



2024-2025 Media Policy Manual

Introduction

Welcome to the Minnesota State High School League’s Media Policy Manual for the 2024-2025 school year. The Minnesota State High School League, in consultation with its Member Schools and Media Advisory Committee, develops policies and guidelines for media coverage of League events that are then approved by the League’s Board of Directors.

The League and its Member Schools rely on and appreciate the media coverage and the recognition given to the achievements of Member Schools and student-participants.

This manual informs media organizations so that they may provide quality coverage for the Member Schools and the communities they serve. All media are expected to review and know these rules and guidelines.

The League reminds media that students are participating in education-based athletics and Fine Arts activities that are an extension of the classroom. While coverage involves reporting on these events, these students are developing physically, cognitively and emotionally. Covering high school activities is different from covering collegiate or professional athletics. Our student-participants are minors, and the League has a commitment to safety and care for all during our events. Media are expected to practice professional, respectful and responsible behavior while covering student-participants, the Member Schools and their communities.

The granting of a credential is a two-way contract between the League and our media who serve the Member Schools and their communities. Approved media must represent themselves and their organizations with high standards and integrity.

For additional information, contact: Tim Leighton, tleighton@mshsl.org or media@mshsl.org

Table of Contents

- 2024-2025 Media Policy Manual Summary of Modifications..... 3
- Statement of Rights to Events** 4
- Credential Application Process..... 4
- Annual Media Organization Registration and Approved Media Organization List 4
 - Media Organization Approval Criteria 4
- General Media Guidelines and Policies 5
- Additional Information for Media Organizations** 6
 - Photographers/Videographers 6
 - Radio Partners..... 6
 - Community Media 6
 - Number of Media Personnel Permitted Tournament Access per Media Organization:..... 6
- Additional Information** 7
 - Postseason Spectator Photography 7
 - Student and School Media 7
- State Tournament Media Coverage Information** 7
 - State Tournament Credential Application 7
- Requirements for Media Access at State Tournaments** 8
- Section Tournament Media Coverage** 13
 - Media Approval for Access to Section Events..... 13
 - Streaming..... 13
 - Applying for Section Tournament Streaming Approval:..... 13
 - Streaming Fees:..... 13
 - Media Coverage at Section Tournaments..... 13
- Regular Season Media Coverage** 17
 - Regular Season Media Coverage is Under Control of the Host Member School..... 17
- MSHSL TV/Streaming Exclusivity Agreement**..... 17
 - Exclusivity..... 17
 - Preferred Streamer 18
- Additional Media Guidelines and Information** 18
 - Video Footage Request Information..... 18
 - Advertising 18
 - Drones 19
 - Information Requests 19
 - Downloadable Copies of State Tournament Events 19

2024-2025 Media Policy Manual Summary of Modifications

Statement of Rights to Events: [Addition] (Page 4)

All Minnesota State High School League Section and State Tournaments are presented under the authority of the Minnesota State High School League. The Minnesota State High School League reserves all rights to these events and their presentation. The sale, distribution or use of any photographs for profit of these tournaments by any means is strictly prohibited unless approved in advance, in writing, by the Minnesota State High School League Executive Director or League Staff designee. The Minnesota State High School League expressly reserves the right to seek legal recourse against all violators.

[Statement added to clarify audio broadcasting rights] (Page 6)

Podcasters and other non-radio entities are not permitted to broadcast live audio and/or video.

Postseason Spectator Photography [Revision to define photography equipment permitted by spectators.] (Page 7)

- The League’s spectator photography policies align with policies at venues. For most tournaments, spectators may bring cameras, including cell phones, that are basic point and shoot, consumer-grade cameras without detachable lenses. Accessories such as monopods, selfie sticks, tripods, GoPro mounts and other attachments are not generally allowed. Spectators seeking to take photos should consult information in the Spectator Guide found on the League website for each tournament.
- Spectator photography locations are limited to the spectator seating area. Spectators must be respectful of and not impede other spectators while photographing the event.
- Photos taken by spectators at postseason contests are for personal use and may not be sold.
- Only credentialed media are permitted to use professional photography equipment at League postseason events.

Student and School Media [Revision to include Faculty Representative requirement and option for a School District Employee] (Page 8)

- Student and School Media must be properly credentialed through the League. Member School Activities Directors, or their administrative designee, must apply on behalf of their Student and School Media.
- Student Media must have a School Faculty Representative attend all tournament events with the Student Media.
- If a Member School does not have students involved in a school-based media program, the Member School’s Activities Director may apply on behalf of a School District Employee to assist in postseason coverage.
- Student and School Media are only permitted at bracketed team State Tournaments. Because of the number of competing schools, Student and School Media are not permitted at Cross Country, Individual Tennis, Swimming and Diving, Alpine Skiing, Nordic Skiing, Individual Wrestling, Individual Gymnastics, Track and Field, Golf, Adapted Bowling, Clay Target, Robotics or Fine Arts.

