



WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

MEDIA POLICIES

HANDBOOK

2026-27

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Brad Williams	Good Karma Brands	2028
Bill Glaseen	USA Today Network	2028
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Brandon Berg	Chippewa Herald	2026
Norbert Durst	WisSports.net	2026
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Joelle Doye	Wisconsin School Public Relations Association	2027

The WIAA Media Advisory Committee established in 1992, suspended in 2006, and reinstated in 2023 as an opportunity for the WIAA and media representatives to discuss and address policies pertaining to coverage of WIAA tournament and membership events and serve as a forum to share information.

WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

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Introduction

The WIAA Media Policies Reference Guide is produced to inform statewide media of WIAA policies in effect for all levels of State Tournament Series competition and 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 reference guide. Policies contained in this guide refer to television, radio, print and internet media. These policies are not extended to regular-season interscholastic competition, but are effective at the start of post-season WIAA Tournament Series com.

General Policies

The WIAA acknowledges the responsibilities of legitimate news-gathering media representatives in covering and reporting from WIAA-sponsored tournaments. 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 WIAA 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 awareness of WIAA intellectual property rights for State Tournament Series competitions.

Any non-editorial, commercial or other unauthorized use of any transmission, internet stream, photo, image, film, videotape, audio tape, play-by-play depiction or description of any competition and/or game action, and any non-editorial or commercial use of any team school name or logo, is prohibited without written consent of the WIAA.

Media Credential Requests & Conditions

1. Media credentials are only granted to legitimate news-gathering organizations for their editorial content and the regular gathering and timely transmission of news. Legitimate news organizations have editorial oversight and produce original and objective news content of current events that are of general interest to the communities they serve. 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. Media of a personal, recruiting or rankings nature, or whose demographic audience are fan-based or focused primarily on one school or a small number of schools do not qualify as news-gathering organizations for purposes of media credentials.
2. Credentials are issued by the WIAA 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.
3. Media credentials and accommodations for regional, sectional and State Tournament competitions are not transferable or for sale or resale under any circumstance.
4. Credentials for all regional and sectional levels of the Tournament Series will be issued by the tournament manager at the school hosting the event. All media are required to contact the host school athletic director or host tournament manager in advance of the

event to make arrangements for credentials. Failure to contact host managers/athletic directors in advance may result in denied media privileges at tournament events.

5. Requests for credentials must be made in accordance with WIAA policies through a legitimate newspaper, radio/TV station, magazine, internet site or other recognized news-gathering organizations. Credentials are reserved for adult members of the media only. The WIAA reserves the right to request company letterhead when determined necessary to verify credential requests.
6. Credential requests for State Tournaments must be submitted on a completed online Credential Request Form located on the restricted media area of the WIAA website. Please submit the form by the published deadlines (see page 2). Email requests may also be accepted; however, any information or request not provided in an email that pertains to credential requests and accommodations as noted on the "Credential Request Form" will not receive consideration.
7. By requesting and accepting the use of a WIAA credential, the media organization, its personnel and agents, together agree the bearer of the credential is performing a legitimate working function in attending the event and agrees to the policies stated in this publication. The credential is for use only in connection with the bearer's news and editorial coverage of the event.
8. 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 and friends of participants not employed by written agreement at the requesting media organization.
9. Requests must be received in the WIAA office no later than the published credential request deadline of the respective State Tournament event (see "Credential Request Deadlines" section). Requests received after the deadline may not be granted. In addition, no credentials will be issued to media that arrive at State Tournament venues without having verification by the WIAA of a credential request made by the prescribed deadline.
10. Verification of approved media credential requests will be posted on the restricted media area of the WIAA website the morning of the credential request deadline date.
11. Any substitutions or additions to approved credentials must be done by sports directors or editors contacting the WIAA prior to arriving at the State venue at (715) 344-8580 or ohoffmann@wiaawi.org.
12. The WIAA reserves the right to revoke current and deny future credentials to any media organization or individual in violation of any WIAA media policies, failure to pay rights fees and any other provisions of credentials, or causes an amateur-status violation as a result of exploiting student-athletes to endorse their service, business or programming. 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.
13. Permission for cable operators, newspapers, radio stations, television stations or internet sites in relation to videotaping or transmitting video of Tournament Series events must be done by contacting Rush Media (608) 849-3200. Credentials will not be

granted to media not receiving clearance from the WIAA through Rush Media.

14. To be considered for a WIAA media credential, print publications, and electronic and digital media entities must be determined to be a legitimate news-gathering organization and meet the following criteria established by the WIAA:
 - A. The entity has demonstrated a history and reputation for covering high school sports on a timely basis.
 - B. Content is original, objective, news-gathering in nature and has editorial oversight. Content must be updated on a timely basis in the form of stories, game stories and updates, comprehensive scores, standings, statistics or streaming. Photos, recruitment content, rankings and forums do not, in and of themselves, meet criteria for approving credentials.
 - C. Entity is a limited liability company (LLC). In addition, the entity is not a personal page with content and demographic audience classified by the Association as a fan-based site of one school or a small number of schools.
 - D. Entities with content, forums or advertising (see "Advertising" section) not in compliance with the media policies of the WIAA will not be granted credentials. Internet blogs, forums, tweets and other text depictions or references are permitted unless they are not in compliance with the media policies of the WIAA. In addition, they are not subject to rights fees unless they qualify as play-by-play (see "Transmission Terms & Regulations" section for definition). Play-by-play accounts

of WIAA Tournament Series events via text are subject to text transmission rights fees.

15. Digital, electronic and print media entities may be required to submit their internet address (URL) and certifiable traffic numbers, circulation or viewership information as applicable to the WIAA prior to approval of credential requests.

