

# 2019-20

# MEDIA POLICIES



FLORIDA HIGH SCHOOL ATHLETIC ASSOCIATION

# I. TABLE OF CONTENTS

---

I.	Table of Contents . . . . .	2
II.	Introduction . . . . .	2
III.	General Policies . . . . .	3-4
	A. General Information . . . . .	3
	B. Interviewing FHSAA Staff . . . . .	3
	C. Open Records Law and Sunshine Law of the State of Florida . . . . .	3
	D. Attending Meetings . . . . .	3
	E. News Releases . . . . .	4
	F. Eligibility Decisions, Investigations of Alleged Violations and Legal Proceedings. . . . .	4
IV.	Media Credentials . . . . .	5-12
	A. Non-Championship Events . . . . .	5-6
	B. Credential Provisions . . . . .	7-9
	C. Credential Conditions. . . . .	10
	D. Credential Pick-Up. . . . .	11
	E. Credential Maximum Request Limits . . . . .	11
	F. Credential Request Deadlines . . . . .	11
	G. Annual Credentials. . . . .	12
	H. Member School Credentials. . . . .	12
V.	Photography . . . . .	13-14
	A. Conditions . . . . .	13
	B. Positioning . . . . .	13
	C. Flash Photography. . . . .	14
	D. Special Access and Photo Sales . . . . .	14
	E. Member School Photographers . . . . .	14
VI.	Broadcasting . . . . .	15-20
	A. Conditions . . . . .	15-16
	B. Rights and Fees . . . . .	17
	C. State Series Video. . . . .	18-19
	D. State Series Audio . . . . .	19
	E. Social Media Text/Blogging. . . . .	20
VII.	Advertising. . . . .	21
VIII.	Media Advisory Committee. . . . .	22

## II. INTRODUCTION

---

This document is updated annually to inform statewide media of FHSAA policies in effect for all Florida High School State Championship events. This document is designed to assist members of the media in providing comprehensive coverage to their communities. All members of the media are responsible for reviewing the policies included in this guide. For more information, please contact:

**Ashton Moseley, PR Specialist**  
**Florida High School Athletic Association**  
**Phone: (352) 372-9551 ext. 350**  
**Email: [amoseley@fhsaa.org](mailto:amoseley@fhsaa.org)**

# III. GENERAL POLICIES

---

## A. General Information

1. The FHSAA acknowledges the responsibilities of legitimate news gathering media representatives in covering and reporting from FHSAA-sponsored events. We recognize the interest and promotion generated by media coverage and the recognition given to the achievements of school teams and student-athletes. Therefore, the FHSAA in conjunction with its Media Advisory Committee, has established regulations and guidelines to assist media with the requesting/issuing of working media credentials, the use of equipment by news gathering media and FHSAA property rights for State Series competition. Any non-editorial, commercial or other unauthorized use of any broadcast, internet stream, photo, image, film, videotape, audio tape, any play-by-play depiction or description of any competition and/or game action is prohibited without the written consent of the FHSAA.

## B. Interviewing FHSAA Staff

1. In-person interviews at the FHSAA Office in Gainesville will only be done with the prior approval of the FHSAA PR Specialist. Media looking for any type of interview in person at the FHSAA Office in Gainesville must have an appointment. No impromptu interviews will be given whatsoever.

2. Telephone calls from the news media to the FHSAA Office, in general, will be directed to the PR Specialist. However, such calls may be diverted to the administrator in charge of a specific activity so that the news media will be provided with the best possible answer to its question(s).

## C. Open Records Law and Sunshine Law of the State of Florida

1. The FHSAA, while not a government agency, subscribes to and abides by both the Open Records Law and Sunshine Law of the State of Florida. All FHSAA records, other than personnel records of a confidential nature and academic and disciplinary records of students, are available for public review. To request records, please fill out the Public Records Request form located at [FHSAA.org/forms](http://FHSAA.org/forms). A nominal fee may be assessed for photocopies or facsimile broadcasting of such records when requested. The FHSAA Office requires an appointment be made by an individual who wishes to physically review original copies of records on file in the FHSAA Office.

## D. Attending Meetings

1. All meetings of the FHSAA are open to the public with the following exceptions:

- Meetings of the Board of Directors and other FHSAA committees in which confidential matters pertaining to an employee of the Association are to be discussed will be closed to the public only during the period of discussion on the confidential matter;
- Hearings before the Sectional Appeals Committees relative to Undue Hardship Cases filed on behalf of a student-athlete by a member school during which matters of a private nature may be discussed will be closed to the public at the request of the student-athlete and/or the student-athlete's parent(s) or guardian(s).

2. Members of the news media seeking to reserve seating for a Board of Directors or other committee meeting must notify the FHSAA Office in writing 48 hours in advance. Such a request is based on the FHSAA Staff's need to prepare and have available for the news media in attendance an adequate number of photocopies of all documents to be distributed to members of the Board or committees during the meeting. Those news media who do not notify the FHSAA Office in writing of their intention to attend an FHSAA meeting may not be provided with a workspace, seating or photocopies of the documents distributed at the meeting.

## E. News Releases

1. Regularly throughout the calendar year, the FHSAA distributes via e-mail news releases and media advisories to the news media concerning any and/or every aspect of Association business and activities. All news releases and media advisories will be posted on the FHSAA website and social media platforms the same day on which they are e-mailed. To be placed on this list, please contact [emailmedia@fhsaa.org](mailto:emailmedia@fhsaa.org).



