



South Dakota High School Activities Association

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MEDIA ADVISORY COMMITTEE

Meeting will be held via Zoom

Wednesday, September 30th, 2026

1:00PM CT/12:00PM MT (via Zoom)

<https://meet.google.com/iby-zjbv-ekr?authuser=0&hs=122>

1. Call meeting to order followed by roll call:

Daily Newspaper	Marcus Traxler, Mitchell
Weekly Newspaper	Jeremy Waltner, Freeman
Television/SDBA	TBD
Large Market Radio	Jeff Duffy, Huron
Small Market Radio	Clint Greenway, Mitchell
SDPB TV	Brad Van Osdel
SDPB.org	Kyle Mork

2. Approve agenda.

3. Representative Reports

4. SDHSAA Media Policy Review/Proposed Updates (Appendix A)

- a. **Revisions due to SDCL**
- b. **Revisions due to feedback**
- c. **Committee makeup- Digital/Podcast? Photographer?**

5. Other Items/Proposals

6. Adjourn

Respectfully submitted,

Daniel Swartos, Ed.D.
SDHSAA Executive Director

SDHSAA- Serving Students Since 1905

Board President– Mr. Randy Hartmann
Assistant Director – Mrs. Kristina Sage
Assistant Director – Mr. Brooks Bowman

Executive Director – Dr. Daniel Swartos
Assistant Director – Mr. Randy Soma
Finance Director – Mr. Isaac Jahn

SDHSAA MEDIA POLICY MANUAL

APPENDIX A

INTRODUCTION

This South Dakota High School Activities Association (SDHSAA) *Media Policy Manual* presents the rules and regulations for *news* and media coverage of all state tournament competition conducted by the SDHSAA. **These policies shall be in effect at all levels of state tournament competition, beginning at the conclusion of the regular season in each sport/activity.** Print, wire service, radio, television, and website personnel should carefully review the policies contained within this manual. These policies **DO NOT** apply to regular season dual meets/contests or invitational meets/tournaments (those which occur during the regular season of play). **SDHSAA media credentials may be accepted by schools in the regular season, subject to local school policy.**

Within this policy document-

- “regular season” events refer to regular season, pre-playoff inter-scholastic contests.
- “sub-state” events refer to post-season (playoff) contests from the end of the regular season until the concluding state event/contest(s) in each sport/activity. Examples include District/Region/SoDak 16 competition. In the sports of soccer and football, only the final championship contests are considered the “state” contest because only the championship contest takes place at the concluding state event. In volleyball, basketball, and softball, the sub-state competitions get the field down to the final eight, and the final eight teams play for 1st-8th place at the concluding state event. Tennis and Track and Field have no sub-state contests, their only post season event is the concluding state event.
- “state” events refer to the concluding state event/contest(s) in each sport or activity.

Any entity desiring further clarification on “sub-state” vs. “state” events may contact the SDHSAA for further details.

PHILOSOPHY

All SDHSAA sub-state and state level competitions are the property of the SDHSAA. All media (including television, video recording, internet, and broadband) coverage of SDHSAA ~~sub-state and~~ state events are governed by the “SDHSAA Media Policy”. **Regular season and sub-state events are governed by SDCL 13-1-57, 13-1-58, and 13-1-59.** The SDHSAA is the owner of trademarks, copyrights, and other proprietary rights connected to any SDHSAA event. Exclusive rights to broadcast all SDHSAA state-level events on television and internet and broadband, connected and wireless, are assigned to a media contractor, currently identified as SDPB which has exclusive broadcast rights (identified as “Media Contractor” in these policy statements). In 2018, the SDHSAA Board of Directors voted to join the NFHS Network and grant them the right to broadcast any SDHSAA sub-state event. Sub-state policies are outlined below. The SDHSAA sub-state and state-level media policies **DO NOT** apply to regular season contests.

Article I

GENERAL ITEMS FOR ALL MEDIA OUTLETS

Media outlets in need of telephone services must contact the telephone company to make arrangement for phone lines unless instructed differently. **Media outlets are responsible for hook-up costs.**

1. VIDEO RECORDING FOR RE-SALE PURPOSES

The video recording of any SDHSAA ~~sub-state or~~ state level contest for re-sale purposes by individuals or commercial business organizations **is prohibited**. The television broadcaster that has contracted with the SDHSAA for exclusive broadcast rights does possess resale rights.