Credential Provisions

1. The WIAA authorizes the number of credentials issued to any media organization. The WIAA media credential is issued to members of legitimate news-gathering organizations that have a professional working function at WIAA State Tournament venues and events. The credential provides access to specified locations, venues and events for which the credential was issued. At certain tournaments, some areas may be restricted for radio, television, news print, internet sites or photographers.
2. Credentials must be worn and displayed at all times while at the tournament venue for which the credential is issued.
3. The transfer, sale or resale of credentials is prohibited and will result in immediate confiscation of credential and/or possible denial of future credentials to individual perpetrators or their affiliated media organization.
4. The media work areas are available for professional working members of the media. Cheerleading in press boxes and media seating is unprofessional and will not be tolerated. Violators will

2026-27 Credential Request Deadlines

Fall Sports

Golf (Girls)
Tennis (Girls), Individual
Tennis (Girls), Team
Cross Country (Boys & Girls)
Volleyball (Boys & Girls)
Soccer (Boys)
Swimming & Diving (Girls)
Football, 8-Player
Football, 11-player

Tournament Dates

Oct. 12-13, 2026
Oct. 15-17, 2026
Oct. 23-24, 2026
Oct. 31, 2026
Nov. 5-7, 2026
Nov. 6-8, 2026
Nov. 13-14, 2026
Nov. 14, 2026
Nov. 19-20, 2026

Credential Deadline

Noon, Friday, Oct. 9, 2026
Noon, Tuesday, Oct. 13, 2026
Noon, Wednesday, Oct. 21, 2026
Noon, Wednesday, Oct. 28, 2026
Noon, Tuesday, Nov. 3, 2026
Noon, Tuesday, Nov. 3, 2026
Noon, Wednesday, Nov. 11, 2026
Noon, Wednesday, Nov. 11, 2026
Noon, Tuesday, Nov. 17, 2026

Winter Sports

Swimming & Diving (Boys)
Wrestling (Boys & Girls), Individual
Hockey (Boys & Girls)
Gymnastics
Wrestling, Team
Basketball (Girls)
Basketball (Boys)

Tournament Dates

Feb. 19-20, 2027
Feb. 25-27, 2027
March 4-6, 2027
March 5-6, 2027
March 5-6, 2027
March 11-13, 2027
March 18-20, 2027

Credential Deadline

Noon, Wednesday, Feb. 17, 2027
Noon, Tuesday, Feb. 23, 2027
Noon, Tuesday, March 2, 2027
Noon, Tuesday, March 2, 2027
Noon, Tuesday, March 2, 2027
Noon, Tuesday, March 9, 2027
Noon, Tuesday, March 16, 2027

Spring Sports

Tennis (Boys), Individual
Track & Field (Boys & Girls)
Golf (Boys)
Softball
Tennis (Boys), Team
Lacrosse (Boys & Girls)
Baseball
Soccer (Girls)

Tournament Dates

June 3-5, 2027
June 4-5, 2027
June 7-8, 2027
June 9-12, 2027
June 11-12, 2027
June 12, 2027
June 14-17, 2027
June 17-19, 2027

Credential Deadline

Noon, Tuesday, June 1, 2027
Noon, Tuesday, June 1, 2027
Noon, Saturday, June 5, 2027
Noon, Monday, June 7, 2027
Noon, Tuesday, June 8, 2027
Noon, Tuesday, June 8, 2027
Noon, Friday, June 11, 2027
Noon, Tuesday, June 15, 2027

Please note the credential dates and pick-up locations may change and will be communicated in the respective State Tournament preview release.

have their media credentials revoked and be escorted out of the media area or press box by WIAA or security personnel.

5. Children, spouses and friends of media that are not officially employed by a media outlet are not permitted in media areas during or immediately following contests.
6. Any member of the media believed to be intoxicated, under the influence of mood-altering substances or acting in an unprofessional manner will have their media credentials revoked and be escorted out of the media area with possible denial of future credentials to individual perpetrators and/or their affiliated media organization.
7. A media credential does not allow access to team or participant locker rooms before, during or after any State Tournament competition. Coaches and participants may be available for interviews directly outside the locker rooms where applicable.
8. The WIAA reserves the right to revoke current and deny future credentials to any media organization or individual in violation of any WIAA media policies, failure to pay rights fees and any other provisions of credentials, or causes an amateur-status violation as a result of exploiting student-athletes to endorse their service, business or programming. 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.

State Media Credential Pick-up & Media Room Curfew

All approved credentials can be picked up at the tournament venues. No credentials will be mailed prior to the tournaments. A photo ID may be required to claim passes at State Tournament venues. Please arrive at the venue in advance of each applicable session and be prepared to show photo ID to receive all State media credentials.

Approved credentials will be identified with each bearer's name. Requests without bearer names can be problematic at pick-up locations. Credentials will be made available for pick-up at State venues approximately 1 hour, 30 minutes prior to the start of each day's competition.

For events at the Kohl Center (individual wrestling and boys basketball), credentials will be available at the Media Gate located at the northeast corner of the building. Please park vehicles prior to picking up credentials as no temporary parking allowance will be provided at nearby lots. At Camp Randall Stadium (football), credentials can be picked up at the "Will-Call" window on Breese Terrace (west side of stadium).

For events at the La Crosse Center (team wrestling), credentials will be available at the main entrance ticket window. Any changes in credential pick-up locations will be included in State preview media releases.

Credential pick-up at the Resch Center (girls basketball and volleyball) is located at the Security Door #1 (northeast) entry into the arena.

Credential pick-up for the State Hockey Tournaments is located at the will-call ticket window at the entrance of LEGACY20 Arena at DeForest Yards.

Credential pick-up at other State Tournament venues are conveniently located at media entrances to restricted media areas. Refer to the respective State Tournament media release for locations or changes.

Credential pick-up at Veterans Memorial Stadium for track and field is located inside the entrance to the Veterans Hall of Honor.

For other State Tournament venues, the ticket areas also serve as the media credential pick-up location.

Generally for media planning purposes at WIAA State Tournaments, the media work areas and access will close 90 minutes following the completion of the final competition or award ceremony of the day, or at midnight, whichever comes first. Additional time may be available subject to venue and WIAA policy.

Credential Maximum Request Limits

Television (not play-by-play): For TV stations covering the State Tournament for newscast purposes and not live broadcast, a maximum of two (2) credentials will be issued. An exception of three (3) credentials for TV stations located in the tournament host community will be permitted. Also see "Tournament Transmission Policies."

Cable Access: Access for local cable access channels covering the State Tournament events can only be obtained from the WIAA through Rush Media. Rush Media will make arrangements for WIAA credentials.

Radio: A maximum of two (2) credentials will be issued to stations doing play-by-play of WIAA Tournament Series events. Any additional credentials must be approved by the WIAA. A maximum of one (1) credential will be issued for filing live reports or not originating any transmissions or reports.