@FHSAA



FHSAA



Facebook.com/FHSAA



FHSAA

## F. Eligibility Decisions, Investigations of Alleged Violations, and Legal Proceedings

1. The FHSAA will not comment about an eligibility situation until it has been resolved within the framework of the FHSAA Bylaws. At no time, however, will the FHSAA divulge personal details of the eligibility situation which might compromise the privacy of the minor student-athlete involved.
2. The principal or athletic director of the member school involved or the person(s) involved may release information about an eligibility case as they see fit. Once the FHSAA has substantiated knowledge of its decision by all parties involved, it will then entertain questions and respond.
3. The FHSAA will not comment about any investigation into alleged violations of Association Bylaws, regulations, or policies until such time as the investigation has been concluded and the FHSAA has substantiated knowledge of its decision by all parties involved. It will then entertain questions concerning the investigation and respond.
4. The FHSAA will not release by telephone, fax, mail, or otherwise the names of student-athletes involved and/or implicated in any investigation into alleged violations of Association Bylaws, regulations, or policies. Such information may be obtained from the principal of the member school involved or the person(s) involved.

# IV. MEDIA CREDENTIALS

---

## A. Non-State Championship Events

### 1. THE FHSAA DOES NOT ISSUE CREDENTIALS TO REGULAR SEASON GAMES -OR- PLAYOFF GAMES ON THE DISTRICT, REGIONAL, AND APPLICABLE STATE SEMIFINAL LEVELS.

Media outlets should contact the host school and/or event manager to obtain credentials on these levels. Host schools and event managers are encouraged (but not required) to provide complimentary admission and extend professional courtesies to representatives of credible news media organizations upon vetting them in advance.

### 2. The FHSAA recommends the following media procedures to its member schools regarding these events:

- Working news media who provide valid press identification shall be admitted to the facility without charge provided they have the written approval of the host school's athletic director. This valid press identification must be issued to the individual by the news media organization which the individual represents. Credentials from prior events covered shall not serve as valid press identification. A year-long FHSAA credential does not guarantee you admission to any regular season or State Series preliminary event.
- Every effort should be made by the host to provide all media personnel with seating which allows an unobstructed view of the playing area. It is preferable that this seating be at mid-court or mid-field from the center out. The host school principal or contest managers should reserve more space for the news media for an FHSAA playoff contest than is required for a regular season contest. Media should notify the host 48 hours before the event to request such seating.
- Media personnel may prefer to cover football and soccer games from the sidelines. Access to the sidelines is left to the discretion of the host school principal or contest manager, who should guard against the overcrowding of the sideline areas which may threaten the safety of the media personnel, the participants, and the contest officials.
- The host school should cooperate with media personnel in providing them access to a work area following each contest so that the media personnel may file their account of the contest. Please understand that these individuals are working on a deadline. The head coach of each competing team is encouraged to cooperate with the news media by participating in interviews as quickly as possible following the conclusion of the contest and providing game statistics or meet results when available.
- Electronic flash equipment may be used by photographers at FHSAA State Series contests provided the use of such equipment does not interfere with the conduct of the competition. The host school principal, contest manager, and/or the officials assigned to work the contest will have the authority to require photographers to cease using electronic flash equipment if it is determined that it interferes with the conduct of the competition. Photographers should be granted reasonable access to the out-of-bounds areas of the court or field in all sports as long as their presence does not interfere with the contest and does not endanger either themselves, the student-athletes, or the officials working the contest. The host school principal, contest manager, and/or the officials assigned to work the event will have the authority to require the repositioning of photographers if they believe their placement may threaten the safety of the participants or interfere with the conduct of the competition.
- If members of the news media do not abide by the news media rules and regulations established by the host school principal, athletic director, contest manager and the FHSAA for an FHSAA State Series contest, their credentials may be revoked and/or they may jeopardize their opportunity to secure credentials in the future. The contest manager will have the authority to act on the behalf of the FHSAA in enforcing this policy.

### 3. Member School Requirements for FHSAA State Series events:

- An outlet which has a signed AT11 form from the FHSAA to originate a broadcast of an FHSAA State Series contest must be provided with an adequate area in which to work. This area should provide an unobstructed view of the playing area. The station must contact the host school principal or contest manager in advance to make arrangements for seating and equipment set-up. (See Section VI. for details.)
- When certain facilities in which FHSAA State Series contests are held in have limited seating in the press box or media seating area, the host school principal or contest manager must give priority consideration to the principal media outlets covering the two schools participating in the particular contest.
- Designated Media Areas are **mandatory** for all FHSAA State Series baseball and softball games which are played in facilities without camera wells.
  - ⇒ The host school shall be responsible for determining the location of the area and clearly marking its boundaries. The FHSAA recommends the area be located behind either the first base coaching box or the third base coaching box and that the boundary of the area most distant from home plate be flush with the baseline between first and second base extended or the baseline between second and third base extended. The FHSAA further recommends the area be 20 feet wide and at least five feet deep with the back of the area being the fence or dugout area.
  - ⇒ Only photographers and videographers should be allowed in the area. Reporters should remain off the playing field while the game is in progress.
  - ⇒ The Umpire-in-Chief will check for the location of the area and shall be the final judge as to the safety of its location. If in the judgment of the umpire, the area is not safely located or could be involved too much in play, the umpire may prohibit the use of the area. Photographers and videographers will be required to remain off the playing field if use of the area is prohibited.
  - ⇒ While the FHSAA does not require Designated Media Areas be marked for regular season baseball and softball games, umpires shall be instructed to enforce National Federation Baseball Rules and National Federation Softball Rules, and prohibit access to unmarked fields by photographers and videographers. For this reason, the FHSAA strongly recommends the areas be marked so that photo and video coverage of regular season contests is not jeopardized.
- Media Requirements for FHSAA State Series Events
- Media personnel covering football and soccer must remain outside each team box at all times.
  - ⇒ Media personnel must avoid distracting the participating teams and refrain from entering either team's box during the game.
  - ⇒ Photographers and videographers are prohibited from erecting tripods on the sidelines during the game.