Statement of Rights to Events

All Minnesota State High School League Section and State Tournaments are presented under the authority of the Minnesota State High School League. The Minnesota State High School League reserves all rights to these events and their presentation. The sale, distribution or use of any photographs for profit of these tournaments by any means is strictly prohibited unless approved in advance, in writing, by the Minnesota State High School League Executive Director or a League Staff designee. The Minnesota State High School League expressly reserves the right to seek legal recourse against all violators.

Credential Application Process

Step 1:

Media Organizations must apply annually and be approved for inclusion on the League's Approved Media Organization List. The organization's primary administrator applies on behalf of the media organization. This must be done **before** applying for State Tournament credentials.

Step 2:

The Approved Media Organization List is used in approving media for attendance at events. Media must be on the League's Approved Media Organization List to cover all postseason events.

- **Regular Season**-During the regular season, events are under the host school's control. Media should request approval to cover events from the Activities Administrator at the host school.
- **Section Contests**-At the Section level, Region Secretaries or their site administrators grant approval to cover events.
- **State Contests**-At the State Tournament level, media organizations must apply and be approved through the League for credentials for each attendee at each State Tournament. A separate credential application and approval must be made for each State Tournament.

Annual Media Organization Registration and Approved Media Organization List

[Media Organization Approval Criteria](#)

The following guidelines are used to approve media organizations for placement on the Approved Media Organization List.

Media organizations:

- must have an established and consistent record of League coverage.
- must have credibility as a news-gathering organization.
- must have editorial oversight.
- must create original content which can only be generated by being onsite at an activity.
- must have coverage that goes beyond the distribution of in-game scoring and the creation of all-tournament teams.
- must agree to monitor any user comments and remove comments that include personal attacks on participants involved in competitions.

- should be a member of a professional association or organization, i.e.: Minnesota Newspaper Association, Minnesota Broadcasters Association, etc.

The following media organizations will not be approved:

- Organizations that are exclusively social media based.
- Organizations that are scouting, rankings, recruiting services, college coaches, private clubs or specialty websites that are promotional services for an activity.
- Organizations of a personal nature or whose demographic audiences are fan-based and focused on primarily one school, or a select number of schools, do not qualify as a live coverage organization.
- Organizations that exclusively create and post videos.
- Organizations that are photo-only.

The League reserves the right to determine media approval requests on a case-by-case basis.

General Media Guidelines and Policies

When covering League events, media are reminded that these are education-based activities and covering high school activities is different than covering college or professional athletes. Our events are an extension of the classroom. It is a privilege, not a right, to cover high school activities in person.

Media's credential and permission to cover events can be removed at any time for failure to follow the League's Media Policies and Guidelines found on the League's website: www.mshsl.org/media.

These guidelines are for all media approved for League events:

- Be professional and respectful to others, including fans, officials, coaches, student-participants, support staff, administrators and other members of the media.
- Do not distract others, including fans, officials, coaches, student-participants, support staff, administrators and other members of the media.
- Cheering while attending an event in an official capacity is not permitted.
- Criticism of an official, coach, team, participant or school during a broadcast or written game summary is not permitted.
- Do not block the view of fans.
- Be mindful of workspaces and avoid taking up too much room. Make sure to collect any trash or belongings in work areas when leaving.
- Credentialed media should not bring uncredentialed guests to the event. They will not receive free admission or privileges accorded to the media.
- Photographers should refer to the League's Media Policy Manual for guidelines on shooting policies.
- Media are not allowed in team locker rooms.
- Unprofessional conduct, as determined by League Staff or its representatives, is not tolerated and will result in instant forfeiture of credential and/or ejection from the event.
- Media are responsible for the content they post on social media platforms. Profanity, cyberbullying, offensive jokes, photos and any other offensive materials are not tolerated and are grounds for instant forfeiture of credentials and/or ejection from event.

Designated seating: Each venue is unique. As such, press box or press row accommodations may not be available for every media member. Work with site administration and/or the League to determine accommodation.

Credentials: Ensure League-issued credentials are visible and always worn.

Interviews: Post-event interview sessions are held in designated zones and determined by site administration or League Staff. Contact an onsite administrator upon arrival for further details.

Additional Information for Media Organizations

Photographers/Videographers

- Freelance photographers must have assignment editors/managers from approved organizations submit credential requests on their behalf. In agreement with the Minnesota Newspaper Association, the League reserves the right to review these requests on a case-by-case basis.
- Only credentialed media are permitted to use professional photography and video equipment at League postseason events.
- Freelance and commercial photographers and/or videographers will not be approved for the League's Approved Media List.
- Designated Team Photographers and/or Videographers (a different role from Team Video Operator) will not be approved for credentials to cover postseason events.
- Photography and videotaping are not permitted at any State Tournament events unless properly credentialed and authorized to do so.
- Approved photographers and organizations may use photographs for approved publication only. Selling or distributing photos free of charge is not permitted.