Daily Newspapers: For daily newspapers with a large circulation, a maximum of four (4) credentials, including photographers, will be issued to papers, or for the local daily newspaper in the host community. Daily papers with medium-sized circulation may receive a maximum of three (3) credentials if teams in their primary coverage area are participating, and a maximum of two (2) credentials will be issued to dailies with small-sized circulations.

Weekly Newspapers: Weekly newspapers may be issued a maximum of two (2) credentials (including photographer) if teams competing are in their primary coverage area. A maximum of one (1) credential will be issued to weekly papers with no competing teams in their primary coverage range. 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.

Internet site: Legitimate news-gathering internet sites 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 verify their intent of reporting on WIAA State Tournament events and meet the definition of a legitimate news-gathering organization.

Specific Sports Publications: Legitimate sport-specific print publications may receive a maximum of three (3) credentials for their respective sport's State Tournament.

Photographers: Photographers without affiliation to any media organizations (i.e. professionals, yearbooks, etc.) will not be granted media credentials (also see “Photography Provisions” section). Photographers without media affiliation acquiring the use of a School Photographer pass must adhere to all School Photographer guidelines.

The maximum allotment of credentials to media outlets does not guarantee space or seating in media work areas for all individuals credentialed to a media outlet. Please contact Todd Clark or Olivia Hoffmann at the WIAA with any special media credential requests (715) 344-8580.

Member School Photo & Video Credentials

Each school that qualifies a team for the State Tournament is permitted one School Photographer and one School Videographer, provided a School Photographer and Video Photographer credentials are available for the respective sport and event.

Images and videos captured by the “School Photographer” or “School Videographer” are restricted to school use only. Commercial use of photos, images and video taken with a School Photographer or School Videographer pass is strictly prohibited. Any commercial use of images or video is subject to photo license fees or video rights fees.

Only schools of competing teams may receive a School Photographer or School Videographer credential to photograph or video State Tournament events in applicable sports. A letter from school administration identifying the school photographer and school videographer must be submitted to the WIAA two days prior to the start of the respective tournament to receive the pass. The credentials may not be issued to parents of participants for any respective State Tournament.

A ticket must be purchased and a copy of the letter from the principal or athletic director identifying the individual as the recipient of the “School Photographer” or “School Videographer” credential is required. The School Photographer or School Videographer pass requested in advance may be picked up at the assigned venue location.

Live video may not be transmitted on the website or on social media platform. Images or videos may not be sold, rented, loaned or shared with other schools or media outlets. Any commercial sponsorship or commercial use of the live video is prohibited. Violation of this policy will subject the school or individual to the fees associated with photo licensure and video transmission rights fees.

A school which designates any outside entity for its “School Photographer” or “School Videographer” pass forfeits the right to send its own photographer or videographer to the State Tournament and is responsible for violations of the School Photographer or School Videographer pass policies regarding the commercial use of images.

Parking Permit Ordering Policies

For most WIAA State Tournaments, media may utilize and purchase existing general parking at the venues. For events at the Kohl Center in Madison, Wis., members of the media may request to purchase, at cost (with postage), parking permits directly from UW Transportation Services. Media parking for WIAA events at the Kohl Center is designated where available. Parking for events at Camp Randall and the Field House are designated in Lot 17 or other available lots. Access the UW Transportation Services parking request form for WIAA events at the Kohl Center and at Camp Randall on the restricted media area of the WIAA website at: www.wiaawi.org. Find the link to the

form on the “Credential Request” page of the restricted media area. Once on the “Credential Request” page, click on the appropriate link in the left column. Follow the instructions to submit the form to UW Transportation Services by the deadline indicated for each respective tournament.

Communication Lines & WiFi

The WIAA may secure a number of telephone, high-speed lines or wireless connections at State Tournament venues. All lines requested through the WIAA are considered shared lines. No dedicated lines throughout an entire tournament will be provided unless arrangements are made to install a dedicated line at cost to the media organization requesting the line (see “note” below). Play-by-play radio transmissions may request use of a phone line during their transmission at a shared cost as indicated on the on-line “Credential Request Form.” Radio stations filing live reports will utilize available lines to file reports. Please indicate on the on-line “Credential Request Form” if you plan to use a cell phone for play-by-play transmissions or reports to help avoid invoicing for line usage fees.

Where applicable, WiFi connection usage fees are provided at no additional cost. There may be a \$30 fee for WiFi access on a continuous basis at certain venues. There is a \$25 fee for radios using phone lines to file live or taped reports back to stations, and a \$75 fee for any media using phone lines for transmitting live play-by-play of a game or segment of a game.

Note: Any media requesting or requiring to guarantee a dedicated line (exclusive line) for continual use during an entire tournament must make arrangements for the installation and charges with the host venue and telecommunications company, and notify the WIAA. Media outlets with pre-existing dedicated lines at host venues will have those lines reserved for its use. However, seat locations adjacent to a media’s dedicated phone jack is not guaranteed based on available media seating.

Photography Provisions

Guidelines and policies for photographers at WIAA State Tournaments and during the Tournament Series are determined by the WIAA and the NFHS based on the nature of the activity and venue, as well as 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 WIAA Executive Staff. Photographers issued WIAA credentials must adhere to all WIAA photography policies and provisions outlined in this section.

The sale or resale of still photography by WIAA-credentialed media is permitted, but only through the credentialed media outlet’s official ordering process (website or otherwise). Credentialed photographers are not permitted to sell images of State Tournament Series events through any platforms (websites or otherwise) independent of the credentialed media outlet. In addition, the sale of any products using images from WIAA Tournament Series events is prohibited without written permission from the WIAA.

Any sale or resale of photography, digital image or video without a media credential at State Tournament Series events is prohibited without approval from the WIAA. Any photo, image or video taken without credentials are subject to rights, if any, of all third parties, including the individuals photographed. A license authorizing the sale of photographs of WIAA pre-State Tournaments (regionals and sectionals)

by nonmedia, non-editorial photographers is available through WIAA for a yearly fee of \$100. Please contact the WIAA if interested.