## B. State Championship Credential Requests and Provisions

1. Media credentials are available only for the news and editorial purposes of legitimate news-gathering organizations. Such media organizations are engaged in the regular gathering and timely publication or transmittal with editorial oversight of original, objective news coverage of current events of general interest to the communities served by those organizations. News-gathering organizations eligible for media credentials include, but are not limited to, traditional media organizations such as newspapers, radio stations, television stations, wire services, and pool reporters meeting these criteria. As described in this section, legitimate Internet organizations may also qualify as news-gathering organizations eligible for media credentials.
2. Requests for media credentials for each Florida High School State Championship event must be submitted online at [FHSAA.org/departments/media](https://www.fhsaa.org/departments/media). The online form must be completed to its entirety. It is the responsibility of the individual to confirm that his or her request has been received. The request can only be made by an editor/manager of a news outlet or publication, or an owner/operator of an Internet site.
3. Credentials are issued by the FHSAA to media organizations to provide access for an individual or individuals who have a legitimate working relationship with a legitimate news-gathering organization (as defined herein) in connection with the event for which the credential is issued. The issuance of all media credentials to Florida High School State Championship events is at the **sole discretion of the FHSAA staff**. The FHSAA reserves the right to request company letterhead when determined necessary to verify credential requests. Submission of a credential request does not guarantee a representative a media credential. All requests will be reviewed and must be approved by the FHSAA staff. The FHSAA staff will notify any individual whose request has been approved or denied. Having been issued a credential in previous years does NOT guarantee you will be approved for following years. Media credentials and accommodations are not transferable or for sale or resale under any circumstance. Unauthorized use, sale or other transfer of a credential will subject the bearer to ejection from the event and the indefinite denial of credentials for future events.
4. Only those representatives whose requests are submitted by the advertised deadline and are approved will be issued credentials. **REQUESTS RECEIVED AFTER DEADLINES MAY NOT BE CONSIDERED (See Section IV I)**. Media representatives not approved for credentials in advance will not be issued credentials upon arrival at the site of the event. No credentials will be issued to media that arrive at State Championship venues without having verification by the FHSAA of a credential request made by the prescribed deadline.
5. Once the online form has been submitted, an email verifying your credential application has been received will be sent. **THE SUBMISSION OF A COMPLETED MEDIA CREDENTIAL REQUEST FORM DOES NOT ENSURE APPROVAL FOR MEDIA CREDENTIALS**. You will be notified of your status at least 48 hours before the event.
6. Any substitutions of approved credentials must be done by sports directors or editors contacting the FHSAA PR Specialist prior to arriving at the championship venue.
7. The FHSAA retains the right to confiscate and deny future credentials to any media organization or individual not adhering to FHSAA policies or rights fees stated in this manual. Media organizations that violate credential policies are subject to legal liability, as well as all costs incurred in enforcing the terms of these policies, including but not limited to reasonable attorney fees.





11. The following organizations and/or individuals will not be granted credentials:

- FHSAA Member school photographers (See FHSAA Policy 44.2.1)
- FHSAA Member school videographer (Must be on team pass list)
- FHSAA Member school student media without a chaperone (See FHSAA Policy 44.2)
- Independent freelance photographers or reporters not representing a publication or newspaper
  - ⇒ Credential requests for freelance reporters, freelance photographers, correspondents or stringers must be submitted on their behalf by the media organization for which they are working.
- Commercial photographers
- Any photographer with a proven history of selling state championship photos
- Media outlets who only cover FHSAA student-athletes and events via social media (Twitter, YouTube, etc...)
- Scouting services
- Recruiting services
- Internet sites that are primarily rooted in evaluation and recruitment (see exception in Section IV. B-8)
- Media outlets whose demographic audience are fan-based or focused primarily on a college or high school athletic program or a small number of schools (see exception in Section IV. B-8)
- Publications or internet sites operated by recruiting services.
- Personal page internet site publishers.
- Specialty publications that provide only recruiting lists or lists of outstanding teams.
- Any publication or internet site deemed to be in poor taste or incompatible with the mission of interscholastic athletics as determined by the FHSAA.
- Performance trainers or anyone associated with a sports performance business
- Coaches
- Former coaches
- Family of media
- Friends of media
- Family or friends of participants not employed by the requesting media organization

12. Credentials, once issued, remain the property of the FHSAA and are subject to revocation and confiscation at the discretion of the FHSAA Commissioner and/or his/her designees. Grounds for revocation and confiscation of a credential include, but are not limited to, misuse, abuse and/or transfer of the credential to anyone other than to the person to whom the credential is issued. Any media outlet whose representative has a credential revoked for any reason is subject to being denied credentials to future FHSAA events.

13. Should any credentialed representative become verbally or physically confrontational or abusive for any reason, or refuse to cooperate or comply with the conditions of the credential or the established guidelines for conduct of news media representatives during the event, the FHSAA has the right to revoke and confiscate the credential and have the offending representative removed from the premises. In all such cases, the FHSAA will report the incident to the representative's employer and will reserve the right to withhold approval of future requests for credentials by the representative as well as his or her employer.

14. Credential bearers and their employers assume all risks incurred to the performance by the bearers for their services and assume all risks incidental to FHSAA-related events whether occurring prior to, during or sequential to the actual playing of the contests.

15. Acceptance of a credential constitutes an agreement by the bearer and his or her organization to abide by the foregoing policy.

