO YOU BY YOUR FRIENDS AT _____ (radio/tv/school) AND THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION.

* * * * *

MSHSAA PSA ANNOUNCEMENT — 30 SECONDS

FANS, WHEN YOU ATTEND A HIGH SCHOOL GAME, DO YOU STAND AT ATTENTION DURING THE NATIONAL ANTHEM? DO YOU CHEER A GOOD PLAY BY THE OPPOSING TEAM? IF YOUR TEAM LOSES, DO YOU TAKE IT WELL IN STRIDE? IF YOU ANSWERED 'YES' TO ANY OF THOSE QUESTIONS, YOU ARE SHOWING POSITIVE EXAMPLES OF SPORTSMANSHIP. DON'T FORGET THAT WHEN YOU ATTEND HIGH SCHOOL EVENTS, YOUNG EYES ARE WATCHING YOU FOR EXAMPLES OF ACCEPTABLE BEHAVIOR. BY MAKING A CONSCIOUS EFFORT, YOU'LL BE HELPING OUR STUDENTS GROW INTO BETTER CITIZENS. THIS MESSAGE WAS BROUGHT TO YOU BY YOUR FRIENDS AT THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION AND _____ (radio/tv/school).

* * * * *

MSHSAA PSA ANNOUNCEMENT — 30 SECONDS

ROLE MODELS ARE MORE IMPORTANT THAN EVER IN TODAY'S SOCIETY. YOU CAN SERVE AS A ROLE MODEL FOR OTHERS THE NEXT TIME YOU DISPLAY GOOD SPORTSMANSHIP AT A HIGH SCHOOL ATHLETIC EVENT. GOOD SPORTS ARE WINNERS AND ARE ALSO VITAL TO PRESERVING OUR FINE SPORTS TRADITIONS. SO THE NEXT TIME YOU ATTEND A SPORTING EVENT, REMEMBER TO BE A GOOD SPORT AND HELP REKINDLE THE SPIRIT OF CITIZENSHIP! THIS MESSAGE WAS BROUGHT TO YOU BY YOUR FRIENDS AT THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION AND _____ (radio/tv/school)

* * * * *

MSHSAA PSA ANNOUNCEMENT — 30 SECONDS

THE SCORE OF ANY ATHLETIC EVENT IS GENERALLY FORGOTTEN OVER TIME, BUT THE ACTIONS OF PLAYERS, COACHES AND SPECTATORS LEAVE LASTING IMPRESSIONS. THE NEXT TIME YOU ATTEND A HIGH SCHOOL GAME, THINK OF HOW HISTORY WILL REMEMBER YOU. CHOOSE GOOD SPORTSMANSHIP AND HELP REKINDLE THE SPIRIT OF CITIZENSHIP. REMEMBER, THE LESSONS YOU TEACH TODAY WILL HELP DEVELOP BETTER CITIZENS IN OUR COMMUNITIES FOR TOMORROW. THIS MESSAGE WAS BROUGHT TO YOU BY YOUR FRIENDS AT THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION AND _____ (radio/tv/school) .

This page should be copied.

MSHSAA Public Address Announcements (all sports)

MSHSAA PREGAME INTRODUCTION

LADIES AND GENTLEMEN, GOOD EVENING AND WELCOME TO _____ (high school) FOR TONIGHT'S CONTEST. AS THE HOSTS OF THIS GAME, LET'S WELCOME OUR GUESTS THIS EVENING -- THE _____ (mascot) FROM _____ (high school)! (wait for audience applause). LET'S WISH STUDENTS FROM BOTH SCHOOLS GOOD LUCK, AND WE ENCOURAGE ALL SPECTATORS AT TONIGHT'S GAME TO KEEP IN MIND THAT GOOD SPORTSMANSHIP IS EXPECTED AT _____ (name of field, gym, stadium), AS WE SET GOOD EXAMPLES FOR OUR STUDENTS, PLAYERS AND YOUNGSTERS IN ATTENDANCE. (continue with introduction of starting lineups, etc.) . . .

