

## MEMORANDUM

To: Sports' Directors of Cable/Television Stations

From: Bradley R. Cashman, Executive Director

Subject: **CABLECASTING/TELECASTING OF 2009 PIAA FOOTBALL CHAMPIONSHIPS**

Date: October 16, 2009

The following are the policies and procedures that are in effect for the live cablecasting/telecasting and delayed cablecasting/telecasting of the 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contests and the four (4) 2009 PIAA Football Championship (Final) Contests scheduled for Friday, December 18 and Saturday, December 19, 2009 at HERSHEY PARK Stadium, Hershey, PA as follows:

### 2009 PIAA FOOTBALL CHAMPIONSHIPS (FINALS) SCHEDULE HERSHEYPARK STADIUM, HERSHEY, PA

<u>Round</u>	<u>Classes</u>	<u>Times</u>	<u>Dates</u>
Final	A	1:00 p.m.	Fri., December 18, 2009
Final	AAA	7:00 p.m.	Fri., December 18, 2009
Final	AA	1:00 p.m.	Sat., December 19, 2009
Final	AAAA	7:00 p.m.	Sat., December 19, 2009

1. Upon receipt of this memorandum, cable/television stations may forward separate written offers (bids) to Mrs. Melissa M. Mertz, PIAA Assistant Executive Director, to live or delay cablecast/telecast one (1) or more of the 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contests according to the schedule listed under Number 6 and according to all of the other conditions described under Numbers 2-10, inclusive.
2. Separate written bids may be submitted to live or delay cablecast/telecast one (1) or more of the 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contests only within a television station's given Area of Dominant Influence/Designated Market Area (ADI) according to ADI, i.e. based on Arbitron's definition of cable/television stations' market boundaries.

3. **Preference will be given to bids to live cablecast/telecast that include production and distribution of 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contests.** Only one (1) cable/television station will be permitted to produce and distribute a Contest due to facility limitations at most Contest sites. Accordingly, only one (1) approved cable/television station will be granted approval to produce and distribute the Contest and all other cable/television stations approved to live or delay cablecast/telecast the Contest will be required to obtain a "feed" from the approved cable/television station. Cable/television stations obtaining a "feed" from the approved cable/television station producing and distributing the Contest must comply with all procedures described under Numbers 1-10, including approval from Mrs. Melissa N. Mertz, PIAA Assistant Executive Director, to live or delay cablecast/telecast the Contest (see Number 5).
4. The schedule for **minimum** live cablecasting/telecasting rights fees is enclosed. Mrs. Melissa N. Mertz, PIAA Assistant Executive Director, reserves the right to reject any bid that, in her judgment, does not adequately cover the loss of the anticipated "live" gate.

The scale for **minimum** delayed cablecasting/telecasting rights fees is also enclosed. Mrs. Melissa N. Mertz, PIAA Assistant Executive Director, reserves the right to reject any bid that in her judgment does not adequately cover at least eighty percent (80%), sixty percent (60%), forty percent (40%), or twenty percent (20%), proportionally, of the loss of the anticipated "live" gate.

In addition to the fee, each cable/television station shall produce two (2) minutes of public service announcements (PSA's) for each Contest that is cablecast/telecast and shall provide PIAA with one (1) tape of each cablecast/telecast Contest, if requested by PIAA. Mrs. Melissa N. Mertz, PIAA Assistant Executive Director, must approve the content of the PSA's before distribution.

5. When two (2) or more cable/television stations from the same market area (ADI) are interested in live or delayed cablecasting/telecasting of the same 2009 PIAA Football Championship play-in round, first round, quarterfinal, or semi-final Contest, the highest fee that is bid and received in the PIAA Office for live cablecasting/telecasting the Contest and/or the highest fee that is bid and received in the PIAA Office for delayed cablecasting/telecasting the Contest will be considered, pursuant to the procedures described under Number 4.

If two (2) or more cable/television stations in the same market area submit a written bid to live cablecast/telecast the same Contest, and if the fee which has been bid is the same, the cable/television stations which can **produce and distribute** the Contest will be given approval to live cablecast/telecast the Contest. If two (2) or more of the cable/television stations can produce and distribute the Contest, the cable/television stations will be given two (2) hours

following the deadline, to submit another written bid (fee) to live cable/telecast the Contest. The cable/television station bidding the highest fee will be given approval to live cablecast/telecast the Contest. If the written bids (fees) are still equal, the procedure described above will be repeated.