Radio Partners

- Radio stations may register as Radio Partners annually.
 - School-year Radio Partner registration fee, per market:
 - Single station, \$200
 - Two stations with a single owner, \$400
 - Group of stations with a single owner (three or more), \$500
 - Radio stations that become a Radio Partner do not pay audio rights fees for postseason coverage.
 - Radio stations that choose not to become a Radio Partner will pay rights fees for postseason coverage.
 - Per-game rights fees for non-radio partners for each postseason game is \$250.
 - Podcasters and other non-radio entities are not permitted to broadcast live audio and/or video.

Community Media

- The League recognizes representatives of the Minnesota Community Media Systems and others as official educational television personnel for a Member School, provided such an assignment of responsibility from that school district's superintendent is submitted annually in writing in a Designation Letter and is on file in the League Office. Designation Letters should be submitted to media@mshsl.org.
- Minnesota Community Media Systems may pay an annual fee of \$200 to waive all rights fees to carry live audio-only on their systems at the Section and State-level events. The \$200 fee is required to cover State Tournaments.

Number of Media Personnel Permitted Tournament Access per Media Organization:

- Radio: Up to two media personnel.
- Print, per agreement with the Minnesota Newspaper Association:

- Community Newspapers: Two media personnel
- Regional Newspapers: Three media personnel
- Statewide Newspapers: Four media personnel
- Broadcast: Up to two media personnel
- Online News Organizations: Two media personnel

Additional Information

Postseason Spectator Photography

- The League’s spectator photography policies align with policies at venues. For most tournaments, spectators may bring cameras, including cell phones, that are basic point and shoot, consumer-grade cameras without detachable lenses. Accessories such as monopods, selfie sticks, tripods, GoPro mounts and other attachments are not generally allowed. Spectators seeking to take photos should consult information in the Spectator Guide found on the League website for each tournament.
- Spectator photography locations are limited to the spectator seating area. Spectators must be respectful of and not impede other spectators while photographing the event.
- Photos taken by spectators at postseason contests are for personal use and may not be sold.
- Only credentialed media are permitted to use professional photography equipment at League postseason events.

Student and School Media

- Student and School Media must be properly credentialed through the League. Member School Activities Directors, or their administrative designee, must apply on behalf of their Student and School Media.
- Student Media must have a School Faculty Representative attend all tournament events with the Student Media.
- If a Member School does not have students involved in a school-based media program, the Member School’s Activities Director may apply on behalf of a School District Employee to assist in postseason coverage.
- Student and School Media are only permitted at bracketed team State Tournaments. Because of the number of competing schools, Student and School Media are not permitted at Cross Country, Individual Tennis, Swimming and Diving, Alpine Skiing, Nordic Skiing, Individual Wrestling, Individual Gymnastics, Track and Field, Golf, Adapted Bowling, Clay Target, Robotics or Fine Arts.

State Tournament Media Coverage Information

State Tournament Credential Application

All media organizations requesting to cover League-sponsored State Tournaments must apply for credentials for all media personnel who will attend a State Tournament.

Each organization’s primary administrator is responsible for ensuring attendees have reviewed policies and guidelines prior to coverage of a postseason event.

Prior to applying for State Tournament Credentials, the organization must be on the League’s Approved Media Organization List.

To apply for media credentials to cover League State Tournament events:

- Visit www.mshsl.org/media.

- A list of credential windows can be found at www.mshsl.org/media
- Deadlines for credential applications are firm. Media applying after the deadline should not expect to be credentialed.
- Approved media must review specific State Tournament guidance and information found at www.mshsl.org.
- The approved media credentials list for each State Tournament is located at www.mshsl.org/media.

Requirements for Media Access at State Tournaments

Information for media attending League State Tournaments can be found on the pages that follow.

Information is arranged by media type. Requirements change if the tournament is broadcast live by 45TV.

Media personnel and organizations are responsible for knowing and following guidelines and policies. These can be found in this manual, on the League’s website, in communications from the League and from the onsite Media Steward.

Media should ask questions for clarifications if expectations are not clear.