MSHSAA PREGAME INTRODUCTION

LADIES AND GENTLEMEN, WELCOME TO _____ (name of field, stadium or gym), FOR TONIGHT'S CONTEST BETWEEN THE VISITING _____ (mascot) OF _____ (high school) AND YOUR _____ (school and mascot). _____ (high school) IS A PROUD MEMBER OF THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION, AND WE REMIND ALL SPECTATORS THAT THIS GAME IS COMPETITIVE, BUT IT IS ALSO AN EDUCATIONAL EXPERIENCE FOR ALL PLAYERS AND STUDENTS. LET'S CONTINUE TO SHOW RESPECT AND SPORTSMANSHIP THROUGHOUT THIS CONTEST AND REFRAIN FROM NEGATIVE CHEERS, CHANTS OR BEHAVIOR. WE WELCOME OUR GUESTS FROM _____ (high school) AND WISH ALL PLAYERS GOOD LUCK IN TONIGHT'S GAME. NOW LET'S MEET TONIGHT'S STARTING LINEUPS . . .

ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME

_____ (high school) REMINDS ALL FANS THAT WE ALL PLAY A ROLE IN THE EDUCATION OF OUR STUDENTS. PARENTS, FANS AND PEOPLE IN THE COMMUNITY ALL SET AN EXAMPLE FOR STUDENTS -- WHETHER THEY ARE AWARE OF IT OR NOT. HELP REKINDLE THE SPIRIT OF CITIZENSHIP AND SET A POSITIVE EXAMPLE IN EVERYTHING YOU DO -- BOTH HERE AT THE GAME AND IN THE COMMUNITY. GOOD SPORTSMANSHIP IS WHAT SETS OUR SCHOOL APART!

ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME

FOLKS -- IN MISSOURI, GOOD SPORTSMANSHIP IS A HIGH SCHOOL TRADITION. WHETHER IT'S HERE OR ON THE ROAD, MAKE OUR SCHOOL, OUR COMMUNITY AND OUR STUDENTS PROUD BY DISPLAYING POSITIVE SPORTSMANSHIP. GOOD SPORTSMANSHIP AND POSITIVE CITIZENSHIP ARE VITAL IN THE DEVELOPMENT OF GOOD CITIZENS. _____ (high school) GLADLY WELCOMES THE CHALLENGE OF BEING A LEADER IN SPORTSMANSHIP AND IN CONTINUING A PROUD TRADITION.

ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME

WE ALL KNOW THAT OUR SCHOOL IS ONE OF THE BEST IN THE STATE. WE'VE PROVEN IT WITH OUR TEAMS ON THE FIELD AND WITH OUR CLASSROOM PERFORMANCES OFF THE FIELD. WE ASK ALL SPECTATORS AT THIS GAME TO HELP CONTINUE THAT PROUD TRADITION BY SHOWING GOOD SPORTSMANSHIP THROUGHOUT THIS CONTEST. LET'S MAKE OUR VISITORS FEEL WELCOME AND GIVE OUR OFFICIALS THE RESPECT THEY DESERVE FOR DOING A DIFFICULT JOB. BEING ONE OF THE STATE'S BEST SCHOOLS IS NOT EASY, BUT WITH FANS LIKE YOU TO SET EXAMPLES OF GOOD SPORTSMANSHIP, OUR PROUD TRADITION HERE AT _____ (high school) IS GUARANTEED TO CONTINUE FOR YEARS TO COME!

ANNOUNCEMENT FOR USE DURING BREAKS NEAR THE END OF THE GAME

FANS ARE REMINDED THAT ENTERING THE PLAYING FIELD (COURT) AT ANYTIME IS NOT PERMITTED. YOUR COOPERATION IS APPRECIATED. WE ALSO APPRECIATE ALL FANS WHO MADE OUR SCHOOL PROUD WITH GOOD SPORTSMANSHIP THROUGHOUT THIS GAME. WE ASK THAT ALL SPECTATORS CONTINUE TO DISPLAY GOOD SPORTSMANSHIP EVEN AFTER TONIGHT'S GAME IS OVER. THANK YOU AND PLEASE RETURN TO _____ (field, stadium, gym) FOR OUR NEXT GAME _____ (date) AT _____ (time).

8-Man Football Championship Spots

GUIDELINES:

- * *Read any combination of two during all MSHSAA 8-Man semifinal games*
- * *Read on-air during regular station broadcasts the three days preceding the event*

8-MAN SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS

THIS IS (name of announcer) REMINDING YOU ABOUT SHOW-ME BOWL 2009. YOU'LL SEE THIS YEAR'S FINALISTS IN 8-MAN HIGH SCHOOL FOOTBALL GOING FOR THE STATE CHAMPIONSHIP. SHOW-ME BOWL 2009 WILL BE HELD NOVEMBER 27th IN THE EDWARD JONES DOME IN ST. LOUIS. SEE HIGH SCHOOL FOOTBALL ACTION AT ITS BEST — SHOW-ME BOWL 2009 — BY MAKING THE TRIP TO HISTORIC ST. LOUIS, NOVEMBER 27TH. FOR MORE INFORMATION, LOG ONTO MSHSAA.ORG OR GET TICKET INFORMATION FROM YOUR LOCAL HIGH SCHOOL AND MSHSAA (mish-UH).