2. VIDEO RECORDING CONTESTS BY SCHOOLS AND PARENTS OR GUARDIANS

At state-level events, Participating schools, parents, or guardians may, for their personal use, video record a game or event that involves their team or child, provided that the video recording is not intended for broadcast, duplication, or resale. Such video recording must be done from an area in the venue designated for school or spectator video recordings. **Regular season and Sub-state level events are governed by SDCL 13-1-57, 13-1-58, and 13-1-59.**

3. SCHOOL BROADCASTS ON LOCAL CABLE ACCESS TELEVISION CHANNELS

~~Local schools can only broadcast sub-state games on local access cable television channels that are not produced by the NFHS Network, and only after the completion of the contest. The SDHSAA needs to be notified of the intention to tape state tournament games for broadcast on their local access channel; and if there is space available for taping at~~

the venue. Schools wishing to who stream live coverage of sub-state events to a website (such as YouTube) or a local cable access television channel must be asked, but not required, to have that media broadcast company fill out and submit the Sub-State Video Broadcast Rights application and that media broadcast company is expected to share their stream with the NFHS Network. Or the coverage of the game must be shown only after the completion of the game. State event broadcast rights are currently assigned to SDPB, and the ability for schools to live-broadcast secondary streams must be coordinated with SDPB prior to the event.

4. SUBSTATE EVENTS (DISTRICT AND REGION EVENTS)

All rights to broadcast or wecast sub-state events are assigned to the NFHS Network with these considerations:

The NFHS Network is the official, but not exclusive, broadcast partner of the SDHSAA for sub-state contests. Media coverage of sub-state contests shall conform to SDCL 13-1-57, 13-1-58, and 13-1-59. Additional considerations include:

- A. SDHSAA or the sub-state event host has the discretion to deny media rights to TV broadcast, radio broadcast, or wecast to anyone who does not meet the criteria of "News Media" per SDCL 13-1-57.
- ~~B. If SDHSAA or the sub-state event host permits TV broadcast or wecast of a game or session under their management, the SDHSAA has exclusive rights.~~
- ~~C. If the NFHS Network does not exercise or re-assign its rights to TV broadcast or wecast a sub-state event, other media outlets may assume those rights by sharing the live broadcast feed is shared with the NFHS Network. Media outlets must make their intention to assume broadcast rights known to the SDHSAA Media Contractor at least two days in advance of the scheduled event by filling out the "Sub-State Media Broadcast Rights Application" form. This form can be found on the SDHSAA website, under the "Media" tab.~~
- D. Schools wishing to who webcast a district or region game sub-state contest that they are hosting, and that game has been excluded from the NFHS Network broadcast, may request the rights to broadcast that event by filling out the "Sub-State Media Broadcast Rights Application" form and agreeing are asked to play or read SDHSAA Public Service Announcements during the broadcast. The broadcasting school must also agree is also asked to consider share sharing the live feed with the NFHS Network.
- ~~E. Before the beginning of the broadcast for each contest/event, the broadcast announcer shall state: "The broadcast of these play-off games has been authorized by special arrangement with the Board of Directors of the SDHSAA." And end the broadcast with this statement: "This activity was brought to you by this station, its advertisers and the member schools of the SDHSAA. No rebroadcast, in whole or in part, may be made without the written permission of the SDHSAA."~~
- F. No advertising, program sponsorship, or implied association with gambling, tobacco, alcoholic beverages, or any other product which is contrary to the principles of good high school activity training is allowed in association with any specific broadcast or other media distribution of SDHSAA events or information. It is not necessary to submit a list of sponsors and the product or products to be advertised, however, any violation of the alcohol/tobacco/gambling/restricted product regulation will may void broadcast rights and the station may not be allowed to continue its broadcast of the event or future events.
- G. The announcers will confine their remarks to an actual description of the games and the action in connection with them. Also, announcers will make no comments in regard to the judgment of the game officials or coaches during any broadcast origination from the tournament site. Violations of this clause by the station will may result in the loss of the right of the station to continue its broadcast of the tournament. The SDHSAA, in its sole discretion and in keeping with South Dakota Codified Law, may limit some or all of a station's access to additional SDHSAA events.
- H. The video production and distribution for any SDHSAA state or sub-state level contest to broadcast to any source, or for archival, duplication, or resale purpose by individuals, schools, or any other commercial or non-commercial entity is prohibited without the specific written permission and approval from the SDHSAA and SDPB.

