

Excerpt from the MHSA Handbook, Rules and Regulations:

Section (32) POLICIES FOR VIDEOTAPING, CYBERCASTING, TELECASTING AND PHOTOGRAPHY OF MHSA EVENTS

The MHSA reserves the exclusive authority to regulate photographic and video recordings and their distribution, including but not limited to photos, tapes, CD's, DVD's, broadcasts, telecasts, cybercasts, video-streaming, audio-streaming and other mediums. The Montana High School Association is the owner of the rights to and the copyright holder of all audiovisual recording, filming, videotaping, telecasting, webcasting and photography of MHSA events involving MHSA member schools.

The MHSA and its member schools will consider equitable coverage of both male and female activities when granting permission for any photography, filming, audio and/or video recording, and the subsequent use of those mediums.

All regular season and post season audiovisual rights may be granted to other parties as stipulated below:

A. Videotaping/Filming:

1. All videotaping shall be conducted from an area designated by the event manager or tournament manager.
2. No videotaping shall be conducted for commercial purposes unless previously approved by the MHSA Executive Director.
3. Videotaping by spectators is allowed only from designated areas and only for private home use (not for distribution, broadcast or cybercast).
4. Videotaping by school/team representatives is allowed only from designated areas and only for use by the individual school program (not for distribution, broadcast or cybercast). Schools or their representatives may videotape only those specific competitions in which their students participate.
5. Videotaping by media and commercial outlets is allowed only from designated areas and is regulated as outlined below.

B. News Media Broadcast, Telecast, Cybercast and Video Display:

1. News media may air, broadcast, telecast, cybercast, audio-stream, video-stream or display highlights only in a bona fide newscast or through an approved MHSA media outlet or website. "Bona fide newscast" is defined as a half hour or one hour program that is regularly scheduled and includes news, weather and sports, e.g., the 6:00 p.m. and 10:00 p.m. newscasts on broadcast television stations. Entertainment and commercial uses of highlights are not considered "bona fide newscasts" and shall not be permitted without the written consent of MHSA.
2. News media may display highlights of an event in progress as part of a bona fide newscast so long as such highlights are not live excerpts.
3. News media highlights may not exceed five (5) minutes per event (or per day of multiple day events such as post season tournaments) of running time total in any one newscast or via an approved MHSA media outlet website.
4. News media highlights may not be sold or transferred in any way except for transfers from newspaper to newspaper within the same publishing corporation or from a newspaper to a bona fide news agency. Media highlights may not be used commercially or in any other manner not specifically set forth above without the written consent of MHSA, except for provisions granted in Section E, #3 of this policy.
5. The MHSA may revoke or refuse to issue credentials to any person or entity failing to comply with these guidelines.

C. Commercial Broadcast, Telecast, Cybercast and Video Display:

1. All commercial broadcast, telecast, cybercast or video display of any regular or post-season event must be approved by the MHSA Executive Director. Rights and conditions (including fees) of live commercial broadcasts, telecasts, and/or cybercasts of regular and post season events will be specified through written consent of the MHSA.
2. When granted authority for commercial broadcast, telecast, cybercast or video display of MHSA events, the commercial entity must comply with the conditions set forth by MHSA, including any safety, contractual, fiscal, or other concerns that apply. The MHSA will consider the promotion of both male and female activities when granting authority.

D. Non-Media/Non-Commercial Tape Delay Policy:

Any filming by private or non-media outlets that is intended for tape-delayed broadcast, telecast, or cybercast must meet the following criteria:

1. All non-media, non-profit filming for any post-season event must be approved by the MHSA Executive Director. Rights and conditions (including fees) of tape-delayed broadcasts, telecasts, and/or cybercasts of post season events will be specified

through written consent of the MHSA. The MHSA will consider the promotion of both male and female activities when granting authority.

2. All non-media, non-profit filming for regular season events must be approved by the local school districts involved in the event. Member schools are granted the authority to regulate tape-delayed telecasts and/or cybercasts of regular season events, provided that member schools and local entities work cooperatively to promote both male and female activities.

E. Still Photography:

1. Personal photography by individuals (including students, coaches, parents, and/or fans) is permissible provided that the resulting images are for private home use only and not for any manner of distribution. The act of photographing any part of an MHSA event must not interfere in any way with the conduct of the event or with the view of other patrons. Personal photography is allowed only from designated spectator areas.
2. Photography by school/team representatives is allowed only for use by the individual school program (specifically yearbooks, school newspapers, other school-produced publications and/or school websites). Resale of images is prohibited, unless authority is granted under item 4 (below). Press credentials will not be issued to school/team photographers, and these individuals are allowed to photograph only from designated spectator areas. School/team representatives are not allowed in areas designated for members of the media.
3. Bona fide members of the news media may photograph and print photo images as part of their established print media or websites. Newspapers will have unrestricted use and sale of photo images that appear in print or on newspaper websites as part of news articles or in photo galleries. News media photography must not interfere in any way with the conduct of the event and is allowed only from designated news media areas.
4. Rights and conditions (including fees) of commercial photography and subsequent distribution will be specified through written consent. When granted authority for commercial photography, the commercial entity must comply with the conditions set forth, including any safety, contractual, fiscal, or other concerns that apply. The promotion of both male and female activities will be considered when granting authority. Commercial photography rights are authorized as follows:
 - a. For regular season events, the event manager has the authority to grant photography rights with the permission of participating schools.
 - b. For district/divisional tournaments and playoffs (excluding post season football and Class A soccer), the tournament/event manager has the authority to grant photography rights with the permission of conference schools.
 - c. For all state level competition, all post season football and all Class A post season soccer, the MHSA Executive Director has the authority to grant rights.
5. The MHSA may revoke or refuse to issue credentials to any person or entity failing to comply with these guidelines.

F. Media Passes

1. Print news media - one pass for Associated Press and passes for working staff of local newspapers of teams in the tournament or newspapers in the marketing area of those teams. Members of the print media are required to show their Montana Newspaper Association press credentials when picking up their passes.
2. Television news media - passes for working staff of local stations of teams in the tournament or stations in the marketing area of those teams.
3. Commercial photography or broadcast - passes for working staff as contracted by the event manager or MHSA.
4. Passes will not be issued for spouses or children who attend the event with working members of the media.