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
All Media	All media organizations must apply for, and be approved, for credentials for media personnel attending EACH tournament.	
	<ul style="list-style-type: none"> • Photo ID must be presented at the pass gate for access. 	
	<ul style="list-style-type: none"> • Media must be on the League’s Approved Annual Media List available at: www.mshsl.org/media. 	
	<ul style="list-style-type: none"> • Media are only considered for credentials if the Member School’s team in their coverage area is competing in the contest. 	
	<ul style="list-style-type: none"> • Media must remain in areas designated for media during the tournament. • Locker rooms at League events at the postseason tournament levels are closed to the media. • Interviews are not allowed on the field, ice or court following State Tournament events. • Credentialed media are to use designated Media Zones for interviews. • Designated Media Zones for State Tournament events are established. For more information on interviewing procedures, consult the League at media@mshsl.org or an onsite Media Steward. • Media must honor a “cooling off” period of at least five minutes before interviewing representatives of participating teams. 	
		<ul style="list-style-type: none"> • 45TV has the first interview with coaches and/or players of their choice, following the completion of any televised game. • All other credentialed media must wait until 45TV has completed its interviews and the 5-minute “cooling off” period has expired, before commencing its interviews in designated Media Zones. • 45TV has enhanced access to State Tournament venues.

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
All Approved Media Using Video	<ul style="list-style-type: none"> Broadcast TV organizations may record and use up to two minutes of highlights. Organizations must not host any League postseason events online (i.e. YouTube) for on-demand viewing without the League’s approval. 	<ul style="list-style-type: none"> 45TV has exclusive rights to all game action on the playing field/rink/court. Games broadcast by 45TV may not be videotaped in any manner, e.g. mobile device or camera by anyone in the arena or on the playing field. Video is permitted to be shot by an approved media organization at the venue before and after game sessions once 45TV is off the air. Game sessions are defined as when 45TV goes on the air to when it goes off the air. Live game action may not be recorded, streamed, broadcast or otherwise shared. The use of video of game action on over-the-air television, cable television or any other media, e.g. Internet, podcasts, is within the exclusive rights granted to 45TV. Any live shot or recorded stand up MUST NOT show the field, rink or court of play while 45TV is on the air. Media using any televised game action video must adhere to the following guidelines: <ul style="list-style-type: none"> Video highlights used by any media must be recorded from 45TV’s off-air signal only, and use must not exceed two minutes in duration per day. Live simulcasting is prohibited. All media organizations that use video highlights of 45TV’s off-air game action must give on-screen synchronous credit to 45TV for a minimum of five seconds as the video airs. Highlights recorded from off-air broadcasts may be used while the game(s) is/are still on the air. Video restrictions include the medal and trophy presentations.

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
Print and Online Media	<ul style="list-style-type: none"> Permitted access to cover game action via reporting and photography in League-approved areas of the venue. 	
Radio Partners	<ul style="list-style-type: none"> Rights fees for live audio-only feeds for State Tournament events are waived for Radio Partners. Radio Partners agree to air or read at least two League-oriented Public Service Announcements during the live broadcast of a State Tournament event. Radio Partners are only permitted to cover Member Schools in their designated markets, unless previously approved by the League. A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the League. The League reserves the right to revoke the broadcast rights of any radio station if any portion of its broadcasts are considered to have been in poor taste or incompatible with the educational dignity and propriety of the tournament or the host institution from which the broadcasts originated. Rights fees will be assessed for all live video feeds during Section and State Tournament play, unless written consent is provided the League. 	
Streaming	<ul style="list-style-type: none"> Live streaming rights of League events belong solely to the League and its designated personnel and partners. A streaming producer granted streaming rights shall not feed or link its stream to any other media outlet or website without permission from the League. Any streaming producer must receive League streaming rights approval before accepting a feed or link from any other website and must abide by all regulations in this Media Policy Manual, including payment of appropriate rights fees. 	
Member School Streaming	<ul style="list-style-type: none"> Not permitted. 	
Commercial Streaming	<ul style="list-style-type: none"> Not permitted. 	
NSPN.tv	<ul style="list-style-type: none"> Permitted when contracted with the League. 	

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
Minnesota Community Media Systems-Paid Annual Fee	<ul style="list-style-type: none"> • Option 1 MCMS may broadcast live audio-only to their local channel. • Option 2 A fee to the League is payable for each event. <ul style="list-style-type: none"> • Simultaneous, scheduled or delayed broadcast to local access channel and/or streamed to the website for playback up to 10 times in 10 days following the completion of a postseason event. The content must be removed from the site for a 60-day period following the contest. Viewing must begin and end with “This material is property of the Minnesota State High School League.” • No downloading, saving or archiving of this production is permitted.” • Allowing downloads or selling the event in any way is not allowed. • Option 3 Live video to MCMS broadcast or stream may be negotiated with the League for any events not covered by exclusive broadcast and/or streaming rights. <p>Note: A \$100 fee per tournament must be paid to the League for onsite production coverage of events at U.S. Bank Stadium, Xcel Energy Center, Target Center, Williams Arena, Maturi Pavilion and Target Field. This is in addition to other fees paid.</p>	<ul style="list-style-type: none"> • Not permitted.
Minnesota Community Media Systems-No Paid Annual Fee	<ul style="list-style-type: none"> • No access provided without an annual fee. 	<ul style="list-style-type: none"> • Not permitted.