Article II

POLICIES FOR BROADCAST MEDIA

1. If you operate as a radio media outlet:

- A. Radio outlets may “live webcast” their over-the-air **audio** broadcast program of SDHSAA **state** events ~~from their official station website~~. If a radio station chooses to “webcast-only” an SDHSAA **state** event that is not an over-the-air broadcast, they are considered an internet media outlet and subject to those policies.
- 1) ~~Permission by the SDHSAA for this broadcast is being given with the understanding that this station will have, during the current school year, carried public service announcements~~ During the current school year, the SDHSAA asks that the station carry public service announcements on behalf of the SDHSAA. **These public service announcements will be** supplied by the SDHSAA **on the SDHSAA website**.
 - 2) The SDHSAA reserves the right (pursuant to SDCL 13-1-57, 13-1-58, and 13-1-59) to discontinue this agreement at any time in the event **any of these stipulations are violated, SDCL no longer applies, or** any aspects of the station’s broadcasting is considered to be in poor taste or incompatible with the educational objectives of the Association.
 - 3) Repurposed live **state-event** broadcasts to an internet feed cannot be archived without the specific written permission and approval from the SDHSAA.
 - 4) Broadcast stations, newspaper, or other websites shall be limited to a maximum of 120 seconds of **state-event** game highlights from each SDHSAA tournament contest for a bona-fide newscast.
 - 5) **Radio stations are prohibited from streaming video coverage of state championship events over the internet unless approval is granted by SDPB prior to the contest. Streaming video coverage of regular season and sub-state events will be allowed per the SDHSAA’s agreement with the NFHS Network and SDCL 13-1-57, 13-1-58, and 13-1-59.**

2. If you operate as an internet media outlet:

- A. The SDHSAA Website, www.sdhsaa.com, serves as the official online resource for all SDHSAA events and SDHSAA owns the online content and rights to SDHSAA events. Transmission of video, ~~digital images, audio, text, including play-by-play, box scores, and other statistical information,~~ of any SDHSAA **state level event** is prohibited **without prior approval of SDPB**. Exclusive rights to **state event** live webcast ~~statistics, video, audio, electronic commerce,~~ and archive extended post event footage, are assigned to the SDHSAA Media Contractor, unless otherwise provided for in Article 1 of the SDHSAA media policy.
- B. Media outlets wishing to live stream ~~district or region~~ **state or sub-state** SDHSAA events ~~refer to “sub-state policies”~~ **must comply with SDCL 13-1-57, 1-1-58, and 13-1-59.**
- C. The SDHSAA reserves the right to deny any entity from producing media content in violation of ~~these policies~~ **SDCL 13-1-57, 13-1-58, and 13-1-59.**
- D. NO STATE **EVENT TOURNAMENT** webcasts, ~~blogs, or social media posts~~ that constitute play-by-play or a live representation of the SDHSAA event are allowed unless granted by SDPB.
- E. Broadcast stations, newspaper, or other Websites shall be limited to a maximum of 120 seconds of game highlights from each SDHSAA ~~tournament~~ **state event** contest for a bona-fide newscast.

3. If you operate as a television media outlet:

- A. Credentialed media **per SDCL 13-1-57 and 13-1-58** will be allowed access on all days of ~~tournaments/meets~~ **state events** for news coverage, provided current media credentials are properly displayed and all media rules and **South Dakota Codified Law** are strictly followed. Film, video, and audio highlights **of state events** for use on any media and/or website will be limited to spot news coverage and long form recap shows. Highlights **of state events** from a station’s bona-fide regular newscast may be included on their website. A bona-fide newscast is one that is regularly scheduled, and includes a news, weather and sports format.
- B. Broadcast stations, newspaper, or other websites shall be limited to a maximum of 120 seconds of game highlights from each SDHSAA ~~tournament~~ **state event** contest for a bona-fide newscast.
- C. ~~Except for a credentialed FCC licensed “over-the-air” radio broadcasts, n~~ **No live video** feeds from an SDHSAA ~~tournament~~ **state event** contest may be used on a newscast or posted on a news website until the contest has been completed. ~~Live feeds include video, audio, photographs, text, and statistical information.~~