## C. State Championship Credential Conditions

1. The use of a FHSAA credential is subject to the following conditions:

- This credential shall be used solely for news and editorial coverage (bona-fide news purposes) of this Florida High School State Championship event.
- Any use of news and editorial content or photographs/electronic images for entertainment and commercial purposes and not for bona-fide news purposes is strictly prohibited without prior written consent of the FHSAA. The selling of news and editorial content or photographs/electronic images is exclusive to the FHSAA and/or any other company so designated by the FHSAA.
- The accredited media organization and bearer shall indemnify, defend and save harmless the FHSAA, its officers, agents, employees and each of its member schools, their officers, agents and employees, from and against any and all expenses, lawsuits, damages, costs and liabilities (including reasonable attorney fees and expenses) incurred by, arising from, or in connection with:
  - ⇒ The unauthorized use of news and editorial content or photographs/electronic images, whether such unauthorized use is by the bearer, the accredited media organization designating the bearer to use the credential on its behalf, or some third party to whom the bearer distributes news and editorial content or photographs/electronic images;
  - ⇒ Any injuries resulting from acts or omissions by the bearer or some third party to whom the bearer directly or indirectly distributed news and editorial content or photographs/electronic images;
  - ⇒ Any cameras, wires, cables, computers, telephones or any other equipment brought to the premises by the bearer, or the use of any news and editorial content or photographs/electronic images or any other matter other than coverage of this Florida High School State Championship event.

**NOTE:** Should approval be granted to use news and editorial content or photographs/electronic images for entertainment or commercial use, the accredited media organization and/or bearer agrees to obtain all necessary licenses, consents or releases permitting the use of any party's proprietary material, including, but not limited to, any party's copyrights, trademarks, rights of publicity, rights of privacy or other proprietary or personal rights, however denominated, included in any photograph/electronic image taken or other material obtained in connection with the credential. The accredited media organization and/or bearer is solely responsible for determining which licenses, consents and releases shall be obtained.

- Irrevocable permission is granted to the FHSAA and its assignees to utilize the bearer's voice, image and likeness in connection with any broadcast, other recording or print reproduction of the event without compensation.
- Bearer assumes all risk and danger incidental to this Florida High School State Championship event, whether occurring prior to, during or sequential to the event, and releases the FHSAA and all agents thereof from any and all liabilities resulting from such cases.
- This credential is the property of the FHSAA and may be revoked at any time at the sole discretion of the FHSAA and will automatically terminate if any term hereof is breached. In cases deemed unique by the FHSAA, these policies and any other FHSAA media policies may be amended. The accredited media organization and/or bearer that breaches the conditions of use of this credential is subject to legal liability as well as all costs incurred in enforcing the terms of these conditions including but not limited to reasonable attorney fees.
- Acceptance of this credential constitutes agreement by the bearer and his or her organization to abide by the foregoing conditions, other FHSAA media policies, as well as guidelines established for the conduct of media representatives at this Florida High School State Championship event. Thank you for your cooperation."
- "Cheerleading" or verbal abuse of contest officials or FHSAA officials in the working media areas will not be tolerated. These areas will be maintained to offer a working atmosphere conducive to productivity and concentration. Violation of this policy may result in the loss of credentials and ejection from the media area.
-

## D. Credential Pick-Up

1. All approved credentials may be picked up at the Florida High School State Championship venue. Under no circumstance will credentials be mailed. Proper photo identification will be required for individuals picking up credentials.

## E. Credential Maximum Request Limits

1. **Television:** For TV stations covering the State Championships for newscast purposes and not live broadcast, a maximum of three (3) credentials will be issued. Additional credential requests will be reviewed.
2. **Radio:** A maximum of two (2) credentials will be issued to for State Championship events. Any additional credentials must be approved by the FHSAA.
3. **Daily Newspapers:** For daily newspapers, a maximum of three (3) credentials, including photographers, will be issued. Additional credential requests will be reviewed.
4. **Weekly Newspapers:** Weekly newspapers may be issued a maximum of two (2) credentials (including photographer). No credential requests or accommodations will be approved for persons not employed on staff or as freelance by contract of a legitimate media organization. Credentials SHOULD NOT be requested for and will not be granted to coaches, former coaches, family of media, friends of media, or family or friends of participants not employed by the requesting media organization.
5. **Internet Site:** Legitimate news gathering Internet site organizations posting original content and information in a timely (daily) manner and meeting the definition herein of a legitimate news-gathering organization (see Media Credential Requests & Conditions” section) may receive a maximum of two (2) credentials. Internet sites not meeting these criteria will not be granted credentials. Traditional state, regional, or national media sources (newspapers, radio or television) staffed by full-time employees for their Internet operations may receive a maximum of two credentials if they certify their intent of reporting on FHSAA Regional and State Championship events and meet the definition of a legitimate news-gathering organization.
6. **Specific Sports Publications:** Legitimate sport-specific publications may receive a maximum of three (3) credentials for their respective sport’s Regional or State Championship.
7. **Photographers:** Photographers without affiliation to any media organizations (i.e. professionals, yearbooks, etc.) will not be granted media credentials (also see “Photography Provisions” section).

Please contact Ashton Moseley at the FHSAA with any special media credential requests at [amoseley@fhsaa.org](mailto:amoseley@fhsaa.org) or (352) 372-9551 ext. 350.

## F. Credential Request Deadlines

Deadlines to request credentials can be found year round on the official FHSAA website. As a general rule of thumb, the credential deadline tends to be at noon 48-72 hours before the beginning of the State Championship event. Credentials for golf and tennis are not necessary.

## **G. Annual Credentials**

The FHSAA distributes year-long credentials which give media access to the following state championship events: bowling, cross country, swimming & diving, girls volleyball, boys basketball, girls basketball, competitive cheerleading, girls soccer, boys soccer, girls weightlifting, wrestling, baseball, flag football, lacrosse, softball, track & field, boys volleyball, water polo and weightlifting.

It will not grant you access to football, golf or tennis. Football credentials are separate and golf and tennis do not require credentials.

To be eligible for year-long credentials, you must have been credentialed for and covered multiple state championship events in the previous school year. To register, email [amoseley@fhsaa.org](mailto:amoseley@fhsaa.org).

NOTE: This credential does NOT gain you access to regular season FHSAA events.

## **H. Member School Credentials**

Member schools looking to be credentialed for state championship events should look at FHSAA Policy 45 in the FHSAA Handbook.

