



# Montana High School Association

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**TO: MANAGERS OF DISTRICT, DIVISIONAL, AND STATE BASKETBALL TOURNAMENTS**

**FROM: MARK BECKMAN, EXECUTIVE DIRECTOR**

**RE: MEDIA**

Media coverage is a very important part of MHSA tournaments. Whatever assistance we can provide the media, within reason, with their coverage of our events has always been appreciated by those media agencies. Also, member schools and the Association benefit from the exposure. Some of the requests media have in regard to their needs along with some guidelines from the MHSA are:

- 1) Media Passes –
  - a. 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.
  - b. Television news media – passes for working staff of local stations of teams in the tournament or stations in the marketing area of those teams.
  - c. Commercial photography or broadcast – passes for working staff as contracted by the event manager or MHSA.
  - d. Passes will not be issued for spouses or children who attend the event with working members of the media.
- 2) Programs/Rosters for the event –

At state tournaments administered by MHSA staff there would not be enough programs to give each media representative because of contractual obligations with the company that prints the programs. In the past, the MHSA staff has supplied a roster information form (included in this packet) and copied each team's roster. Packets with team rosters and a bracket were distributed with the media passes. They were well received. If you cannot provide a program for media at your event you may want to consider providing copies of these team rosters in packet form if resources are available.
- 3) Space for reporting –

The MHSA position – Where space in facilities allows, press tables or areas will be provided. The press should talk to the designated tournament manager if special services are needed. Daily newspapers, local television and local radio shall be given preference when space is inadequate for all. Where media personnel is located in relation to the playing floor should be a concern for all managers. Tournament managers should have a well-marked designated area (usually a 3'x12' marked box on either side and end of the playing area off the main playing floor and in an area where athletes cannot collide with media personnel) for photographers, TV cameras etc. No staff photographers and no television camera operators will be allowed beyond those designated areas. Also, no equipment can be placed there. These restrictions are necessary for the safety of the high school athletes and for MHSA insurance coverage.
- 4) Reporting scores to news media –

The MHSA Executive Board requests that each tournament manager assign someone to call the scores of the games into local media outlets and the Associated Press following each session of the tournament. The AP toll-free number is 1-800-221-0094. We thank you for your cooperation.

These are just thoughtful recommendations, and of course you are not mandated to follow them **except for the pass policy and restrictions for media in designated areas for photography and videography**. However anything we can all do to assist in promoting coverage of our students in a positive manner is a boon.