If two (2) or more cable/television stations in the same market area submit a written bid to delay cablecast/telecast the same Contest, and if the fee that has been bid is the same, the cable/television station that can **produce and distribute** the Contest will be given approval to delay cablecast/telecast the Contest. If two (2) or more of the cable/television stations can produce and distribute the Contest, the cable/television stations will be given two (2) hours, following the deadline, to submit another written bid (fee) to delay cablecast/telecast the Contest. The cable/television station bidding the highest fee will be given approval to delay cablecast/telecast the Contest. If the written bids (fees) are still equal, the procedure described above will be repeated.

6. Separate written bids for the live or delayed cablecasting/telecasting of one (1) or more of the 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contests will be accepted as follows:

PIAA FOOTBALL CHAMPIONSHIP PLAY-IN ROUND,  
FIRST ROUND, QUARTERFINAL, AND SEMI-FINAL CONTESTS

Written bids for live or delayed cablecasting/telecasting of one or more of the 2009 PIAA Football Championship play-in round Contests will be received until 12:00 p.m., Monday, November 16, 2009. Following 12:00 p.m., Monday, November 16, approvals will be given to those cable/television stations who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Monday, November 16. If only one (1) cable/television station has submitted a written bid in a market area, that bid will be approved, pursuant to the procedures described under Number 4.

Written bids for live or delayed cablecasting/telecasting of one or more of the 2009 PIAA Football Championship first round Contests will be received until 12:00 p.m., Monday, November 23, 2009. Following 12:00 p.m., Monday, November 23, approvals will be given to those cable/television stations who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Monday, November 23. If only one (1) cable/television station has submitted a written bid in a market area, that bid will be approved, pursuant to the procedures described under Number 4.

Written bids for live or delayed cablecasting/telecasting of one or more of the 2008 PIAA Football Championship quarterfinal Contests will be received until 12:00 p.m., Monday, November 30, 2009. Following 12:00 p.m., Monday, November 30, approvals will be given to those cable/television stations who have submitted the highest written bid for a Contest in a given market area by

12:00 p.m., Monday, November 30. If only one (1) cable/television station has submitted a written bid in a market area, that bid will be approved, pursuant to the procedures described under Number 4.

Written bids for live or delayed cablecasting/telecasting of one or more of the 2009 PIAA Football Championship semi-final Contests will be received until 12:00 p.m., Monday, December 7, 2009. Following 12:00 p.m., Monday, December 7, approvals will be given to those cable/television stations who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Monday, December 7. If only one (1) cable/television station has submitted a written bid in a market area, that bid will be approved, pursuant to the procedures described under Number 4.

#### PIAA FOOTBALL CHAMPIONSHIP (FINAL) CONTESTS

PENNSYLVANIA CABLE NETWORK (PCN) HAS PROCURED THE EXCLUSIVE "LIVE" CABLECASTING/TELECASTING RIGHTS TO THE PIAA FOOTBALL CHAMPIONSHIP (FINAL) CONTESTS. INQUIRIES CONCERNING "DELAYED" CABLECASTING OR TELECASTING OF THE PIAA FOOTBALL CHAMPIONSHIP (FINAL) CONTESTS SHOULD BE DIRECTED TO BRIAN LOCKMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER, PCN, AT (717) 730-6000 OR FAX TO (717) 730-6005.

7. The delayed cablecasting/telecasting of any PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contest may occur no earlier than one (1) hour after the completion of the Contest. The delayed cablecasting/telecasting of any PIAA Football Championship (Final) Contest may occur no earlier than five (5) hours after the completion of the Contest.
8. Bids will not be approved that involve live cablecasting/telecasting of two (2) or more 2009 PIAA Football Championship play-in round, first round, quarterfinal, or semi-final Contests that are scheduled at approximately the same time on the same date and/or at two (2) or more sites on the same date unless special arrangements and guarantees are offered by the bidding cable/television station which ensure that all Contests bid on by that cable/television station will be cablecast/telecast and which meet the expectations of Mrs. Melissa N. Mertz, PIAA Assistant Executive Director.
9. Cable/television stations are solely responsible for arranging production for live and delayed cablecasting/telecasting of 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contests with the PIAA-Appointed Contest Manager and the site liaison person of the host facility, following approval of Mrs. Melissa N. Mertz, PIAA Assistant Executive Director. A check payable to PIAA for the appropriate amount of the rights fee must be presented to the PIAA-Appointed Contest Manager at least one (1) hour prior to the start of the Contest.