Use of flash equipment and strobe lighting is permitted at all State Tournaments except the gymnastics championships, provided the use of such equipment does not interfere with or disrupt any action or administration of the event. It is the authority of the WIAA to determine if flash equipment is interfering or disrupting play at the State Tournaments and the authority of game officials and tournament management at pre-State tournaments. Media intending to use flash and strobe equipment should meet with officials and tournament managers prior to regional and sectional contests to avoid potential problems.

During pre-game announcements and introductions, only the official WIAA photographer and the entity possessing the exclusive video production rights are allowed on the court or field. Likewise, during post-game celebrations and awards ceremonies, only the official WIAA photographer and the entity possessing the exclusive video production rights are allowed inside the ceremony perimeter (as administered by WIAA personnel). All other photographers must remain at the ceremony perimeter.

Equipment bags are not allowed at courtside, on the sideline or in competing areas. Tripods are not allowed at floor level, courtside, sidelines or competing areas. Photographers must remain in areas designated for photographers (see "Photographer Location Policies" section).

Photographers are prohibited from entering and shooting in locker rooms and in spectator areas that obstruct the view of spectators in their ticketed seats.

Photography Locations

The following outline provides the photography policies and the locations available for photographers at each sport's State Tournament venue. Please refer to the media instructions in the State Tournament media packets at each State venue for additional information or changes to policies.

Baseball - National Federation rules prohibit media photographers from being present in any live ball areas. Photographers must remain in designated photo areas. The designated photo areas at Baseball are located in the photography box on the outfield side of the dugouts along the first and third base lines. Access to the field is available during award ceremonies.

Basketball - Only photographers with properly displayed media credentials will be allowed access to courtside photo areas. These areas are at the edge of the court along the ends of the court, from the corner of the court to outside the free throw lane on each side of the baskets. No photographers are allowed on the floor along the sides of the court (along team benches and media row). Photographers must sit or kneel when the game is in progress. No television or photography is allowed on the court during pregame warm-ups, during announcing of the starting lineups or anytime during the game with the exception of the official WIAA network and videographers. In addition, no live or recording of video reports are permitted at floor level during warm-ups, any time during a game or at halftime.

Cross Country - Credentialed photographers will be allowed inside spectator ropes and restraining fences in designated areas for race starts and finishes. Crossing in front of runners during the race on the course is strictly prohibited. At the finish chute, photographers

must stay in designated media areas. Photographers must stay out of all sand traps and off tee boxes and greens.

Football - Photographers will be allowed access to the sidelines with properly displayed credentials. Photographers are allowed behind the dotted line from the 30-yard line to the end zone and along the back end of the end zone. Photographers are not allowed in the team areas (30-yard line to 30-yard line), except for the official WIAA photographer and videographer, but may pass through the back of the team box to get to the other end of the field. However, they are not allowed to stop in the team area.

Golf - Photographers with properly displayed credentials may follow golfers. Photographers must shoot from the rough or cart paths, taking extreme caution not to interfere with contestant sight lines or disturb play in any manner as administered by the WIAA.

Gymnastics - This is the only tournament that prohibits flash and strobe photography because of the potential safety hazard to gymnasts. Photographers must remain outside the perimeter of the judges and must leave the floor after the event they are shooting is completed or when the gymnast has finished her routine. Photographers must refrain from moving at locations near apparatus during routines.

Hockey - Photographers with properly displayed credentials may shoot from the assigned media suite at the Capitol Ice Center or at ice level on the north and northwest (scoreboard) end of the ice. However, photographers are prohibited from shooting from the penalty box, team bench areas, the goal judge area and the player entrance areas.

Soccer - Photographers are prohibited from entering the playing field at any time during a game, including shootouts. Photographers with properly displayed credentials are allowed to shoot during play on the sidelines and on the end lines directly inside the field fences, but not to encroach the sideline of the soccer field with the following two exceptions. Photographers are prohibited from shooting in the area directly behind the goal/penalty area on each end of the field during action or in front of the official bench and team benches at any time. It is permissible for photographers to move onto the playing area for pictures before and after games, during halftime and during intermissions between overtime periods.

Softball - National Federation rules prohibit media photographers from being present in any live ball areas. Photographers must remain in designated photo areas off the playing field designated by the WIAA. The designated photo areas at Goodman Diamond are outside the fence in the opening between seating areas along the first and third base lines. In addition, photographers can shoot outside the fence down the lines in the outfield and in the designated camera area in the stands behind home plate. Access to the field is available during award ceremonies only.

Swimming & Diving - Photographers with properly displayed credentials may shoot from the designated areas on the pool deck and behind any roped-off areas. Television photographers and photographers using flashes/lights pointed at the swimmers during turns, exchanges and starts are prohibited.

Tennis - Photographers with properly displayed credentials may shoot from nearly any location of the stadium where spectator views are not blocked. No photography is permitted at courtside during matches. Media wishing courtside photos during warm-ups are required to request access from WIAA personnel prior to entering courts. Flash photography at courtside during warm-ups must receive permission from WIAA officials.

Track & Field - Guidelines for photographers at the Veterans Memorial Stadium are provided at the State Meet. Access to the infield will be limited to photographers only and only in the designated areas. Anyone with a media or photo credential not shooting photography in the designated areas will be removed from the infield. In addition, taking pictures from the infield outside of these prescribe areas or on the track during running events is prohibited. Access to all other field events are identical to spectators or are outlined on the diagram posted in the media workroom and provided in the credential packet. No photographers are allowed to be positioned on the track at any time before, during or immediately following a race.

Volleyball - Photographers with properly displayed credentials may shoot from off the court floor on the side opposite the team benches during the entire tournament. Photographers may also shoot from designated areas off the court on each end during championship finals. Photographers must wait for a stoppage in play to cross the court to other areas. No lighting for live or recording of video reports are permitted at floor level during warm-ups or at any time during a match.

Wrestling - Photographers with properly displayed credentials may shoot from designated areas at mat side for both team and individual tournaments. Photographers must remain off the mat and must vacate the mat area immediately after the match they are shooting is completed. Television photographers are prohibited from using lights pointed at or near the mat.

Pre-Game & Post-Game Interview Policies

No media is allowed on the floor or field for pre-game/event or post-game/event interviews immediately before or after State Tournament games and events, or before and during the awards ceremonies, except for the WIAA media network (when applicable) and videographers, until team awards are presented. The nature of each sport will determine the interview policy following State Tournament events as outlined for each sport as determined by the WIAA.