	State Tournaments (non-45TV Tournaments)	State Tournaments covered by 45TV
Broadcast TV	<ul style="list-style-type: none"> • Live action is not permitted in the background of standup shots. • Video is limited to two minutes of non-contiguous game action. • Access is permitted to postgame News Conference Center. 	<ul style="list-style-type: none"> • Live action is not permitted in the background of standup shots. • Shooting highlights or game footage must come from 45TV's off-air signal and 45TV must be given synchronous credit for a minimum of five seconds. • Access permitted to postgame News Conference Center.
Photographers	<ul style="list-style-type: none"> • Photos of State Tournaments events taken by credentialed photographers may not be sold or distributed free of charge. • League-contracted photographers have enhanced access. 	
Member School Student and School Media	<ul style="list-style-type: none"> • Approved Student and School Media have the same access as professional media. • Consult an onsite administrator for additional information and guidance. • Student Media must be a student currently enrolled at a Member School. • Student and School Media must have a school-based email account. • A Member School must have a school district supervisor onsite when Student Media are present. The supervisor must exclusively supervise the Student Media; the supervisor may not have other team and/or school duties during the tournament. • A credentialed Student Member may report, write and do still-photography at postseason events. • Information gathered through this experiential learning program may be used for the Member School's yearbook, newspaper or district marketing materials. 	
Member School Video Recording	<ul style="list-style-type: none"> • Some athletic activities will permit a Team Video Operator to record a contest for instructional coaching and review. Each sport or activity will have further requirements and guidelines. • This role is designated strictly for educational purposes and may not include player or coach interviews, videotaping in the locker room or distribution to social media platforms. • The video may be posted on Hudl or other approved educational platforms. • The Team Video Operator must follow all Media Rules and Policies. • Live or delayed streaming of the video is prohibited. • Film, videotape, DVD or digital files continue to be the school's property and may only be used for educational or school archival purposes. • Commercial sponsorship of any kind is prohibited. • Schools must not share films, videotapes, DVDs or digital files produced by the school with any other entity unless approved by the League. <p><i>Note --- Member Schools not competing in a postseason event may not videotape or film that event.</i></p>	

Violation of these policies will result in instant forfeiture of the media credential and suspension from future coverage.

Section Tournament Media Coverage

Media Approval for Access to Section Events

Region Secretaries, in consultation with the Region Committee, make decisions allowing media organizations and personnel access to Section Tournaments. The Approved Media Organization List available at: www.mshsl.org/media is used in making these decisions.

Contact information for Region Secretaries can be found at: <https://www.mshsl.org/contact/mshsl-region-secretaries>.

Region Secretary Section Tournament assignments can be found at: <https://www.mshsl.org/MSHSL-media>.

Streaming

Region Secretaries and the League approve streaming requests for Section Contests.

The following may apply for permission:

- Member Schools
 - Member Schools may be permitted to stream to a school-authorized YouTube account or other League-approved platforms. The school's Activities Administrator is the only individual that can make this request to the Region Secretary and the League.
- Radio Partners with the Minnesota Broadcasters Association
- Minnesota Community Media Systems
- Pixellot/NFHS Network
- Independent Streaming providers
- Others as determined by the Section and/or League

Applying for Section Tournament Streaming Approval:

1. An application must be made at least 48 hours prior to the contest to the League and the Region Secretary. Contact the League at media@mshsl.org.
2. The application must include:
 - a. team(s) they are covering,
 - b. the dates, times and sites at which they wish to stream,
 - c. and whether the stream will be live or delayed.
3. Upon approval from the League and the Region Secretary, applicant will be notified.
4. The League reserves the right to individually consider applications from streaming producers outside the State of Minnesota.

Streaming Fees:

- Each Administrative Region sets the rights fees charged to each streaming provider for the coverage of any Subsection and Section games.
- A streaming provider may be permitted to charge a fee to any viewer for any Region game, per approval of the Region Secretary, with approval of the Region Committee.

Media Coverage at Section Tournaments

Below is information for Media attending League Section Tournaments. Information is arranged by media type. Additional tournament and venue-specific requirements will be shared by Region Secretaries and Tournament Staff.

Media personnel and organizations are responsible for knowing and following guidelines and policies. Media should ask questions for clarifications, if expectations are not clear.

