

ORGANIZED 1946

MEMBER OF THE  
NATIONAL FEDERATION OF  
STATE HIGH SCHOOL  
ASSOCIATIONS



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## GUIDELINES FOR BROADCASTING MPSSAA REGIONAL AND STATE PLAYOFF GAMES

These guidelines provide a policy to guide broadcasts of interscholastic sporting events on radio, internet or commercial, public, cable, or satellite television.

### PURPOSES

The MPSSAA is granting broadcasting rights for events expects those to serve the following purposes:

1. Highlight for the public the wide range of interscholastic sports in public secondary schools.
2. Provide a new dimension of sports entertainment for young people and adults.
3. Give increased public recognition to high school athletes and teams.
4. Generate revenue to help defray the cost of MPSSAA tournaments (travel, lodging, meals, officials, stadium rental, etc.).

### POLICY

1. The executive council of the MPSSAA will determine which state athletic events are approved for broadcasting. The assistant director will serve as liaison with broadcasters.
2. Broadcasters will negotiate a contract with the MPSSAA for the rights to broadcast any state athletic event. Only broadcasters under contract with the MPSSAA may broadcast a regional or state athletic event.
3. Contracts should be negotiated at least 24 hours prior to broadcast.
4. Broadcast fees must be paid to the MPSSAA *prior* to any broadcast.

### SELECTION OF EVENTS

A broadcast schedule will be negotiated prior to the beginning of any regional or state tournament. The Executive Director of the MPSSAA has the authority to negotiate on behalf of the Association.

### CONTRACTS

Contracts will include: fee or percentage of advertising revenue to be paid to the MPSSAA; dates, location and times of games to be broadcast; insurance provisions, specific responsibilities of the broadcaster; MPSSAA and local schools with respect to advance set-up, types, and removal of equipment; promotional spots; advertising restrictions; selection of announcer; delay of broadcast; provisions of team roster and other information. Contracts must be signed by the general manager of the broadcast station and the executive director or president of the MPSSAA.

### ADVERTISING

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

## **INSURANCE**

The MPSSAA will not be responsible for any unlawful or negligent action on the part of the broadcaster.

The broadcaster shall have insurance coverage sufficient to hold the MPSSAA harmless from any accident claims that may result from the action of the broadcaster's employees or agents, malfunction of equipment, collapse of platforms, or any other structure or device which is the property or responsibility of the broadcaster or its agents.

## **BROADCAST TIMES**

Only radio will be permitted to broadcast events live. Television broadcasts and internet video streaming over the World Wide Web, in any form, must be tape delayed, unless stated otherwise by the MPSSAA. The MPSSAA will determine the minimum time for each broadcast. ***Live television broadcasts and internet streaming are permissible only with the express written consent of the MPSSAA.***

## **BROADCAST TONE**

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

## **COPYRIGHT**

The MPSSAA will retain the copyright to any recorded broadcast.

## **LOCAL SCHOOL INVOLVEMENT**

The assistant director of the MPSSAA will contact the local supervisor of athletics as soon as it is known which schools are involved in an MPSSAA regional or state tournament broadcast.

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

## **SELECTION OF BROADCASTER**

Broadcast rights will be awarded in the following manner:

- **Radio** – Broadcast rights will be awarded to any radio station that is awarded a contract by the MPSSAA. Press box accommodations, if available, will be awarded in the same order as contracts.
- **Television and Internet** – Tape delayed, or live, broadcast rights will be awarded to any television station and Internet Company that is awarded a contract by the MPSSAA. Press box accommodations, if available, will be awarded in the same order as contracts. ***Live broadcasts are permissible only with the extent written consent of the MPSSAA***

## **NETWORKING**

Networking by radio and television is permissible. Every state that broadcasts an MPSSAA athletic event must be under contract with the Association.

Name \_\_\_\_\_ Title \_\_\_\_\_

Contact # \_\_\_\_\_ Date \_\_\_\_\_

Email \_\_\_\_\_



## MPSSAA BROADCAST AGREEMENT

Date \_\_\_\_\_

This is an agreement between \_\_\_\_\_ and the Maryland Public Secondary  
(Broadcaster)  
Schools Athletic Association, granting broadcast rights for the \_\_\_\_\_ to be held  
(Name of Contest)  
on \_\_\_\_\_ at \_\_\_\_\_ at \_\_\_\_\_.  
(Contest Date) (Site) (Time)

We agree to the following:

1. This agreement grants \_\_\_\_\_ the right to broadcast and/or rebroadcast the  
(Broadcaster)  
above event for a period of \_\_\_\_\_ days after the above-mentioned contest.  
(Number)
2. \_\_\_\_\_ shall have insurance coverage sufficient to hold the MPSSAA  
(Broadcaster)  
harmless from any accident claim that may result from the action of the broadcaster's employees  
or agents, malfunction of equipment, collapse of platform, or any other structure or device which  
is the property or responsibility of the broadcaster or its agent.
3. Commercials for alcoholic beverages, tobacco products, or political candidates or issues may not  
be broadcast during this athletic event.
4. \_\_\_\_\_ will pay the Maryland Public Secondary Schools Athletic  
(Broadcaster)  
Association a broadcast fee of \_\_\_\_\_. This fee must be paid prior to any broadcast.  
(Amount)
5. The broadcaster agrees to abide by the terms of the attached policy titled ***Guidelines for  
Broadcasting MPSSAA Regional and State Playoff Games.***
6. This agreement becomes binding when both the agreement and the guidelines are signed by the  
broadcast representative and the executive director or president of the MPSSAA. (If unusual  
circumstances occur which prevent a broadcast from broadcasting a previously agreed upon  
contest, MPSSAA may consider returning broadcast fees.)

7. The game announcers (if applicable), to include all on-air persons, will be:

\_\_\_\_\_

\_\_\_\_\_

8. \_\_\_\_\_ affirms that it does not discriminate on the basis of race, color,  
(Broadcaster)  
sex, national origin, religion, or handicapping condition in matters affecting employment or in  
providing services to the public.

9. Other considerations:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. Contact information:

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Phone #** \_\_\_\_\_ **Date** \_\_\_\_\_

**Email** \_\_\_\_\_

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Phone #** \_\_\_\_\_ **Date** \_\_\_\_\_

**Email** \_\_\_\_\_