8-MAN SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS

THIS IS (name of announcer) REMINDING YOU THAT SHOW-ME BOWL 2009 WILL BE HELD NOVEMBER 27th AT THE EDWARD JONES DOME IN HISTORIC ST. LOUIS. THE FINALISTS IN THE 8-MAN CLASSIFICATION WILL MEET FOR THE STATE CHAMPIONSHIP ON THE 27TH. FOR TICKET INFORMATION CONTACT YOUR LOCAL HIGH SCHOOL OR THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION. YOU CAN ALSO LOG ONTO MSHSAA.ORG ON THE NET FOR ALL THE INFORMATION ON SHOW-ME BOWL 2009 — NOVEMBER 27th IN ST. LOUIS.

8-MAN SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS

FOOTBALL FANS, WEEKLY HIGH SCHOOL FOOTBALL GAMES ALL LEAD TO ONE PLACE — THE EDWARD JONES DOME AND SHOW-ME BOWL 2009. FOR THE FIRST TIME THE 8-MAN STATE FOOTBALL CHAMPIONSHIP WILL BE PLAYED IN THE EDWARD JONES DOME IN HISTORIC ST. LOUIS ON NOVEMBER 27th. IT'LL BE THE FINALISTS IN THE 8-MAN CLASSIFICATION MEETING FOR THE 22nd ANNUAL CHAMPIONSHIP. SO, MAKE PLANS NOW TO ATTEND. SEE HIGH SCHOOL FOOTBALL ACTION AT ITS FINEST -- AND FASTEST — AT 8-MAN SHOW-ME BOWL 2009. FOR TICKET INFORMATION CONTACT YOUR LOCAL HIGH SCHOOL, MSHSAA (mish-UH) . . . OR LOG ONTO WWW.MSHSAA.ORG!!!!

This page should be copied.

Show-Me Bowl Football Spots

GUIDELINES:

- * *Read any combination of two during all MSHSAA Sectional, Quarterfinal & Semifinal games*
- * *Read on-air during regular station broadcasts the three days preceding the Finals (Nov. 24-26)*

SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS:

THIS IS (name of announcer) REMINDING YOU ABOUT SHOW-ME BOWL 2009. YOU'LL SEE THIS YEAR'S FINALISTS IN CLASS 1 THROUGH CLASS 6 GOING FOR STATE CHAMPIONSHIPS IN THE LUXURY AND COMFORT OF THE EDWARD JONES DOME IN ST. LOUIS. THIS YEAR'S MSHSAA (mish-ah) SHOW-ME BOWL WILL TAKE PLACE NOVEMBER 27-28 IN THE GATEWAY CITY. TO SEE HIGH SCHOOL FOOTBALL ACTION AT ITS BEST — IT'S SHOW-ME BOWL 2009 — NOVEMBER 27TH AND 28TH. FOR MORE INFORMATION, LOG ONTO MSHSAA.ORG. TICKET INFORMATION IS AVAILABLE BY CONTACTING YOUR LOCAL HIGH SCHOOL OR CALLING MSHSAA (mish-UH)

SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS:

FOOTBALL FANS, SHOW-ME BOWL 2009 WILL BE HELD NOVEMBER 27TH AND 28th AT THE EDWARD JONES DOME IN ST. LOUIS. THE FINAL TWO TEAMS IN CLASS 1 THROUGH CLASS 6 WILL COLIDE FOR THE STATE CHAMPIONSHIPS ON FRIDAY AND SATURDAY. THE PINNACLE OF HIGH SCHOOL FOOTBALL IN MISSOURI IS SHOW-ME BOWL 2009! FOR TICKET INFORMATION CONTACT YOUR LOCAL HIGH SCHOOL OR CALL MSHSAA (mish-UH). FOLLOW THE PLAYOFFS ON LINE AT MSHSAA.ORG. IT'S SHOW-ME BOWL 2009 — NOVEMBER 27TH AND 28TH IN THE LUXURY & COMFORT OF THE DOME IN ST. LOUIS.

SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS:

IT'S HARD-HITTING, HEART-POUNDING EXCITEMENT. IT'S COMMUNITY VS. COMMUNITY AND SCHOOL AGAINST SCHOOL. THE NO. 1 HIGH SCHOOL FOOTBALL EVENT IN THE STATE . . . WE'RE TALKING ABOUT THE 2009 MSHSAA (mish-uh) SHOW-ME BOWL AT THE EDWARD JONES DOME IN ST. LOUIS. THIS YEAR'S FOOTBALL CHAMPIONSHIPS FEATURE SEVEN GAMES NOVEMBER 27TH AND 28TH, AND IT IS THE PINNACLE OF MISSOURI HIGH SCHOOL FOOTBALL --ALL IN THE LUXURY AND COMFORT OF THE DOME. GET YOUR TICKETS TODAY AND BE A PART OF THE ACTION. FOR MORE INFORMATION, LOG ONTO MSHSAA.ORG OR CONTACT ONE OF THE SCHOOL'S INVOLVED IN TODAY'S GAME. WE'LL SEE YOU AT SHOW-ME BOWL 2009!!!

This page should be copied.

Show-Me Showdown Basketball Spots

GUIDELINES:

- * *Read any combination during all MSHSAA District, Sectional, Quarterfinal & Semifinal games*
- * *Read on-air during regular station broadcasts the three days preceding the Finals*

MSHSAA SPOT ANNOUNCEMENT - Class 4 and Class 5 Basketball

SHOW-ME SHOWDOWN 2010! THE SHOW-ME STATE IS IN THE GRIPS OF BASKETBALL FEVER, AND THE MSHSAA (MISH-UH) BASKETBALL CHAMPIONSHIPS! THIS YEAR'S CLASS 4 AND 5 BOYS AND GIRLS CHAMPIONSHIPS WILL BE DECIDED MARCH 11TH , 12TH AND 13TH AT THE STATE-OF-THE-ART MIZZOU ARENA ON THE UNIVERSITY OF MISSOURI - COLUMBIA CAMPUS. FOR GAME INFORMATION LOG ON TO MSHSAA.ORG . . .

MSHSAA SPOT ANNOUNCEMENT - Class 1, Class 2 and Class 3 Basketball

HIGH SCHOOL HOOPS! TONIGHT'S GAME LEADS TO THE SHOW-ME STATE'S BASKETBALL PINNACLE -- SHOW-ME SHOWDOWN 2010! THIS YEAR'S CLASS 1, 2 AND 3 BOYS AND GIRLS BASKETBALL CHAMPIONSHIPS WILL BE HELD MARCH 18TH, 19TH AND 20TH AT THE STATE-OF-THE ART MIZZOU ARENA ON THE UNIVERSITY OF MISSOURI-COLUMBIA CAMPUS. SEE WHAT MARCH MAYHEM IS ALL ABOUT AT SHOW-ME SHOWDOWN 2010 !! FOR GAME INFORMATION LOG ON TO MSHSAA.ORG . . .

Basketball Playoff Broadcast PSA's

GUIDELINES:

- * *Read any combination of two during all MSHSAA District, Sectional, Quarterfinal, Semifinal & Finals*

MSHSAA ANNOUNCEMENTS - OFFICIALS THANKS

TAKE THE RESPONSIBILITY FOR TEACHING STUDENTS THAT ANY COMPETITION, NO MATTER WHAT IT IS, MUST BE PLAYED WITHIN THE RULES. OFFICIALS OF ANY GAME OR CONTEST ARE NEVER GIVEN ENOUGH THANKS, AND THE EFFORTS OF THE OFFICIALS ACCOUNT FOR THE FAIRNESS OF THE COMPETITION. TO OUR MISSOURI HIGH SCHOOL OFFICIALS . . . THANK YOU FOR A JOB WELL DONE. THE PRECEDING MESSAGE WAS BROUGHT TO YOU BY YOUR FRIENDS AT THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION . . AND _____ RADIO.