Media may do live or taped reports at floor or field level between sessions and before games but all equipment and lighting must be cleared and out of the floor access areas prior to the start of warm-ups for the next session. Areas in upper areas of the facility are available for reports between sessions and during games as long as no live action is aired and lighting is not determined to be a distraction to the event.

After all WIAA Tournament contests, the WIAA strongly encourages media to honor an eight-minute "cooling off" period prior to interviewing participating coaches and players. Coaches and players are strongly encouraged to participate in post-game interviews. However, we request the media respect the wishes of coaches and players that do not make themselves available to the media for comment following a contest. WIAA personnel will do what it can to facilitate cooperation from coaches and players.

No media is allowed access to team or participant locker rooms before, during or after any State Tournament competition. Coaches and participants may be available for interviews outside the locker rooms. The following list outlines each sport's State Tournament post-contest interview policies.

Baseball - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal, semifinal and championship games can locate and direct coaches and participants to a location off the field not to

interfere with warm-ups of the next game or the administration of the event. Teams will be directed after games to areas outside the outfield fences in each corner. No interviews are allowed during pre-game warm-ups or during the contest without prior consent of the WIAA Executive Staff.

Basketball - A post-game media conference will take place in the media work room during the boys and girls State Tournaments. The coach and selected player(s) of the winning team will participate in an eight-minute media conference following a brief cooling-off period after the conclusion of the game or immediately after the awards ceremony for the championship game. The coach and player(s) of the losing team will participate in a six-minute media conference upon completion of the winning team's media conference (approximately 12 minutes after the conclusion of the game). The coach and players of the winning team may only participate in a brief on-court interview by the entity with exclusive telecast rights following each game or awards ceremony prior to the media conference. No other interviews of coaches or participants are allowed prior to their participation in the media conference. Members of the media are allowed to interview willing coaches and participants following the media conference at a location outside the locker room. However, consideration for team time schedules, as well as administrative and facility staffing expectations is appreciated following news conferences. No interviews are allowed during pre-game warm-ups, halftime or during the contest without consent of the WIAA. On occasion, WIAA personnel may allow for a brief television interview with a coach prior to the media conference by stations with a local team participating for newscast deadline relief purposes.

Cross Country - Members of the media wishing to interview coaches and participants may do so after runners have gone through the chutes and have entered the fenced-in area provided. Members of the media are allowed to interview coaches and participants following the State award ceremonies. No interviews are allowed with coaches or runners within 20 minutes prior to the start or during their respective races. Media personnel must stay out of all sand traps and off tee boxes and greens.

Football - Members of the media wishing to interview coaches and participants following the State award ceremonies can locate and direct coaches and participants to the area at the north end of the field immediately in front of the north bleachers and not inside the 12-foot field restriction dashed lines to avoid interfering with warm-ups of the next game or the administration of the event. No interviews are allowed during pre-game warm-ups, during the contest, immediately after the game or during the award ceremony and team photos with the exception of the entity with exclusive video transmission rights. The coach or player of the winning team may participate in a brief on-field interview by television with exclusive video transmission rights following each game and/or immediately after the award ceremony.

Golf - Members of the media wishing to interview coaches and participants following the State award ceremonies or after rounds can locate and direct coaches and participants to a location away from the greens not to distract or interfere with play still in progress.

Gymnastics - Members of the media wishing to interview coaches and participants following the State award ceremonies or between rotations can locate and direct coaches and participants to a location away from apparatus not to interfere with warm-ups, the next rotation or the administration of the event. Following the final event scheduled for each day, interviews may take place at a convenient

location anywhere in the gymnasium. No interviews are allowed during timed warm-ups or during an event.

Hockey - A post-game media conference will take place in the media work room during the boys and girls State Tournaments. The coach and selected player(s) of the winning team will participate in an eight-minute media conference following a brief cooling-off period after the conclusion of the game or immediately after the awards ceremony for the championship game. The coach and player(s) of the losing team will participate in a six-minute media conference upon completion of the winning team's media conference (approximately 12 minutes after the conclusion of the game). The coach and players of the winning team may only participate in a brief on-ice interview by the entity with exclusive telecast rights following each game or awards ceremony prior to the media conference. No other interviews of coaches or participants are allowed prior to their participation in the media conference.

Soccer - Members of the media wishing to interview coaches and participants following the State award ceremonies or after semifinal games can locate and direct coaches and participants to the interview tent or to a location off the playing field not to interfere with warm-ups of the next game or the administration of the event. Following the final game scheduled for each day, interviews may take place at a convenient location anywhere on the field or in the interview tent. No interviews are allowed during pre-game warm-ups or during the contest.

Softball - Members of the media wishing to interview coaches and participants following the State award ceremonies or after quarterfinal and semifinal games can direct coaches and participants to outside the field access gate in the right field corner, not to interfere with warm-ups of the next game or the administration of the event. No interviews are allowed during pre-game warm-ups or during the contest.

Swimming & Diving - Members of the media wishing to interview coaches and participants following an event or State award ceremonies can locate and direct coaches and participants to a location at the control side of the pool deck or off the pool deck not to interfere with events in progress or administration of the meet.

Tennis - Members of the media wishing to interview coaches and participants following a match or State award ceremonies can locate and direct coaches and participants to a location off the playing court areas not to interfere with matches in progress or administration of the event.

Track & Field - Members of the media wishing to interview coaches and participants following an event or State award ceremonies can locate and direct coaches and participants to a location anywhere except on the infield of the track while the meet is in progress. Following award ceremonies, student-athletes receiving medals will be escorted and made available for interviews near the entrance of the media work area located at the southwest end of the west grandstand.

Volleyball - A post-game media conference will take place in the media work room during the boys and girls tournaments at the Resch Center. The coach and selected player(s) of the winning team will participate in an eight-minute media conference following a brief cooling-off period after the conclusion of the match or immediately after the awards ceremony if it is the championship game. The coach and player(s) of the losing team will participate in an eight-minute media conference upon completion of the winning team's media

conference. The coach and players of the winning team may only participate in a brief on-court interview if requested by the entity with exclusive telecast rights following each game prior to the media conference. No other interviews of coaches or participants are allowed prior to their participation in the media conference. No interviews are allowed in locker rooms, during pre-game warm-ups or during the contest.