Section Tournaments	
All Media	All media must contact the Region Secretary for approval to attend.
	<ul style="list-style-type: none"> • Photo ID must be presented at the gate for access.
	<ul style="list-style-type: none"> • Region Secretaries and Region Committees use the Approved Media List available at: www.mshsl.org/media.
	<ul style="list-style-type: none"> • Media must remain in areas designated for media during the tournament. • Locker rooms at League events at the postseason tournament levels are closed to the media. • Interview locations are determined by Tournament Staff. • Media must honor a “cooling off” period of at least five minutes before interviewing representatives of participating teams.
	<ul style="list-style-type: none"> • Media are only considered for admittance if team(s) in their coverage area is/are competing in the contest.
Print and Online Media	<ul style="list-style-type: none"> • Permitted access to cover game action via reporting and photography in areas of the venue approved by Tournament Staff.
Radio (Non-Radio Partners)	<ul style="list-style-type: none"> • Rights fees must be paid in advance for each event covered. • Rights fees will be assessed for all live video feeds unless written consent is provided by the Region Committee. • The League reserves the right to revoke the broadcast rights of any radio station if any portion of its broadcasts are considered to have been in poor taste or incompatible with the educational dignity and propriety of the tournament or the host institution from which the broadcasts originated.

Section Tournaments	
Radio Partners	<ul style="list-style-type: none"> • Rights fees for live audio-only feeds for Section Tournament events are waived for Radio Partners. • Radio Partners agree to air or read at least two League-oriented Public Service Announcements during the live broadcast of a Section Tournament event. • Radio Partners are only permitted to cover Member Schools in their designated markets, unless previously approved by the League. • A Radio Partner shall not feed its broadcasts to any other station or stations without permission from the League. • The League reserves the right to revoke the broadcast rights of any radio station if any portion of its broadcasts are considered to have been in poor taste or incompatible with the educational dignity and propriety of the tournament or the host institution from which the broadcasts originated. • Rights fees will be assessed for all live video feeds during Section and State Tournament play, unless written consent is provided the Region Committee. • Radio Partners that have covered a Member School for the entire school year or season are given priority when media seating is limited. • Radio Partners are required to contact Section Tournament administration prior to the event to ensure access and seating accommodation.
Streaming	<ul style="list-style-type: none"> • Live streaming rights of League events and any posting of “real-time” description of events belongs solely to the League and its designated personnel and partners. • A streaming provider granted streaming rights shall not feed or link its stream to any other media outlet or website without permission from the League. • Any streaming provider must receive League streaming rights approval before accepting a feed or link from any other website and must abide by all regulations in this Media Policy Manual, including payment of appropriate rights fees. • Such offers from other streaming entities must be presented to the League a minimum of one week prior to the event for which rights are sought. • Streamers may not host any League postseason events online (i.e. YouTube) for on-demand viewing.
Member School Streaming	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee. • Streamers may not host any League postseason events online (i.e. YouTube) for on-demand viewing.
Commercial Streaming	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee • Streamers may not host any League postseason events online (i.e. YouTube) for on-demand viewing.
NSPN	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee.
Broadcast TV	<ul style="list-style-type: none"> • Permitted with approval of League and Region Committee.
Photographers	<ul style="list-style-type: none"> • Photos of League tournaments may not be sold or distributed free of charge. • The use of flash equipment is not permitted.

Section Tournaments (continued)
--

<p>Minnesota Community Media Systems-Paid Annual Fee</p>	<ul style="list-style-type: none"> • Option 1: Broadcast or stream live audio-only. • Option 2: Broadcast live video to the local-access channel only (Fees may apply). • Option 3: Region Committees may charge a fee for this option. The recommended rights fee is 25% of the live MCMS broadcast fee. (Per the Recommended Rights Fees for live video.) Simultaneous, scheduled or delayed broadcast to the local access channel and/or live stream may be shown at any time for 10 days following the actual event. <ul style="list-style-type: none"> • The content must be removed from the site for a 60-day period following the contest. The content may return to the systems’ site for viewing only. Downloading of content is not permitted. • Video must begin and end with: “This material is property of the Minnesota State High School League. No downloading, saving or archiving of this production is permitted.” • Option 4: Stream and/or broadcast live video, per Region Committee rights fees.
<p>Minnesota Community Media Systems-No Annual Fee</p>	<ul style="list-style-type: none"> • Option 1: Broadcast or stream live audio-only; fees apply. • Option 2: Broadcast live video to the local-access channel only. (Commercial fees as per Region Committee rights fees apply.) • Option 3: Commercial fees as per Region Committee rights fees apply. Simultaneous delayed, broadcast to the local access channel and/or live-stream may be shown at any time for 10 days following the actual event. <ul style="list-style-type: none"> • The content must be removed from the site for a 60-day period following the contest. The content may return to the systems’ site for viewing only. Downloading of content is not permitted. • Video must begin and end with: “This material is property of the Minnesota State High School League. No downloading, saving or archiving of this production is permitted.” • Option 4: Stream and/or broadcast live video. Commercial fees as per Region Committee rights fees apply.
<p>School Media</p>	<ul style="list-style-type: none"> • Allowed as permitted by the Region Committee.
<p>Member School Video Recording</p>	<ul style="list-style-type: none"> • Some athletic activities will permit a Team Video Operator to record a contest for instructional coaching and review. Each sport or activity will have further requirements and guidelines. • This role is designated strictly for educational purposes and may not include player or coach interviews, videotaping in the locker room or distribution to social media platforms. • The video may be posted on Hudl or the team’s educational platform. • The Team Video Operator must follow all Media Rules and Policies. • Live or delayed streaming of the video is prohibited. • Film, videotape, DVD or digital files continue to be the school's property and may only be used for educational or school archival purposes. • Commercial sponsorship of any kind is prohibited. • Schools must not share films, videotapes, DVDs or digital files produced by the school with any other entity unless approved by the League. <p>Note: Member Schools not competing in a postseason event may not videotape or film that event.</p>