MSHSAA SPOT ANNOUNCEMENT - SPORTSMANSHIP

GOOD SPORTSMANSHIP ISN'T SOMETHING THAT JUST HAPPENS, IT'S TAUGHT. . . AS A PART OF OUR HIGH SCHOOL ACTIVITIES PROGRAM. IN MISSOURI, GOOD SPORTSMANSHIP HAS BECOME A TRADITION WITH OUR HIGH SCHOOL COACHES, ATHLETES AND FANS. RESPECT BY EVERYONE HELPS MAKE THAT HAPPEN. WE AT _____ RADIO ENCOURAGE YOU TO HELP US CONTINUE A GREAT MISSOURI TRADITION THAT'S PRACTICED BOTH IN SMALL TOWNS AND BIG CITIES . . GOOD SPORTSMANSHIP!! THE PRECEDING MESSAGE WAS BROUGHT TO YOU BY YOUR FRIENDS AT THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION . . . AND _____RADIO.

This page should be copied.

RADIO

MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION

P.O. Box 1328, Columbia, MO 65205-1328, (573) 875-4880

RADIO BROADCAST AGREEMENT



Station: _____ Business Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Announcer(s) for this Game: _____

Sport: _____ Boys _____ Girls _____ Level: **Class** 1 2 3 4 5 6 8M

Site: _____ Date: _____

Participating Team: _____ Participating Team: _____

By my signature below, I enter into this agreement whereby broadcast rights involving the above stated schools at the above stated site of the MSHSAA's District, Regional, Sectional, Quarterfinal, Semifinal or Championship tournament game are granted, with the following requirements:

1. Rights fees to be paid to the Missouri State High School Activities Association for each contest to be broadcast (semifinals through finals); and that the total sum is submitted with this agreement.

No fee is charged for District, Sectional level contests.
A broadcast fee will apply for games from Quarterfinal through Championship level. (please see fees on right)

8-Man - \$25 _____	Class 4 - \$40 _____
Class 1 - \$25 _____	Class 5 - \$45 _____
Class 2 - \$30 _____	Class 6 - \$50 _____
Class 3 - \$35 _____	

2. If the carrier is also doing an over-the air broadcast, Internet Audio Simulcasts do not carry a rights fee.
 _____ (Station Name/Website) will carry a simulcast of above game.
3. That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
4. That the station will run two public service spot announcements provided by the MSHSAA during each broadcast.
5. That the station give advance publicity to the event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
6. That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
7. That no political parties or candidates be allowed to sponsor or advertise any or all of the broadcast.
8. That the station requesting broadcast rights provides a list of the broadcast's sponsors and advertisers to the tournament manager before the broadcast.
9. That the MSHSAA Board of Directors reserves the right to revoke the broadcasting rights and/or discontinue the broadcast at any time in the event previous broadcasting by that station is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association.
10. That this agreement is for over-the-air broadcast rights only. Any reproduction or copy of this broadcast shall not be sold or distributed without prior written consent of the Missouri State High School Activities Association.

SPONSOR LIST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature: _____
Station Representative

Date: _____

Payment Received \$ _____
(Note: If by check, please indicate the check number next to amount)

Signature: _____
MSHSAA Representative (Site Manager)

Date: _____

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.

TV

MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION
P.O. Box 1328, Columbia, MO 65205-1328, (573) 875-4880
TELEVISION BROADCAST AND INTERNET AUDIOCAST AGREEMENT



Station/Company: Business Phone: Fax

Address:

City: State: Zip:

Announcer(s) for this Game:

Sport: Boys Girls Level: Class 1 2 3 4 5 6

Site: Date:

Participating Team: Participating Team:

By my signature below, I enter into this agreement whereby broadcast rights involving the above stated schools at the above stated site of the MSHSAA's District, Regional, Sectional, Quarterfinal, Semifinal or Championship tournament game are granted, with the following requirements:

- 1. That the appropriate fee (see schedule below) be paid to the Missouri State High School Activities Association for each contest to be telecast (District through Finals); and that the total sum is submitted in advance with this agreement.

(check one - pay the appropriate fee in advance)

Delayed Broadcast - Non-Championship Site (\$750) Live Broadcast - Non-Championship Site (\$1500)

Delayed Broadcast - Championship Site (\$1500) Live Broadcast - Championship Site (\$3000)

NOTES: For the purposes of this agreement, a delayed broadcast does not begin less than 24-hours after the start of the contest.

- 2. That the station/production company will provide a copy of the final game broadcast (in DVD format) to the MSHSAA within 15 days of the game date...
3. That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct...
4. That the company will run two pre-produced public service announcements -- provided by the MSHSAA -- during each broadcast.
5. That the company give advance publicity to the actual live event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
6. That no individual or organization be permitted to sponsor any or advertise all of the broadcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
7. That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising for a political candidate or political party.
8. That a list of all sponsors be submitted with this agreement for approval in advance of the telecast.
10. That the MSHSAA reserves the right to discontinue this agreement at any time in the event previous broadcasting by said entity is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association...
11. Any reproduction or copy of this telecast shall not be sold or distributed without prior written consent of the MSHSAA. Live webcasts (video or audio) must be approved 24 hours in advance by the Missouri State High School Activities Association.