Wrestling - Members of the media wishing to interview coaches and participants following a match or State award ceremony can locate and direct coaches and participants to a location not interfering with the matches in progress or administration of the event. Preferred interview areas are in the corridors below the grandstands in the Kohl Center and in the corridor below the grandstands at the La Crosse Center.

Live or Tape Video Reporting Locations

For the safety of participants and members of the media, and to avoid distractions and interference with game action or pre-game warm-ups, media is allowed to conduct live or recorded reports in designated areas only. No media, other than the exclusive video transmissions rights owner, is allowed to conduct live or recorded reports at floor level during warm-ups or during State Tournament competitions.

Boys Basketball - The use of strobe lights or spot lights are prohibited at floor level during pre-game warm-ups or during competition. No media, other than the exclusive video transmissions rights owner, is allowed to conduct live or recorded reports at floor level during warm-up or during State Tournament competitions. Any use of strobe or spot lighting when conducting reports is available in Suite 208 and above Section 210.

Girls Basketball - The use of strobe lights or spot lights are prohibited at floor level during pre-game warm-ups or during competition. No media, other than the exclusive video transmissions rights owner, is allowed to conduct live or recorded reports during warm-ups or during State Tournament competitions. Any use of strobe or spot lights when conducting reports is available on the ADA aisle located above the seating in sections 207-210 or above the seating in sections 220-223.

Volleyball - The use of strobe lights or spot lights are prohibited at floor level during pre-game warm-ups or during competition. No media, other than the exclusive video transmissions rights owner, is allowed to conduct live or recorded reports at floor level during State Tournament competitions. Any use of strobe or spot lights when conducting reports is available on the ADA aisle located above the seating in sections 207-210 or above the seating in sections 220-223.

Football - The use of strobe lights or spot lights directed at the field are prohibited at the field level during pre-game warm-ups or during competition. The only area designated for field-level reporting during warm-ups or competition, without strobe or spot lights, is the area at the north end of the field immediately in front of the north bleachers in Camp Randall—not near the playing field.

Tournament Transmission Policies

1. WIAA radio, television, cable and internet policies relate to transmissions during the WIAA State Tournament Series. There is no WIAA jurisdiction over regular-season radio, television, cable or

internet transmissions of high school interscholastic competition, but school administrators are strongly encouraged to prohibit sponsors of transmissions whose primary business is the sale of tobacco, alcohol, lottery/gambling, mood-altering substances or lewd subject matter.

2. No fees for regular-season transmissions are required by the WIAA, but local schools and participating teams may elect to require a rights fee or fees to recover any expenses incurred (i.e. power, scaffolding, seats lost due to camera positions, ticket sales lost by spectators staying home and watching, etc.).
3. All radio and internet audio transmission rights and credential requests for all State Tournaments will be issued by the WIAA. To apply for play-by-play or live report "update" rights for State Tournament events, radio stations and internet sites must complete and submit the online "Media Credential Request Form." The online submittable form is located in the media restricted area of the WIAA website. Completed forms must be submitted to the WIAA by noon by the published credential deadline as outlined in the "Credential Request Deadline" section of this guide. Please review the "Requesting Credentials" section for additional credential request policies.
4. Media and internet sites considering transmitting audio, video or textual play-by-play depictions on the internet must abide by all policies printed in this guide (see "Transmission Terms & Regulations" section). There is no fee for live report "updates" of pre-State Tournament events provided no play-by-play is done. There is a \$25 fee for live or taped radio reports from State Tournament venues.
5. The WIAA reserves the right to require two minutes of advertising or promotional inventory to be included in any or all radio, television and internet transmissions of WIAA Tournament Series events as determined by the WIAA.
 6. By submitting the application for transmission, media and internet sites agree to abide by all WIAA regulations and policies regarding the transmission of events during the entire WIAA Tournament Series, including the prohibitions on advertising and sponsorships as described in the "Advertising" section.

Transmission Terms & Regulations

Terms

1. **WIAA Tournaments** – "State Tournament Series," "Tournament Series" and the "WIAA Tournaments" refer to all the WIAA sponsored events contested at the regional, sectional and State levels. The "State Tournament," "State Championships" or "State Meet" refer specifically to the contests or events culminating the Tournament Series with championships at the State finals venues.
2. **Transmission** – A "transmission" is defined as the transmitting—or intent of transmitting—of any live or taped portion, or entire duration of tournament games or complete session of games from the time the transmission begins to the time the transmission ends at the tournament site. This definition includes halftime, between games of a session, during awards ceremonies, immediately before and after a tournament game or session, and during intermission stops and timeouts.
3. **"Live" or "Real-Time"** – Live and real-time are synonymous and refer to a transmission 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 plays, of events, or other material such as graphics or video regarding any WIAA tournament game or event; so that it approximates a video, audio or text transmission 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 WIAA consent and pay the applicable transmission rights fee. The WIAA does not prohibit a blog where the blog is simply commentary or status updates of the athletic event. The WIAA does prohibit play-by-play without payment of the applicable rights fees, whether such play-by-play appears on a blog, website or otherwise, and whether the play-by-play is generated from the venue or from another location.
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 WIAA 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 WIAA without consent of the WIAA and the exclusive rights holder.

Regulations

Comprehensive Transmission Policies

1. The WIAA 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 WIAA and its exclusive rights partners retain the rights to all commercial use of video, audio or textual play-by-play transmitted at a WIAA Tournament Series event. Furthermore, the WIAA possesses the rights to transmit, upload, stream or display content live during WIAA 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 transmission of play-by-play is exclusive property of the WIAA and rights-granted entities. Any account/transmission of real-time video, audio or textual play-by-play is prohibited on-site or off-site without consent of the WIAA.
3. The WIAA also reserves the right to revoke or deny the video, audio or text transmission rights of any media or internet sites that include in any part of its transmission of WIAA Tournament events—including pregame and postgame shows—content, comments, advertising, selling, 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. All media, internet sites or independent entities transmitting "real-time" text play-by-play action of State Tournament events is considered similar to that of a play-by-play radio or television transmission and are subject to rights fees. Internet blogs, forums, tweets and other text depictions or references are permitted and are not subject to rights fees unless they qualify as play-by-play (see "Transmission Terms & Regulations" section) or are not in

compliance with the media policies of the WIAA. Play-by-play accounts of WIAA Tournament Series events via text are subject to text transmission rights fees.