# V. PHOTOGRAPHY

---

## A. Conditions

Guidelines and policies for photographers at FHSAA State Championships are determined by the FHSAA and the NFHS based on the nature of the activity and venue, and the official rules of the activity. Photographs taken with the issuance of credentials are restricted to newspapers, news and sports-related periodicals and websites, except with written consent of the FHSAA Executive Staff. Photographers issued FHSAA credentials must adhere to all FHSAA photography policies and provisions outlined in this section. Please note additional policies may apply depending on venue.

Tripods or loose equipment bags are not allowed at courtside, on the sideline or in competing areas. Photographers must remain in areas designated for photographers. Photographers are prohibited from shooting in locker rooms and in spectator areas that obstruct the view of spectators in their ticketed seats.

## B. Photographer Positioning

In basketball, photographers and videographers are prohibited to position themselves behind the backboard (within the free-throw lane area) unless approved by the FHSAA, host school principal or contest manager.

1. The first violation of this policy shall result in a warning from contest managers or the FHSAA, and the second violation of this policy shall result in the removal of the photographer from the contest facility by contest managers or the FHSAA.
2. Photographers may position themselves along the baseline outside the lane area of the court (and are permitted to use electronic lighting as specified above).
3. The use of remote-operated cameras behind a basket is permitted (without flash) so long as the guidelines listed above are followed.

Photographers for other sports shall be placed in positions in accordance with National Federation of State High School Associations National Rules. In the sport of football and soccer, photographers shall be positioned behind the restraining line, which is two or more yards from the sidelines and end zones. Additionally for soccer, photographers are permitted inside the team boxes between the 25-yard lines ONLY if approved by the head official (who may consult with both head coaches, if needed). When a soccer match goes to penalty kicks (after overtime), photographers may position themselves on the field in the midfield area if approved by the site manager or media coordinator. In volleyball, photographers shall not be positioned in an area that could be “in play.” In baseball and softball, photographers are prohibited from being in live ball areas unless a photographer’s area (typically with a paint or chalk line) has been established by the game manager and approved by the officials before the game. The FHSAA requests that at least one area be designated for photographers that provides an unobstructed view of the field.

Officials have the authority to remove any member of the media for not staying in or keeping their equipment in designated dead ball areas. In the sport of golf, photographers are not permitted to take photos while a player is addressing his/her ball and during his/her swing unless the photographer is at such a distance away from the player that no audible noise can be heard by the player. In the sports of volleyball, bowling, track and field, swimming and tennis, contest officials have additional authority to decide where photographers may position themselves based on the layout of the facility or competition area.

## C. Flash Photography

With the exception of bowling, competitive cheerleading and diving (including warm-ups), electronic flash equipment (including both strobe lights and flashes mounted to cameras) may be used by photographers provided the use of such equipment does not interfere with the conduct of the competition. The host school principal, contest manager and/or the officials assigned to work the contest will have the authority to require photographers to cease using electronic flash equipment if it is determined that it interferes with the conduct of the competition. In addition, electronic lighting is NOT permitted to be used in the following situations: in basketball in the free throw lane area (on the baseline); in golf during and a few seconds before the swing; and in swimming immediately before the start of a race so as to not interfere with the starter's signal.

Additional Flash Photography Note: In the sport of volleyball, electronic lighting is not permitted at any time during FHSAA State Series contests, and electronic lighting is only allowed during regular-season contests in gymnasiums that do not meet the minimum lighting standards of 1600 ASA (film speed) at 500th of a second at an aperture of f2.8. If those lighting conditions apply, flash photography may be used, but not when a student-athlete is serving. During regular-season volleyball contests, photographers must work with school administrators anytime prior to the start of a match to test equipment and have the light meter reading verified. The reading can then be used for future matches in the same facility within the same season without retesting.

## D. Special Access and Photo Sales

1. Individual credentialed media personnel and spectators may not sell photos from FHSAA State Series events. Furthermore, credentialed media may not give photos to current student-athletes (or their parents or legal guardians) or post galleries of their photos from state tournaments. (A gallery is defined as more than 25 photos displayed on one website. The FHSAA has the right to make exceptions to this.) If a credentialed media photographer posts \*one\* photo on his/her personal website, it may not be made available for high-resolution download.

Exception: Bona fide newspapers, as determined by the FHSAA, may sell photos from FHSAA tournament contests via the newspaper's office or official website. Permission is granted because newspapers have always been permitted to fill the photo requests of their readership, and photo sales are not their primary purpose for covering a contest.

2. Host school officials or contest managers have the authority to permit or deny freelance photographers (including parents) from having special access at their regular-season events.
3. School officials have the authority to permit or deny the sale of photos from their regular-season contests.
4. Freelance photographers who are not affiliated with a bona fide media outlet will not be credentialed for state tournament contests. Photos taken from spectator viewing area at state tournament contests are for personal use only and may not be sold.

## E. Member School Photographers

Member school photographers will not be credentialed to FHSAA State Championship events. The official photographer of the FHSAA will provide a maximum of five (5) complimentary professional photographs to any requesting school from the Florida High School State Championship event in which the member school is competing. All photo requests must be submitted to the official photographer of the FHSAA, in writing, not less than 72 hours prior to the start of the event. These photos are only to be used in the member school's publications (yearbook, newspaper, newsletters) and corresponding internet platforms (websites, social media). Use of the provided images must include photo credit to the official photographer of the FHSAA.