SPONSOR LIST

Blank lines for entering sponsor information.

Signature: Station Representative Date: Payment Received \$ (Note: If by check, please indicate the check number next to amount)

Signature: MSHSAA Representative (Site Manager) Date:

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.

INTERNET

MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION P.O. Box 1328, Columbia, MO 65205-1328, (573) 875-4880 TELEVISION BROADCAST AND INTERNET AUDIOCAST AGREEMENT



Station/Company: _____ Business Phone: (____) _____ Fax: (____) _____

Address: _____

City: _____ State: _____ Zip: _____

Announcer(s) for this Game: _____

Sport: _____ Boys _____ Girls _____ Level: Class 1 2 3 4 5 6

Site: _____ Date: _____

Participating Team: _____ Participating Team: _____

By my signature below, I enter into this agreement whereby broadcast rights involving the above stated schools at the above stated site of the MSHSAA's District, Regional, Sectional, Quarterfinal, Semifinal or Championship tournament game are granted, with the following requirements:

- That the appropriate fee (see schedule below) be paid to the Missouri State High School Activities Association for each contest to be broadcast (District through Finals); and that the total sum is submitted in advance with this agreement.

Audio Webcasts (check one - pay the appropriate fee in advance)

- | | | |
|---------------------------------------------------|---------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> 8-Man Broadcast (\$25) | <input type="checkbox"/> Class 1 Broadcast (\$25) | <input type="checkbox"/> Class 2 Broadcast (\$30) |
| <input type="checkbox"/> Class 3 Broadcast (\$35) | <input type="checkbox"/> Class 4 Broadcast (\$40) | <input type="checkbox"/> Class 5 Broadcast (\$45) |
| | <input type="checkbox"/> Class 6 Broadcast (\$50) | |

Video Webcasts (check one - pay the appropriate fee in advance)

- | | |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Delayed Broadcast - Non-Championship Site (\$250) | <input type="checkbox"/> Live Broadcast - Non-Championship Site (\$500) |
| <input type="checkbox"/> Delayed Broadcast - Championship Site (\$500) | <input type="checkbox"/> Live Broadcast - Championship Site (\$1000) |

NOTES: For the purposes of this agreement, a delayed broadcast does not begin less than 24-hours after the start of the contest. Any station which "simulcasts" its signal over the internet is not subject to both the internet rights fee and radio/TV broadcast rights fee, only one fee will be charged.

- That the station/production company will provide a copy of the final game broadcast in DVD format to the MSHSAA within 15 days of the game date. The official MSHSAA logo is to be used in the open and close of each broadcast. The name "MSHSAA" and/or the official logo shall also be used in all score and statistical graphics.
- That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
- That the company will run two pre-produced public service announcements -- provided by the MSHSAA -- during each broadcast.
- That the company give advance publicity to the actual live event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
- That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
- That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising for a political candidate or political party.
- That a list of all sponsors on all televising stations be submitted with this agreement for approval in advance of the telecast.
- That the telecast be aired not less than 24 hours following the scheduled game time, and that the telecast not conflict with other scheduled MSHSAA athletic events (except for those companies which pay in advance for the rights to carry a live broadcast).
- That the MSHSAA reserves the right to discontinue this agreement at any time in the event previous broadcasting by that station is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association, or in the event any of these stipulations are violated or any aspects of the company's broadcast are considered to be in poor taste.
- Any reproduction or copy of this telecast shall not be sold or distributed without prior written consent of the MSHSAA. Live webcasts (video or audio) must be approved at least 24-hours in advance of the event by the Missouri State High School Activities Association.

SPONSOR LIST

Signature: _____
Station Representative

Date: _____

Payment Received \$ _____
(Note: If by check, please indicate the check number next to amount)

Signature: _____
MSHSAA Representative (Site Manager)

Date: _____

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements or broadcasting space must be made separately with the site manager.

for passes and working and/

For further information contact the MSHSAA Communications Director at the above address and phone number.



“The MSHSAA promotes the value of participation, sportsmanship, team play, and personal excellence to develop citizens who make positive contributions to their community and support the democratic principles of our state and nation.”