5. Any media or independent entities transmitting "real-time" video is subject to exclusive video rights agreements and video transmission 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 transmission rights fees.
6. Internet sites of traditional media (newspaper, radio, television) may be issued credentials, but are not allowed "real-time" or "live" transmission by audio streaming, video streaming or textual play-by-play accounts without consent and rights granted by the WIAA and payment of the respective rights fees.
7. Media and websites granted permission by the WIAA to transmit "real-time" or delayed audio, video or textual play-by-play are subject to transmission rights and line-usage fees and must adhere to all transmission regulations, fees and advertising policies of the WIAA outlined in this guide.

Video

1. Video transmission rights are required and rights fees are applicable for stations, internet sites and/or social media platforms that originate a video transmission or that pick-up live or delayed feeds and/or links from another station, internet site or cable operator during the WIAA Tournament Series.
2. No taped-delayed video transmissions of any WIAA Tournament Series event is permitted during the exclusive live coverage of the WIAA State Tournament in the same sport. In addition, a tape-delayed video transmission is prohibited from transmitting until three hours after the start of the respective event being transmitted on a tape-delayed basis. Permission to transmit any delayed video beyond two minutes of content must come from the WIAA and the NFHS Network/Rush Media or the station/network with exclusive television and/or video transmission rights.
3. The use of video exceeding **two** minutes by the originating station, publication, social media platform or internet site—other than the exclusive video production rights holder—for any purpose other than highlights on regularly scheduled news, sportscast, or on a web page is prohibited.
4. The following list of rules apply for commercial television stations, websites or social media platforms using video in their coverage of the WIAA State Tournament Series 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, websites or social media platforms may use a backdrop of live action for reports from a tournament facility provided there is no play-by-play commentary; the action serves only as a backdrop behind the reporter conducting the report; the report is limited to regularly scheduled news or sports programs; and the report is 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 **two** minutes of a web stream or program which is any length. Unless written

approval is granted from the WIAA office, use of more than **two** minutes of film, video, audio, tape, or stream, etc., beyond five days from the last day of a tournament is prohibited.

5. Schools are restricted from transmitting video of Tournament Series events that are under exclusive contracts without the permission of the WIAA and the owner of the video rights. When appropriate permission is granted, no rights fees will be required for schools wishing to air tape-delayed transmissions on their school's educational channel on the local cable system or on school's internet site or social media platform.
6. Video of Tournament Series action may not be sold without written consent from the WIAA and its respective licensed video production partner.
7. Video Transmission Priority Criteria

The WIAA will make every attempt to provide adequate broadcast facilities for all stations and/or internet sites that are approved or licensed to video transmit State Tournament events. If demand for transmissions exceed available accommodations, first consideration will be given according to the following criteria, as determined by the WIAA, in order:

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

Audio

1. The WIAA reserves the right to consider all applications for audio transmission rights on an individual basis.
2. Audio transmission rights fees (inside back cover) are applicable for stations and/or internet sites that originate an audio transmission or that pick-up live or delayed feeds or links from another station or internet site. Radio and internet sites approved by the WIAA to audio transmit Tournament Series events are prohibited from feeding or linking its transmission to any other station(s) or internet sites without additional rights fees being assessed.
3. Radio stations with internet sites will not be charged additional internet transmission fees if originating transmission 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 transmission fee for transmitting audio that originates for over-the-air transmissions and is simultaneously transmitted on the official flagship station's internet site only. Network stations (if applicable) or any other stations or internet sites may not link audio transmissions unless those stations are also transmitting the identical audio transmission over-the-air. Any stations or internet sites not airing the transmission of a network (if applicable) feed but links to the audio transmission of the event is subject to the audio transmission rights fees. Requests for such permission must be indicated on the WIAA "Audio Transmission

Application.” Any State Tournament transmission permission must be cleared through the WIAA. In addition, a radio station or internet site is required to apply and receive WIAA audio transmission rights approval before accepting a feed or adding a link to any transmission from another station or internet site and must adhere to all rules, regulations and policies in this manual.

4. Audio Transmission Priority Criteria

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

- A. The WIAA network (if applicable)
- B. The WIAA network affiliate stations (if applicable)
- C. To local stations of participating teams that have audio transmitted a participating team’s games with regularity
- D. To regional stations of participating teams that have audio transmitted a participating team’s games periodically
- E. To stations in the host community and area
- F. Internet site audio-only streaming (in above order)
- G. Other

Text

1. To apply for play-by-play text transmission rights for State Tournament events, media and internet sites are required to notify the WIAA of their intentions to transmit textual play-by-play of any contest(s) during a State Tournament when submitting the “Credential Request” form posted on the restricted media area of the WIAA website.
2. Internet blogs, forums, social media messaging and other text depictions or references are permitted and are not subject to rights fees unless they qualify as play-by-play (see “Transmission Terms & Regulations” section) or are not in compliance with the media policies of the WIAA. Play-by-play accounts of WIAA Tournament Series events via text are subject to text transmission rights fees.

Applying for Regional & Sectional Transmission Rights Video

1. All media and/or internet sites interested in video transmission of pre-State WIAA Tournament Series events must complete and submit the Pre-State Video Transmissions Request Form located in the Media Center of the WIAA website to make arrangements with the NFHS Network/Rush Media (608) 849-3200 or inquire about video transmission, internet video or social media platform transmission permission prior to the date of the contest. Entities not adhering to permission policies are subject to fines imposed by the rights holder. Live or tape-delayed video transmissions of regional and sectional events by television stations, cable operators, publications, internet sites and on social media platforms are prohibited without consent of the NFHS Network.
2. Accommodations for working television, cable or internet personnel, cameras and other equipment involved in video transmission production is the responsibility of the host tournament manager,

provided the television stations, cable operators, publications or web stream entities receive permission in advance from the WIAA and the NFHS Network/Rush Media to transmit video.