# VI. BROADCASTING

---

## A. Conditions

1. FHSAA radio, television, cable and internet policies relate to broadcasting during the FHSAA State Championship events. Though the FHSAA does not regulate regular season broadcasting with the exception of third-party events, the FHSAA strongly encourages school administrators to prohibit sponsors for broadcasting whose primary business is the sale of tobacco, alcohol, lottery/gambling, mood-altering substances or lewd subject matter.
2. No fees for regular-season broadcasting are required by the FHSAA, but member schools and participating teams may wish to require a fee.
3. All radio and internet audio broadcasting rights and credential requests for all State Championship events will be issued by the FHSAA.
4. Media and internet sites considering transmitting audio, or textual depictions on the internet must abide by all internet policies as written in this guide (see “Broadcast Terms & Regulations”).
5. By submitting the application an AT11 form, media and internet sites agree to abide by all FHSAA regulations and policies regarding the broadcasting of events during the entire State Championship event, including the prohibitions on advertising and sponsorships as described in the “Advertising” section.

### Broadcast Terms & Regulations

1. FHSAA State Championships – “State Championship” refer to all the FHSAA State Championship events.
2. Broadcast – A “broadcast” is defined as the transmitting –or intent of transmitting– of any live or taped portion, or entire duration of State Championship games or complete session of games from the time the broadcast begins to the time the broadcast ends at the Championship site. This definition includes halftime, between games of a session, immediately before and after a Championship game or session, and during intermission stops and timeouts.
3. “Live” or “Real-Time” – Live and real-time are synonymous, and mean broadcast while the event/game is in progress from beginning to conclusion whether writing, audio or video. The use of the word live expressly includes real-time.
4. Play-by-play – Play-by-play is detailed regular entries or description of the sports events as they are happening, or of the actual action as it occurs, including the continuous sequential detailed description of play, of events, or other material such as graphics or video regarding any FHSAA Championship game or event, so that it approximates a video or audio broadcast that allows the recipient to experience the game or event as it occurs. If media or websites wish to transmit play-by-play as defined above, they must obtain FHSAA consent and broadcast rights through payment of the applicable rights fees. The FHSAA does not prohibit a blog where the blog is simply commentary or status updates of the athletic event. The FHSAA does prohibit play-by-play whether such play-by-play appears on a social media platforms, blog, website or otherwise.
5. Live reports – Live report “updates” are transmitting updates on results or general information about the competition or event but contains no play-by-play description of live contests.
6. Internet site – Internet and Website are interchangeable terms for the purpose of FHSAA regulations and

definitions.

7. Exclusive rights – All media and/or Internet sites may not infringe on existing exclusive media rights agreements and rights of the FHSAA without consent of the FHSAA and the exclusive rights holder.

### Comprehensive Broadcast Policies

1. The FHSAA reserves the right to grant, issue, revoke and deny credentials to any media or Internet site organizations based on the reasonable interpretation and intent of these policies. The FHSAA and its exclusive rights partners retain the rights to all commercial use of video, audio or textual play-by-play transmitted at a FHSAA State Championship event. Furthermore, the FHSAA possesses the rights to transmit, upload, stream or display content live during FHSAA championship events and reserves the right to grant exclusive and nonexclusive rights on an event-by-event basis.

2. All “Real-time” or tape-delayed audio, video or textual broadcast of play-by-play is exclusive property of the FHSAA and rights-granted entities. Any account/broadcast of real-time video, audio or textual play-by-play is prohibited onsite or off-site without consent of the FHSAA.

3. The FHSAA also reserves the right to revoke or deny the video or audio rights of any media or Internet sites that include in any part of its broadcast of FHSAA Championship events – including pregame and postgame shows—content, comments, advertising, selling, encouraging, promoting or condoning of tobacco products, lottery/gambling, alcoholic beverages, mood-altering substances, lewd subject matter, activities that are illegal for minors to engage in, or conduct that people of ordinary intelligence would reasonably understand to be inappropriate in the context of interscholastic athletic competition.

4. It is prohibited for media and Internet sites to transmit “real-time” text play-by-play action of State Championship events. Internet blogs, forums, tweets and other text depictions or references are permitted unless they qualify as play-by-play (see “Broadcast Terms & Regulations” section) or are not in compliance with the media policies of the FHSAA.

5. Also, any media transmitting “real-time” video is subject to exclusive video rights agreements and video broadcast fees. In addition, any media transmitting “real-time” audio other than that of the fee-paying, rights-granted television and/or video production partner(s) is subject to the audio broadcast rights fees.

6. Internet sites of traditional media (newspaper, radio, television) may be issued credentials, but are not allowed “real-time” or “live” broadcast by audio streaming, video streaming or textual play-by-play accounts without consent and rights granted by the FHSAA and payment of the respective rights fees.

7. Media and websites granted permission by the FHSAA to transmit “real-time” or delayed audio or video play-by-play are subject to broadcast rights and line-usage fees and must adhere to all broadcast regulations, fees and advertising policies of the FHSAA outlined in this guide.



## B. Rights and Fees

### FHSAA STATE SERIES

#### LIVE OR DELAYED AUDIO - RADIO, DIGITAL STREAMING, INTERNET

	<u>MARKET RANK</u>				
	1-50	51-100	101-150	151-200	200+
Football	\$125	\$100	\$75	\$50	\$25
Basketball	\$100	\$80	\$60	\$40	\$20
Baseball and Softball	\$75	\$60	\$45	\$30	\$15
Soccer and Volleyball	\$50	\$40	\$30	\$20	\$10
Other	Case-by-Case				
NFHS Network Student Broadcast Program	Free				

### FHSAA STATE CHAMPIONSHIP EVENT

	<u>MARKET RANK</u>				
	1-50	51-100	101-150	151-200	200+
Football	\$500	\$400	\$300	\$250	\$150
Basketball	\$300	\$250	\$200	\$150	\$100
Baseball and Softball	\$250	\$200	\$175	\$125	\$75
Soccer and Volleyball	\$250	\$200	\$175	\$125	\$75
Other	Case-by-Case				
NFHS Network Student Broadcast Program	Free				