Violation of these policies will result in instant forfeiture of the media credential and suspension from future coverage.

Regular Season Media Coverage

Regular Season Media Coverage is Under Control of the Host Member School

- Member Schools are encouraged to use the Approved Media Organization List as a guide when permitting media access.
- Streaming:
 - Frequently used permitted streaming platforms include NSPN.tv, Hudl, a school-authorized YouTube channel and the Pixellot/NFHS Network.
 - Instant, live streaming mechanisms like LiveBarn or GameChanger, and social media-based platforms such as Facebook Live, Twitter, Instagram, TikTok or others as determined by the League, are not recommended for approval.
- Typical Member School permissions for Minnesota Community Media Systems include:
 - With the Member School's permission, MCMS may stream live audio-only and broadcast live video to the local-access channel only.
 - Simultaneous, scheduled or delayed broadcast to the local access channel and/or live stream may be shown at any time for 10 days following the actual event.
 - The content must be removed from the site for a 60-day period following the contest. The content may return to the systems' site for viewing only. Downloading of content is not permitted.
 - Video must begin and end with: "This material is property of the Minnesota State High School League. No downloading, saving or archiving of this production is permitted."

MSHSL TV/Streaming Exclusivity Agreement

Exclusivity

1. 45TV is the exclusive television broadcast partner of the Minnesota State High School League. The broadcast agreement extends through the 2030-2031 school year.
 - a. The League's contract with 45TV supersedes all policies and guidelines in the Media Policy Manual.
 - b. Other than 45TV, or an identified partner of 45TV and the League, no live streaming or live over-the-air broadcast shall be permitted at any State Tournament quarterfinal, semifinal or championship game/match/event at these events:
 - i. 45TV is the television broadcast partner with exclusive rights to televise:
 1. 2024 Prep Bowl—Seven football championship games
 2. 2025 Girls Hockey State Tournament—Semifinals, championships
 3. 2025 Boys Hockey State Tournament—Quarterfinals, semifinals, championships
 4. 2025 Girls Basketball State Tournament—Semifinals, championships
 5. 2025 Boys Basketball State Tournament—Semifinals, championships
2. The rights granted include marketing and distribution of tournament games statewide by 45TV via broadcast stations, low-power TV stations, cable systems and Internet streaming.
3. The League's broadcast rights grant 45TV the right of first refusal to broadcast and/or stream championship-round games of any other League-sponsored activity not specified previously.
4. 45TV is also granted the right of first refusal to match any offer made by any other broadcast television entity or streaming entity to broadcast and/or stream championship-round games of any other League-sponsored activity not specified previously.

5. Such offers from other broadcast television entities or streaming entities must be presented to the League a minimum of 14 days prior to the event for which rights are sought.
6. Additionally, this identical right of first refusal is extended to 45TV, for broadcast and/or stream coverage of Section playoffs in activities.
7. At the conclusion of all games, 45TV or other photographers contracted with the League, have access to the playing field, rink or court. All other photographers and reporters are prohibited from entering the playing field, rink, or court at the conclusion of all games.

Preferred Streamer

NSPN.tv is the preferred web streaming partner of the League for all events not covered by 45TV.

Additional Media Guidelines and Information

Video Footage Request Information

1. The licensing of League-owned archived footage may be available upon request.
2. To submit a request, include the following:
 - a. Contact information for requesting individual
 - b. Activity, year and specific game or match
 - c. In what way will the footage be used?
 - i. Length
 - ii. Purpose
3. Send request to the League at media@mshsl.org.

