

MONTANA HIGH SCHOOL ASSOCIATION/MONTANA BROADCASTERS' ASSOCIATION – JOINT POLICY

RADIO BROADCASTING POLICY

The Montana High School Association and the Montana Broadcaster's Association agree to the following joint policies on the radio broadcasting of MHSA Athletic Activities (revised policy effective July 1, 1994):

- A. The host member school shall be responsible for the local policies concerning radio broadcasting of all MHSA athletic events other than district, divisional, and state tournaments and playoffs and exhibitions. Member schools and local stations shall work cooperatively to promote the broadcasting of both male and female activities.
- B. The radio broadcasting of district, divisional, and state tournaments and playoffs and exhibitions shall be controlled by the MHSA Executive Board with the following guidelines:
 - 1. Any radio stations that declare their broadcasting interests to the tournament/playoff manager no less than three days in advance of the scheduled event shall, without charge, be granted permission to broadcast such contests.
 - 2. Radio stations with permission to broadcast any contests have an obligation to provide a reasonable amount of free air-time prior to the event to promote attendance and ticket availability of the tournament/playoff game.
 - 3. The local radio station serving the market that normally has carried and promoted tournament/playoff representatives' contests throughout the season shall be given first right of broadcasting facilities in the site location. This local station will broadcast the contests of any local teams participation, as well as, the consolation and championship contests.
 - 4. The tournament/playoff manager shall determine and assign broadcasting space to all other stations requesting permission. Assigned location shall be desirable for broadcasting and limited to no more than three (3) people. The tournament manager will provide a limit of three media passes if they are needed. These passes must be used by the broadcast team members only and are not transferable.
 - 5. Radio stations may request feeds from any radio station broadcasting the tournament/playoff contests. All stations are responsible for making their own broadcast arrangements. If feeds are not available, the stations may request permission to broadcast those contests of interest.
- C. The privilege to broadcast is granted on the following conditions:
 - 1. There shall be no announcements or advertisements contrary to the principles of high school athletics.
 - 2. Stations shall be responsible for any and all expenses incidental to setting up and broadcasting the activity.
 - 3. Reports of accidents, injuries, or other incidents should be minimized and factual to prevent or minimize undue anxiety on the part of the listener.
 - 4. Radio stations providing "feeds" will adhere to the format approved by the Montana Broadcaster's Association.
 - 5. No commercials or advertisements on behalf of or at the request of the MHSA will be broadcast without a signed Timed Brokerage Agreement between the Montana Broadcasters Association and the Montana High School Association.
 - 6. At all times, the sportscasters should be unbiased and shall use good judgment in providing an objective, fair and professional presentation of the contests. The sportscasters should "report" the contests rather than judge or criticize the performance of the officials, coaches or players. Broadcasts should reflect sensitivity and a caring attitude towards the contests' participants.
 - 7. Stations have demonstrated efforts to broadcast post season events for both genders when applicable.
- D. Stations that are not in compliance with MHSA policies on broadcasting will be notified in writing by the MHSA of details of their non-compliance and be allowed to respond and remedy the problem before their requests to broadcast are declined.