#### LIVE OR DELAYED VIDEO - TV, DIGITAL STREAMING, INTERNET

	<u>MARKET RANK</u>				
	1-50	51-100	101-150	151-200	200+
Football	\$700	\$600	\$500	\$400	\$300
Basketball	\$350	\$300	\$250	\$200	\$150
Baseball and Softball	\$225	\$200	\$175	\$150	\$125
Soccer and Volleyball	\$200	\$175	\$150	\$125	\$100
Other	Case-by-Case				
NFHS Network Student Broadcast Program	Free				

**AUDIO MARKET RANK\***

CITY	RANK	CITY	RANK
Miami-Ft. Lauderdale-Hollywood	11	Lakeland-Winter Haven	88
Tampa-St. Petersburg-Clearwater	18	Daytona Beach	93
Orlando	31	Fort Pierce-Stuart-Vero Beach	96
Jacksonville	46	Melbourne-Titusville-Cocoa	102
West Palm Beach-Boca Raton	47	Pensacola	125
Fort Myers-Naples	57	Tallahassee	160
Sarasota-Bradenton	71	Fort Walton Beach-Destin	179
Gainesville-Ocala	86	Panama City	221

\* Based on [Spring 2019 Nielsen Market Survey Population and Rankings](#)

**TV MARKET RANK\***

CITY	RANK	CITY	RANK
Tampa-St. Petersburg-Clearwater	11	Fort Myers-Naples	55
Miami-Ft. Lauderdale-Hollywood	16	Pensacola-Ft. Walton	58
Orlando-Daytona Beach-Melbourne	18	Tallahassee	112
West Palm Beach-Ft. Pierce	37	Panama City	150
Jacksonville	42	Gainesville	157

\* Based on [Nielsen DMA Rankings 2019](#)

## C. State Series Video

1. Video broadcast rights are required and rights fees are applicable for stations and/or Internet sites that originate a video broadcast or that pick-up live or delayed feeds and/or links from another station, Internet site or cable operator.
2. Credentialed film crews will be allowed access, without charge, to an FHSAA State Championship event to shoot news film clips, highlights or interviews for use as part of the outlet's regular coverage or other special news programs. All media outlets may not broadcast/telecast/webcast single-event contest highlights for more than the following allowable times:

For the sports of competitive cheerleading, swimming & diving, track & field and wrestling: **one (1) minute of individual event/competition footage, or half the time it takes to complete the individual event, whichever is less.**

**EXAMPLE:** In swimming & diving the girls 100 butterfly (a single event/competition) takes 54 seconds to complete, therefore, the outlet will be allowed 27 seconds of highlights from that event. In wrestling, if it takes a student-athlete eight (8) minutes to defeat his opponent (a single event/competition), then the outlet will be allowed one full minute of highlights.

**For all other sports: Three (3) minutes of such footage.**

Interviews and all other non-competition footage will be allowed unlimited broadcast/telecast/webcast rights. Any such footage must include visual credit to FHSAA.

2. The outlet must not sell, loan or give away any part of the footage shot, and must use it only for the purpose set forth above unless permission for its use otherwise is granted in writing by the FHSAA.
3. The following list of rules applies for commercial television stations and websites using video in their coverage of the FHSAA State Championships for newscast or webcast purposes:
  - A. There may not be live coverage of any live game action during the contests. "Live coverage" is defined as any activity which occurs while a game or meet is in progress. Stations or websites may use a backdrop of live action for reports from an event facility provided there is no play-by-play commentary and the report is limited to regularly scheduled news or sports programs and are no more than two minutes of a program which is any length.
  - B. Use of film, video, audio, tape, etc., is limited to regularly scheduled news, sports programs or Internet site stories, and use of such content is limited to no more than three minutes of a web stream or program which is any length. Unless written approval is granted from the FHSAA office, use of more than three minutes of film, video, audio, tape, or stream, etc., beyond five days from the last day of a tournament is prohibited without written consent of the FHSAA.
4. Schools are restricted from transmitting video of State Championships events that are under exclusive contracts without the permission of the FHSAA.
5. Video of State Championship action may not be sold without written consent from the FHSAA.

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

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

#### **D. State Series Audio**

1. The FHSAA reserves the right to consider all applications for audio broadcast rights on an individual basis.
2. Audio broadcast rights fees are applicable for stations and/or Internet sites that originate an audio broadcast or that picks up live or delayed feeds and/or links from another station or Internet site. Radio and Internet sites approved by the FHSAA to audio broadcast State Championship events are prohibited from feeding or linking its broadcast to any other station(s) or Internet sites without additional rights fees being assessed.

Requests for such permission must be indicated on the FHSAA AT11 form. Any State Championship broadcast permission must be cleared through the FHSAA. In addition, a radio station or Internet site is required to apply and receive FHSAA audio broadcast rights approval before accepting a feed or adding a link to any broadcast from another station or Internet site and must adhere to all rules, regulations and policies in this manual.

3. Radio stations with Internet sites cannot transmit via the Internet if the FHSAA Internet audio only network partner is broadcasting. Radio stations will need to obtain approval before transmitting via the Internet.

In the event of Internet audio approval the following applies:

Radio Stations with Internet sites will not be charged additional Internet broadcast fees if originating broadcast is of similar nature and is not in competition with an exclusive rights-granted, fee-paying organization. For example, radio stations will not be charged an additional broadcast fee for transmitting audio that originates for over-the-air broadcasts and is simultaneously transmitted on the official flagship station's Internet site only.

However, network stations (if applicable), any other stations or Internet sites may not link audio broadcasts unless those stations are also transmitting the identical audio broadcast over-the-air and have paid the additional rights fees.