Advertising

1. Television, radio, print, streaming and/or other media may not use, or allow to be used, during the live presentation of the activity, rebroadcast thereof, or any printed accounts of the activity, any commercial nor may any of the broadcasters or writers refer to or use the words that imply a sponsorship of any tournament under the jurisdiction and control of the MSHSL, without the expressed written consent of the League.
2. Media may not allow advertisers to claim that they are sponsors of League State Tournament events.
3. Approved media must be able to produce, upon request of the League, advertisements used during a broadcast.
4. The League reserves the right to approve or reject advertisements for any product or service.
5. For any part of the broadcast which originates from the site of the activity, advertising of any mood-altering chemicals, such as alcohol, tobacco, vaping, CBD products or drugs of any kind is strictly prohibited.
 - a. Businesses whose primary purpose is selling alcoholic beverages, such as bars, taverns, liquor stores and those whose primary purpose is selling CBD products, etc., are prohibited from advertising on radio broadcasts during any League-sponsored events.
 - b. Combination businesses, such as restaurants or hotels, which dispense alcoholic beverages in a capacity secondary to its primary purpose, may advertise on radio broadcasts during League-sponsored events. However, no part of the advertising message may refer to the sale of alcoholic beverages, or to a bar, pub, tavern or other facility dispensing alcoholic beverages.
6. Any business or organization which is either directly or indirectly related to the gambling industry may advertise on radio broadcasts during League-sponsored events. However, no part of the advertising message may refer to the availability of gambling opportunities or promote gambling.

7. The League shall immediately exercise its right and responsibility to cancel all broadcast rights for an ongoing event and subsequent events of any media outlet station found to have violated the provisions of this advertising policy.

Drones

Approved by the League's Board of Directors on June 4, 2024

The MSHSL prohibits the use of Unmanned Aerial Vehicles (UAV), or "drones," at interscholastic contests, events or scrimmages, whether such vehicles are operated by school representatives, parents, participants, spectators, or media representatives. The operation of Unmanned Aerial Vehicles at interscholastic activities, events, games or scrimmages may create an increased risk of injury to participants and spectators and may create unwarranted distractions that affect the management and enjoyment of those activities or events. A Member School may choose to use, or permit the use of, a pilotless, remote-controlled vehicle at school practices. That determination is left to the discretion of responsible administrators of the Member School. The MSHSL recommends that a Member School consult with the school's insurer and legal counsel and refer to FAA and local community regulations before using or permitting the use of such vehicles during school practices.

Information Requests

Request for information from the League must be submitted in writing to media@mshsl.org.

Downloadable Copies of State Tournament Events

Available for purchase through NSPN.tv at www.nspn.tv.

Terms Used in this Document

Audio-Only Broadcast: An audio feed that may include a camera focused on the scoreboard.

Application: Organizations on the Approved Media List may make applications for credentials for their media staff to cover League State Tournaments onsite.

- An application must be made for each State Tournament event.
- An application consists of the names of media personnel applying to cover the tournament.

Approved Media List: This list is comprised of media organizations that have registered for and been approved by the League for regular season and postseason events.

- Member School administrators and Region Secretaries use this list as guidance for permitting media to cover regular season and Section events.
- Organizations on the Approved Media List may apply for State Tournament credentials for their media staff.

Broadcast: Video sent to a local-access or television broadcast channel.

Credentialed: Credentials are issued to media personnel whose organizations are on the Approved Media List and have applied for credentials for their media staff to cover League State Tournaments onsite and been approved by the League.

Delayed Streaming: Placement on a website or other online hosting site of recorded audio and/or video after a contest has concluded.

Designation Letter: A Designation Letter is required annually from each school district the Minnesota Community Media System is serving. The League recognizes MCMS representatives as official educational television personnel for a Member School, provided such an assignment of responsibility from that school district's superintendent is submitted annually in writing and on file at the League Office.

Live Streaming: Placement on a website or other online hosting site of live audio and/or video directly from a venue while a contest is in progress.

Media Organization: An entity with a history of League coverage that produces news content which can only be obtained by the granting of a news media credential.

Media Personnel: An individual employed by or hired by a media organization.

Postseason: Includes all section and state contests, events, tournaments and meets.

Region Secretary: The official contact person for all section events. Region Secretaries work in conjunction with the Region Committee to make determinations on section event policies and procedures.

Registration: An annual process for media organizations to register, be vetted and be placed on the Approved Media List.

- This approved list:
 - is used by Member Schools and Regions to make determinations on media organization admittance for regular season and Section Tournaments, respectively.
 - is a pre-requisite to applying for a media credential for League State Tournaments.

Regular Season Contests: Regular season contests in League activities are under the management of the host Member School. Using guidance from the League, the Member Schools make decisions on media attendance and coverage.

Section Contests: Postseason section contests in League activities are under the management of the Administrative Region managing the event. Using guidance from the League, the Administrative Region makes decisions on media attendance and coverage.

State Tournaments: State Tournament contests in League activities are under the management of the League. The League makes decisions on media attendance and coverage based on Board of Directors-approved policy.