Article III

MEDIA CREDENTIALS

1. How to secure SDHSAA media credentials:

- A. SDHSAA media credentials are for SDHSAA Sub-State and State Events. Schools may, at their discretion, recognize SDHSAA media credentials at regular season contests/events. Schools shall follow SDCL 13-1-57, 1-1-58, and 13-1-59 in local media policies. Each School District is responsible for its own local media policies for regular season events.
- B. The SDHSAA controls the allotment of credentials or press passes issued to any given media outlet for sub-state and state events (television, radio, print, and internet or other broadband).
- C. SDHSAA Media credentials will be issued ~~to the state's recognized accredited media outlets (members or associate members of the South Dakota Newspaper Association and the South Dakota Broadcasters Association) that cover and serve SDHSAA sponsored activities on a regular basis (hereafter "Accredited Organization") to entities/individuals who are engaging in "journalism" and meet the criteria of "News media" under SDCL 13-1-57.~~ Credentials for state events are issued only to those who are at the event to work. The passes Credentials are not intended for members of the media who attend only to watch the games for the purpose of engaging in journalism, as defined in SDCL 13-1-57. Credentials are issued by the SDHSAA to an Accredited Organization those who meet the definition of "News media" under SDCL 13-1-57 for the sole purpose of providing access for an individual who has a legitimate working function on behalf of the Accredited Organization in connection with an SDHSAA activity. It is issued subject to the following conditions:
 - 1) The Accredited Organization together with the bearer of any SDHSAA credential (collectively, "Bearer"), by acceptance and use of the credential, each represent and agree that Bearer is engaged in journalism per SDCL 13-1-57 a legitimate working function (media or game service) in attending this event. This credential is for use solely in connection with Bearer's news and editorial coverage of a SDHSAA activity. Any non-editorial, commercial or other unauthorized use of transmission, picture, film, videotape, audiotape, writing, drawing or other depiction or description of any game or activity, game action, game information, player interview or other arena activity not defined as journalism by SDCL 13-1-37 is prohibited without prior specific written approval of the SDHSAA.
 - 2) Whether accredited or not, any violation of these media policies will may be considered a copyright infringement.
- D. Media passes will be issued to print and broadcast media with the following stipulations:
 - 1) Numbered and laminated passes will be sent to each organization according to the following formula:
 - a. Weekly Newspapers will receive up to 2 passes
 - b. Daily Newspapers (daily circulation under 10,000) will receive up to 6 passes
 - c. Daily Newspapers (daily circulation 10,000 to 15,000) will receive up to 8 passes
 - d. Daily Newspapers (daily circulation 15,000 and over) will receive up to 10 passes
 - e. Television stations will receive up to 7 passes (Contracted station will be issued additional paper passes for support personnel).
 - f. Radio stations will receive up to 3 passes per station FCC radio broadcasting station.
 - g. Recognized Dot Com media outlets will receive 2 passes.
 - 2) Passes will be valid for two school years. Pass numbers will be recorded by the SDHSAA. Additional or lost passes will also be recorded. The pass will not guarantee entry into regular season contests, but schools may accept them during the regular season at their discretion.
 - 3) Additional and replacement passes will cost \$25.00 per pass. Requests for additional or replacement passes should be made in advance of any state tournament.
 - a. No passes will be issued at the site of the state event.
 - 4) Individuals attending a state event without the required badge must purchase a ticket for the event, must remain in the spectator areas, and will be restricted from the media access areas at the event.
 - 5) Requests for media credentials should be made a week prior to the event to ensure delivery of the credentials. For requests within a week, it is recommended to call the SDHSAA office and speak to Nicki Axtell for alternative arrangements. The day prior to the event, office staff are on site for the event. Within a day of the event, it is recommended to find and speak to SDHSAA staff at the event.