3. Regional and sectional host tournament managers are authorized to refund fees if the station or internet site has a legitimate reason for not being able to video transmit after they planned to do so and/or indicated to the manager in advance it will not be transmitting if the school it is following is eliminated from the tournament. Host managers are expected to provide free admission to accommodate a reasonable number of working media personnel.
4. Media sending a reporter to cover pre-State WIAA Tournament Series events for newscast purposes should practice the professional courtesy to contact tournament host managers with their intent to cover the event. Failure to notify tournament managers in advance may result in denied media privileges at tournament events.

Audio

1. To apply for play-by-play audio transmission and live report rights for regional and sectional events, radio stations must complete the “Audio Transmission Application” form posted on the WIAA website in the restricted media area. Completed applications for transmission with station manager authorization must be submitted to the tournament site and the WIAA at least two days before the first game of a given tournament. Host managers must receive approval from the WIAA to reject any applications to audio transmit. Stations are required to contact host tournament managers to notify of their intentions to audio transmit any contest(s) during a regional or sectional and make arrangements for entry access. Host managers are expected to furnish free admission for two working persons.
2. Radio and websites are also required to apply for additional pre-State WIAA transmission rights before accepting a feed or adding a link to a transmission from another station or website and must adhere to all fees, rules, regulations and policies in this guide.
3. Regional and sectional host tournament managers are authorized to refund fees if the station or internet site has a legitimate reason for not being able to audio transmit after they planned to do so and/or indicated to the manager in advance it will not be transmitting if the school it is following is eliminated from the tournament.
4. Stations are not required to include a list of sponsors and advertisers with the application. However, advertising in violation of WIAA advertising policies is prohibited (see “Advertising” section) and subject to penalties identified in the “Media Credential Requests & Conditions” and “Advertising” sections of this guide.

Text

1. To apply for play-by-play text transmission rights for regional and sectional events, media and internet sites are required to contact host tournament managers to notify them of an entity’s intentions to transmit textual play-by-play of any contest(s) during a regional or sectional and make arrangements for entry access.
2. Internet blogs and social media posts are permitted and are not subject to rights fees unless determined under these policies to be play-by-play (see “Transmission Terms & Regulations” section). Play-by-play accounts of WIAA Tournament Series via text are subject to text transmission rights fees. Score updates

without description of plays are not considered play-by-play and are permitted.

3. Blogs, posts on social media platforms or any other depiction or reference not in compliance with the media policies of the WIAA is prohibited. Any content displayed adjacent to or in conjunction with any promotion, reference or link to material surrounding the content that violates WIAA policies is also prohibited and subject to penalties identified in the "Media Credential Requests & Conditions" and "Advertising" sections of this guide.

Advertising

The WIAA retains the right to require stations to submit in writing, upon WIAA request, any and all advertisements or sponsorships during a radio, television or internet transmission of WIAA Tournament Series competition.

The WIAA 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 tournament site, the WIAA 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 transmissions throughout the WIAA State Tournament Series. Businesses in which these products or services are available in a secondary capacity may advertise on WIAA Tournament transmissions for their primary business purposes, but may not refer to or advertise those secondary products or services. The WIAA 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 WIAA Tournament transmission.

Television, radio, print, websites, social media posts 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 WIAA State Tournament Series event under the auspices of the WIAA. 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 Tournament Series events. Television, radio, print, websites and any other media may use language that the tournament coverage or broadcast is sponsored by an advertiser or sponsor.

The WIAA reserves the right to require two minutes of advertising or promotional inventory to be included in any or all radio, television, internet and social media transmissions of WIAA Tournament Series events as determined by the WIAA.

The WIAA reserves the right and responsibility to cancel any and all transmission and transmission rights for an event in progress and subsequent WIAA Tournament events for any station found to have violated the provisions of the WIAA's advertising policy.

Tournament Transmission Rights & Fees

Please review transmission policies (Page 9) for descriptions and guidelines

Audio/Text Transmissions

Audio/Text Transmissions	Regional/Sectional	State
	Fees*	Fees*
Live or delayed audio transmission	\$50	\$100
Stations receiving live audio feed from originating transmission	\$50	\$100
Live transmission of play-by-play text	\$20	\$30
Websites receiving live play-by-play text from originating transmission	\$20	\$30
Live Audio Report "Updates"	- -	\$25

* Fees listed are per game (per day for State individual wrestling). Regional and sectional wrestling fees indicated covers entire regional or sectional.

Radio transmissions simultaneously running cybercasts on its internet site does not pay additional fee. Rights fees are independent of any telephone line charges covered in the "Communication Lines" section.

State Tournament payments are to be made payable to the WIAA. Stations or internet sites can either pay at tournaments or the WIAA will invoice following the respective tournaments. **The WIAA reserves the right to require two minutes of advertising or promotional inventory to be included in any or all radio, television and internet transmissions of WIAA Tournament Series events as determined and provided by the WIAA.**

All regional and sectional event payments are to be made payable to the host school prior to the audio or text transmission.

Transmission rights fees are applicable for stations or internet sites that pick-up live or delayed feeds from another station or links audio from/to another internet site.

Blogging and social media play-by-play descriptions of WIAA Tournament events (as defined in this publication) are not permitted without appropriate payment of rights fees.

Video Transmissions

Television/Cablecast/Cable Access	Rights Holder and Contact Information
All pre-State Tournament Series events for all sports	NFHS Network/Rush Media 608-850-7411 ext. 201
State Tournaments not under rights agreements with Allen Media Broadcasting including Cross Country, 8-Player Football, Golf, Gymnastics, Lacrosse, Swimming & Diving, Track & Field and Team Wrestling	NFHS Network/Rush Media 608-850-7411 ext. 201
State Baseball, 11-Player Football, Basketball, Hockey, Soccer, Softball, Volleyball and Individual Wrestling finals	Allen Media Broadcasting (715) 842-2251

All parties interested in the production and distribution of any State Tournament or State Tournament Series event via video transmission will be required to obtain rights from the WIAA and current production and distribution rights holder as outlined above.

Production and distribution rights include, and are not limited to, live or delayed television through network or cable outlets, video on demand, content streaming through any social media platform and/or physical media. All permissions granted, policies enforced and fees required will be at the sole discretion of the WIAA and the rights holder. Detailed information regarding policies and fees are available upon request to the WIAA office at (715) 344-8580.



WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

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