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

- A. The FHSAA audio-only network partner
- B. To local stations of participating teams that have audio transmitted a participating team's games with regularity
- C. To regional stations of participating teams that have audio transmitted a participating team's games periodically
- D. To stations in the host community and area
- E. Other

## **E. Social Media Text/Blogging**

Internet blogs, forums, tweets and other text depictions or references are permitted unless they qualify as play-by-play (see “Transmission Terms & Regulations” section) or are not in compliance with the media policies of the FHSAA. Credential holders agree that the determination of whether text/blog is a real-time description or transmission shall be made by the FHSAA in its reasonable discretion. If the FHSAA reasonably determines that a media member is producing a real-time description of the Event, the FHSAA reserves all actions against the credential holder, including but not limited to the revocation of the credential.

Live streaming any FHSAA State Series event on ANY social media platform without a signed AT11 is strictly prohibited. Examples of this include Periscope on Twitter, Facebook Live, Instagram Live, YouTube and others. A host school principal or contest manager who permits a social media live stream of an FHSAA State Series contest that has not been approved by the FHSAA will subject his/ her school, organization or facility to a monetary penalty to include payment of the appropriate rights fees and, for member schools, a financial assessment in the amount of \$50 per game live stream. An outlet which live streams an FHSAA State Series contest without prior written approval of the FHSAA may be denied future broadcast rights for a period to be determined by the Executive Director.

## VI. ADVERTISING

---

The FHSAA retains the right via its AT11 form to require stations to submit in writing, upon FHSAA request, any and all advertisements or sponsorships during a radio, television or internet transmission of State Series competition.

The FHSAA reserves the right to approve or reject any sponsorship or advertisement violative of these policies. For any part or segment of an entire transmission originating from the Regional or State Championship site, the FHSAA strictly prohibits the sponsorship, advertising, selling, encouraging, promoting or condoning of tobacco products, lottery/gambling, alcoholic beverages, mood altering substances, lewd subject matter, activities that are illegal for minors to engage in, or conduct that people of ordinary intelligence would reasonably understand to be inappropriate in the context of interscholastic athletic competition. Businesses with the primary purpose of selling or providing any of these prohibited products or services are also prohibited from advertising on all broadcasts throughout the FHSAA State Series. Businesses in which these products or services are available in a secondary capacity may advertise on FHSAA State Series broadcasts for their primary business purposes, but may not refer to or advertise those secondary products or services. The FHSAA also prohibits the reading of a list that includes prohibited advertisers or sponsors, including the name and/or locations of businesses, products or services on any FHSAA State Series broadcast.

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

The FHSAA reserves the right and responsibility to cancel any and all broadcast and broadcast rights for an event in progress and subsequent FHSAA State Series events for any station found to have violated the provisions of the FHSAA’s advertising policy.

## VI. MEDIA ADVISORY COMMITTEE

\*\*Members of the media that wish to share input regarding the effectiveness of the FHSAA’s media policies can send an email to [EmailMediaAdvisory@fhsaa.org](mailto:EmailMediaAdvisory@fhsaa.org) to reach all MAC members.\*\*

### A. Purpose and Authority

The purpose of the FHSAA Media Advisory Committee is to monitor and assist the Florida High School Athletic Association in all media-related areas. In addition, the committee serves as a liaison between all media members in the state of Florida and the FHSAA. In achieving its purpose, the MAC shall review FHSAA media-related policies, offer to the FHSAA recommendations for change to such policies as it deems appropriate and offer advice and guidance to the FHSAA staff. (Per FHSAA Policy 19.2.2, an advisory committee shall have no direct authority to establish guidelines, regulations and policies)

### B. Composition

The FHSAA Media Advisory Committee is currently comprised of 12 individuals representing all four FHSAA administrative sections – five from newspapers, three from digital media, two from an FHSAA member school (one media teacher, one student), one from television and one from radio. Each committee member shall serve a term of two years and shall not be eligible to immediately succeed himself/herself.

### C. 2019-20 Committee

#### Section 1

Jim Dooley  
Radio Representative  
WYBT & 98.1 FM  
20872 Kelly Ave.  
Blountstown, FL 32424  
Phone: (850) 674-5101

Alison Posey  
TV Representative  
ABC27 (WTXL)  
1620 Commerce Blvd.  
Midway, FL 32343  
Phone: (850) 556-2935

Josh Wilson  
Digital Media Representative  
Florida High School Football  
P.O. Box 141601  
Gainesville, FL 32614  
Phone: (904) 217-1153

#### Section 2

Will Brown  
Newspaper Representative  
St. Augustine Record  
One News Place  
St. Augustine, FL 32086  
Phone: (904) 819-3489

Buddy Collings  
Newspaper Representative  
Orlando Sentinel  
633 N. Orange Ave.  
Orlando, FL 32713  
Phone: (321) 438-4605

#### Section 3

Preston Jackson  
Digital Media Representative  
Big County Preps  
P.O. Box 1428  
Valrico, FL 33595  
Phone: (813) 731-8696

Doug Pugh  
Digital Media Representative  
Big County Preps  
P.O. Box 1428  
Valrico, FL 33595  
Phone: (386) 717-2216

Adam Regan  
Newspaper Representative  
The News-Press  
2442 Dr. Martin Luther King  
Jr. Blvd.  
Fort Myers, FL 33901  
Phone: (239) 887-8230

#### Section 4

Benjamin Cure  
Student Representative  
Christopher Columbus High  
School  
3000 SW 87th Ave.  
Miami, FL 33165  
Phone: (305) 773-2900  
(Mother Terry)

Omar Delgado  
Member School Representative  
Christopher Columbus High  
School  
3000 SW 87th Ave.  
Miami, FL 33165  
Phone: (305) 223-5650 ext.  
2223

Jordan McPherson  
Newspaper Representative  
Miami Herald  
3511 NW 91st Ave.  
Doral, FL 33172  
Phone: (770) 895-5657

Jodie Wagner  
Newspaper Representative  
Palm Beach Post  
2751 S. Dixie Highway  
West Palm Beach, FL 33405  
Phone: (561) 252-1797