E. Guidelines for Credentialing Internet sites:

- 1) Internet sites desiring media credentials must have a unique, registered domain name **and meet the definition of “News media” per SDCL 13-1-57.**
- 2) ~~Internet sites desiring media credentials must have a demonstrated record of regular, sustained coverage of high school sports and activities, which should include (but is not limited to):~~
 - a. ~~Publishing game stories and game statistics in a timely basis about individual contests;~~
 - b. ~~Publishing scores on game days;~~
 - c. ~~Publishing feature stories about high school sports teams, coaches, and student athletes.~~
- 3) ~~Internet sites must furnish, upon request, certifiable traffic numbers from an established auditing firm (i.e., Nielsen, Google Analytics, etc.), or from its service provider. Hit counters on pages will not fulfill this requirement. The following information must be provided:~~
 - a. ~~The average number of unique viewers/visitors to the site in the last 30-60-90 days;~~
 - b. ~~The average number of page views by each visitor;~~
 - c. ~~The name and telephone number of the auditing firm or service provider to discuss/ensure the accuracy of the numbers.~~
- 4) The following internet sites will not be granted credentials:
 - a. ~~Personal page internet site publishers;~~ **Sites that do not meet the criteria of “News media” per SDCL 13-1-57**
 - b. Internet sites associated in any way with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any advertising considered in poor taste or not in compliance with the mission of interscholastic activities as determined by the SDHSAA;
 - c. ~~Sites developed solely to list/profile/rank recruit prospects or teams and/or to provide chat rooms/forums/blogs. The SDHSAA reserves the right to determine if, in its sole discretion, a website falls into the category of a recruiting site.~~
- 5) Internet sites must furnish the name of a contact person who can serve as the liaison to the SDHSAA in the event questions or concerns arise.

F. Guidelines for Credentialing Photographers at SDHSAA Tournaments

Photographers are subject to all specific conditions related to issuance and use of press credentials including the following specific criteria:

- 1) ~~No commercial photography outlets will be credentialed. However, if a commercial photography outlet has negotiated and signed a contract with the SDHSAA designated tournament site management for the sale of photographs at the venue, the tournament site management can provide the commercial photographer a “work pass” for entry into the venue. Contracted commercial photographers MUST OBSERVE all SDHSAA media policies and regulations.~~
- 2) Freelance photographers contracted by a media outlet **MUST** secure their credentials from the media outlet that has employed them **or have their own SDHSAA media pass.**
- 3) Photographers (including sports reporters/photographers) employed by a newspaper will utilize the credentials issued to their newspaper for admittance to the state contest. It should be noted that ~~newspaper photographers and internet-based media photographers~~, who in the course of taking pictures as part of a state contest news report, are not prohibited from selling their pictures ~~over the newspaper or dot com Website~~. However, unless possessing a “photography” contract with the SDHSAA designated tournament site management **or advertising within the state tournament program**, the availability of **those** ~~the newspaper or dot com Website~~ photos cannot be advertised at the state contest venue.
- 4) The press credential confers on the Bearer a limited, non-exclusive and non-transferable license to take photographs of the Event, and to allow the entity that engaged the Bearer to take the photographs to use such photographs only for ~~news coverage of, or magazines, books or stories about, the event, other editorial purposes, and reprints of news pages from such entity’s publications~~ engaging in journalism as defined in SDCL 13-1-57.
- 5) ~~Photographs taken by non-media credentialed staff may not be reproduced and offered for sale to the general public through any manner without the specific written permission of the SDHSAA or the SDHSAA’s designated tournament site management. However, the~~ **The** SDHSAA or its designated agents may contract with and authorize an exclusive photographer or photographic agency to take photographs for reprint and sale to the general public at the Event site.
- 6) **No “official” school photographers will be credentialed. School photographers will gain credentials via the state event school press pass process described below.**

G. Student Press Pass/Adult Representative Pass

- 1) Student Press Pass Procedure – *NOTE, this policy applies only to student journalists, not adults. Schools must request press passes for their students prior to the state event.* Each student press pass will have the student's name on the pass. The students with press passes must always enter the venue through the media entrance. The media entrance door monitor will issue the press pass to the student and each student must pick up their own pass, or the passes will not be issued. Students receiving press passes must sign the media sign-in sheet. Students should be given the same sideline/courtside privileges as any other member of the media.
- 2) School Journalism Advisors - Occasionally the school's journalism advisor needs to be at courtside/sidelines to take pictures for the school and aid the school journalist. SDHSAA policy requires either the school supply the journalism advisor with one of their complimentary tickets or the advisor must purchase an event admission ticket. Upon proof of having a ticket, the door monitor can issue a floor pass to the advisor if one has been requested in advance. The advisor must sign the media sign-in sheet.
- 3) Adult School Representative Passes - Occasionally schools have an adult in the community that takes pictures for the school or the school contracts with a professional photographer to take pictures for the school. These are the "Adult School Representatives". They are not members of the media and do not have press passes, yet they need to be on the sidelines/courtside to take pictures. If a school has such a person, prior to the state event, the school can request an "Adult School Representative Pass". This pass is essentially a floor pass and will be located at the media entrance.