10. The rights to cablecast/telecast any 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contest are the exclusive property of PIAA. The cablecasting, telecasting, transmission and/or re-broadcasting of any 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contest without the express written approval of PIAA is prohibited.

Written bids concerning any 2009 PIAA Football Championship play-in round, first round, quarterfinal, and semi-final Contest should be directed to:

Mrs. Melissa N. Mertz, PIAA Assistant Executive Director  
Pennsylvania Interscholastic Athletic Association, Inc.  
550 Gettysburg Road, P. O. Box 2008  
Mechanicsburg, PA 17055-0708  
(717) 697-0374 or (800) 382-1392  
FAX (717) 697-7721  
E-MAIL: [mmertz@paaa.org](mailto:mmertz@paaa.org)

Enclosure

cc: PIAA Board of Directors  
PIAA-Appointed Inter-District Football Contest Managers  
Gregory G. Biller, PIAA Director of Business Affairs  
Mark E. Byers, PIAA Assistant Executive Director  
Brian Lockman, PCN President and Chief Executive Officer  
Dr. Robert A. Lombardi, PIAA Associate Executive Director  
Melissa N. Mertz, PIAA Assistant Executive Director  
Michael L. Solomon, Esq., PIAA Director of Legal Affairs

**MINIMUM LIVE AND DELAYED CABLECASTING/TELECASTING RIGHTS FEES**

Subject to a 50% discount whenever a member school owned cable/television station cablecasts/telecasts its Team, the minimum **live** cablecasting/telecasting rights fees per Contest, per cable/television station, are as follows:

<b>CLASS A</b>	<b>CABLECASTING/TELECASTING RIGHTS FEES</b>
Play-In and First Round.....	\$1,000.00
Quarterfinal .....	\$1,500.00
Semi-Final .....	\$2,000.00
<b>CLASS AA</b>	<b>CABLECASTING/TELECASTING RIGHTS FEES</b>
Play-In and First Round.....	\$1,500.00
Quarterfinal .....	\$2,000.00
Semi-Final .....	\$2,500.00
<b>CLASS AAA</b>	<b>CABLECASTING/TELECASTING RIGHTS FEES</b>
Play-In and First Round.....	\$2,000.00
Quarterfinal .....	\$2,500.00
Semi-Final .....	\$3,000.00
<b>CLASS AAAA</b>	<b>CABLECASTING/TELECASTING RIGHTS FEES</b>
Play-In and First Round.....	\$2,500.00
Quarterfinal .....	\$3,000.00
Semi-Final .....	\$3,500.00

Subject to a 50% discount whenever a member school owned cable/television station cablecasts/telecasts its Team, the minimum **delayed** cablecasting/telecasting rights fees, per Contest, per cable/television station, are as follows:

- a) Cablecast/telecast delayed between one (1) hour following the conclusion of the event and eight (8) hours following the conclusion of the event - 80% of the minimum live cablecasting/telecasting rights fee.
- b) Cablecast/telecast delayed between nine (9) hours following the conclusion of the event and sixteen (16) hours following the conclusion of the event - 60% of the minimum live cablecasting/telecasting rights fee.
- c) Cablecast/telecast delayed between seventeen (17) hours following the conclusion of the event and twenty-four (24) hours following the conclusion of the event - 40% of the minimum live cablecasting/telecasting rights fee.
- d) Cablecast/telecast delayed after twenty-four (24) hours following the conclusion of the event - 20% of the minimum live cablecasting/telecasting rights fee.

Cable/television stations that have received approval from Mrs. Melissa N. Mertz, PIAA Assistant Executive Director, to cablecast or telecast a Contest must hand deliver to the PIAA-Appointed Contest Manager, or the Contest Manager’s designee, a check for the appropriate amount made payable to **PIAA**, at least one (1) hour prior to the start of that Contest.

**NOTE:** PCN will distribute “**live**” the A and AAA Football Championship (Final) Contests on Friday, December 18, 2009, and the AA and AAAA Football Championship (Final) Contests on Saturday, December 19, 2009.