

TV / 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: _____

Home Team: _____ Visiting 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 telecast (District through Finals); and that the total sum is submitted in advance with this agreement.
(check one - pay the appropriate fee in advance)

<input type="checkbox"/> Delayed over-the-air TV - District Level (\$100)	<input type="checkbox"/> Delayed commercial cable channel - District or Regional (\$50)
<input type="checkbox"/> Delayed over-the-air TV - Sectional, Quarterfinal (\$125)	<input type="checkbox"/> Delayed commercial cable channel - Sectional, Quarterfinal. (\$100)
<input type="checkbox"/> Delayed over-the-air TV - Semifinal or Third-Place Games (\$200)	<input type="checkbox"/> Delayed commercial cable channel - Semis, Third-Place (\$150)
<input type="checkbox"/> Delayed over-the-air TV - Championship Level (\$300)	<input type="checkbox"/> Delayed commercial cable channel - Championship Level (\$200)
<input type="checkbox"/> Delayed cable access - District Level (\$25)	<input type="checkbox"/> Delayed Webcast (audio only, non MBA members) - all levels (\$50)
<input type="checkbox"/> Delayed cable access - Sectional or Quarterfinal (\$50)	<input type="checkbox"/> LIVE Webcast (audio only, non MBA members) - all levels (\$150)
<input type="checkbox"/> Delayed cable access - Semifinal or Third-Place Games (\$75)	<input type="checkbox"/> LIVE TV Broadcast (over-the-air or cable) - all levels (\$3,500)
<input type="checkbox"/> Delayed cable access - Championship Level (\$100)	

NOTES: For the purposes of this agreement, cable access channels are those whose sole purpose is to provide educational and/or community and public-service programming. Any cable channel which profits from the sale of commercial time or advertising and whose programming features entertainment programming shall pay the commercial rate; MSHSAA rights fees do not apply to District football contests (weeks 8-10).

- That the station/production company will provide a copy of the final game tape (in VHS or DVD format) to the MSHSAA within 15 days of the game date, and that the official MSHSAA logo 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 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 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 tasted.
- That this agreement is for delayed telecast or webcast rights only. Any reproduction or copy of this telecast shall not be sold or distributed without prior written consent of the MSHSAA. Live telecasts webcasts must be approved 24 hours in advance by the Missouri State High School Activities Association and carry considerably-higher rights fees. Streaming on-line video is not permitted without advance permission from the MSHSAA.

SPONSOR LIST

Signature: _____ Date: _____ Payment Received \$ _____
 Station Representative

Signature: _____ Date: _____
 MSHSAA Representative

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 48 hours in advance with the site manager. For further information contact the MSHSAA Communications Director at the above address and phone number.