H. The SDHSAA credential **MUST BE WORN** so that it is **ALWAYS VISIBLE** while at the state event site. Credentials are required at **ALL** SDHSAA state athletic events, ~~however there will be no check-in at the following: Boys' and Girls' Tennis, and Boys' and Girls' Golf.~~

- 1) **Transfer or sale of SDHSAA credentials is PROHIBITED and grounds for immediate confiscation and future denial of credential requests.** A SDHSAA credential **for state events** may be revoked at any time at the sole discretion of the SDHSAA and will automatically terminate if any term hereof is breached. The ~~Aaccredited Organization or~~ Bearer that breaches this credential is subject to legal liability as well as all costs incurred in enforcing the terms of this document including but not limited to reasonable attorney fees.
- 2) Possession of a media pass does not guarantee the holder a **ny specific** seat at the state event ~~where reserved seat tickets are being sold~~. Every attempt will be made, as space allows, to provide press table space for working members of the press covering specific games/matches at the state event.
- 3) The date, site, time and media gate location at each tournament site will be posted on the SDHSAA website www.sdhsaa.com under the "Media" tab on the home page.

I. Revoking Credentials

- 1) The SDHSAA has the right to deny or revoke credentials **for those who do not meet the criteria of "News media" and are engaged in "journalism" as defined in SDCL 13-1-57.**
- 2) Passes may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, including use of a pass to gain admission to an event that the person is not working, cheering or cheerleading during an event, or using the pass to help others gain access to the event.

Article IV

WHAT TO DO AT SDHSAA STATE EVENTS

1. Media Entrance/Gate

- A. The location for the media entrance/gate along with the state event date, site and time will be posted on the SDHSAA website home page (www.sdhsaa.com) under the "Media" tab.
- B. Procedure to be followed at the media entrance:
 - 1) All media will need to sign the SDHSAA "media sign-in" book at the media entrance.
 - 2) The door monitor **must visually see** the press pass on all members of the media when they enter the venue. This includes all days of the event, first through last day. The door monitors personal knowledge of an individual being from the media (reporter for the local newspaper, a sportscaster that broadcasts all local games or carrying a television camera) is not criteria allowing entrance to the venue without a visual media pass. Proper credentials must be displayed at all times.

- 3) **If the member of the media does not have their media pass, they must be instructed to purchase a ticket for the event to gain admittance. A purchased ticket does not gain admittance to media access areas.**
 - 4) Ticket sellers/ticket takers and door monitors at entrances other than the media entrance **must be instructed** that whenever a member of the media attempts to enter the venue at a location other than the "media entrance" (including all local media, those carrying a television camera, etc.), the media person must be refused admittance at that entrance and **must be told to go to the "Media Entrance"**.
2. Media Space
- A. Working press passes do not guarantee the holder a seat at the state event where reserved seat tickets are being sold. However, every attempt will be made, as space allows, to provide table space for working press people covering specific games/matches at the state event.
 - B. Host management **must should make all efforts to** provide both phone lines and internet access to the media.
 - C. The SDHSAA staff member for the event along with the host meet manager must determine locations from which the photographers can work. These areas will be communicated to the media.
- ~~3. Programs~~
- ~~A. For those state events where a printed program is produced, SDHSAA will supply each media outlet with one copy of the state event program. NOTE: A daily newspaper receives only one program even though different reporters cover different sessions or different days. To receive a program, the media must sign in at the media entrance.~~
4. Media Guides
- A. Media guides are typically made for girls and boys basketball and volleyball. A variety of items may be included in the guides. Items typically include team/individual statistics, school information, and media information which the host school would like to disseminate. These should be issued to the media in addition to a state tournament program.
5. Procedures to be observed following state **event** championship games and matches
- A. To facilitate unobstructed views of post-championship game/match celebrations for all spectators, **ALL PHOTOGRAPHERS, REPORTERS AND FANS NEWS MEDIA OTHER THAN SDPB** are prohibited from entering playing fields/courts following the conclusion of a game/match. During the awards presentations, photographers will be directed to special area for taking pictures. At the conclusion of the awards presentations **reporters, photographers and fans all news media** will be allowed onto the playing field/court **per facility guidelines and available time prior to the next contest. If another contest is waiting to start, we ask that news media conduct interviews and other media functions off of the court.**

Article V

INTERVIEWS AT STATE EVENTS

1. Pre-game interviews are permitted only with the approval of the coaches. ~~If televised, the broadcaster contracted to televise the tournament/play off shall have first rights to conduct a pre-game interview of any player, coach, team official, or tournament official.~~
2. No interviews are allowed following the championship game until the awards ceremony has been completed. This regulation includes the contracted television station. Post-game interviews are permitted. However, if the game is televised, the broadcaster contracted to televise the tournament/play-off shall have first rights to interview the coach and players of the championship team, the coach and players of the other team, and tournament officials.
3. The contracted broadcaster shall have the exclusive opportunity to interview players, coaches, and team officials during half time.
4. Representatives of any other media (television station, radio station, newspaper, magazine, or news or sports reporting entity) may conduct a pre-game or post-game interview of any player, coach, team official, or tournament official only if the contracted broadcaster has completed its interview or has indicated having no plans to conduct such interview. Representatives of other media must conduct their interviews in an area away from the location the contracted broadcaster is conducting interviews.
5. "Live" microphones or video equipment will not be permitted during the team huddles nor is it permissible to interview a coach and/or player during any portion of the actual athletic contest. (Exception: with permission of the coach, the contracted television broadcaster may have a microphone and video equipment in the team huddle.)
6. **LOCKER ROOMS** at SDHSAA state tournaments **ARE CLOSED** to all reporters and photographers. Participants and coaches can be made available for interviews outside of the locker room.

Article VI

1. NFHS NETWORK

In April of 2018, the SDHSAA Board of Directors voted to join the NFHS Network. The agreement between the SDHSAA and the NFHS Network established the NFHS Network as the “official” (not exclusive) sub-state broadcaster of the SDHSAA. All media rights to sub-state contests fall within the guidelines of SDPB 13-1-57, 13-1-58, and 13-1-59. ~~grants the Network the right to video broadcast any SDHSAA sub-state event. The Network will choose which sub-state events they will broadcast each year. The events not selected by the Network, known as “Declined Events”, will be available for schools or other broadcasters.~~

~~A. Schools wishing to broadcast a Declined Event must apply for broadcast rights by filling out the “Sub-State Media Broadcast Rights Application” form. Schools will be required to play or read 1-2 PSAs during half of game play. PSAs will be provided on the SDHSAA website.~~

~~B. Professional organizations wishing to broadcast a Declined Event must apply for broadcast rights by filling out the “Sub-State Media Broadcast Rights Application” form. Those organizations will be expected to share their broadcast stream with the NFHS Network.~~

~~C. The NFHS Network policies only apply to video broadcasts.~~

Article VII

1. MEDIA ADVISORY COMMITTEE

A. Media Advisory Committee will be comprised of:

- 1) one daily newspaper representative ~~of the South Dakota Newspaper Association~~
 - Marcus Traxler, Managing Editor, Mitchell Daily Republic
- 2) one weekly newspaper representative ~~of the South Dakota Newspaper Association~~
 - Jeremy Waltner, Freeman Courier
- 3) one television representative ~~of the South Dakota Broadcasters Association~~
 - TBD
- 4) one large market radio representative ~~of the South Dakota Broadcasters Association~~
 - Jeff Duffy, Sports Director, KOKK Radio, Huron
- 5) one small market radio representative ~~of the South Dakota Broadcasters Association~~
 - Clint Greenway, Production/Program Director, KORN, Mitchell
- 6) one television representative from South Dakota Public Broadcasting
 - ~~Larry Rohrer~~ Brad Van Osdell, ~~Content Director~~, SDPB, Vermillion
- 7) one web representative ~~from South Dakota Public Broadcasting~~
 - ~~Brad Van Osdell~~ Kyle Mork, ~~Director of web content~~, SDPB, Vermillion
- 8) one SDHSAA staff representative
 - Dan Swartos, Executive Director, SDHSAA, Pierre

B. The Media Advisory Committee will meet on an annual basis to make recommendations ~~in regard to~~ regarding the SDHSAA Media Policy. ~~In consultation with the committee, if no issues have arisen, meetings may be scheduled out beyond one year.~~

C. ~~Each organization with a representative on the Committee will select their own representatives~~ Solicitations for open seats on the SDHSAA media advisory committee will be made via the SDHSAA media contact list. Each organization/~~individual~~ will be responsible for the meeting travel expenses incurred by their representative.