



PENNSYLVANIA INTERSCHOLASTIC ATHLETIC ASSOCIATION, INC.

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MEMORANDUM

To: Sports' Directors of Cable/Television Stations and/or Webcasters (Video Streamers)

From: Bradley R. Cashman, ^{RRC} Executive Director

Subject: **PIAA BASKETBALL CHAMPIONSHIPS CABLECASTING/TELECASTING
AND/OR WEBCASTING (VIDEO STREAMING) POLICIES AND PROCEDURES**

Date: February 3, 2012

The following are the policies and procedures that are in effect for the live and delayed cablecasting/telecasting and/or webcasting (video streaming) of the 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contests and the eight (8) 2011-2012 PIAA Basketball Championship (Final) Contests scheduled for Friday, March 23 and Saturday, March 24, 2012 at the Bryce Jordan Center on the University Park campus of The Pennsylvania State University (PSU), as follows:

SCHEDULE OF 2011-2012 PIAA BASKETBALL CHAMPIONSHIPS (FINALS) BRYCE JORDAN CENTER, UNIVERSITY PARK CAMPUS, PSU

<u>Round</u>	<u>Classes</u>	<u>Times</u>	<u>Dates</u>
Final	AA Girls	12:00 p.m.	Fri., March 23, 2012
Final	A Boys	2:00 p.m.	Fri., March 23, 2012
Final	AAAA Girls	6:00 p.m.	Fri., March 23, 2012
Final	AAA Boys	8:00 p.m.	Fri., March 23, 2012
Final	A Girls	12:00 p.m.	Sat., March 24, 2012
Final	AA Boys	2:00 p.m.	Sat., March 24, 2012
Final	AAA Girls	6:00 p.m.	Sat., March 24, 2012
Final	AAAA Boys	8:00 p.m.	Sat., March 24, 2012

1. Upon receipt of this memorandum, cable/television stations and/or webcasters (video streamers) may forward separate written offers (bids) to Melissa N. Mertz, PIAA Assistant Executive Director, to live or delay cablecast/telecast and/or webcast (video stream) one (1) or more of the 2011-2012 PIAA Basketball Championship preliminary round, first round, second 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 and/or webcast (video stream) one (1) or more of the 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contests only within a given Area of Dominant Influence/Designated Market Area (ADI) according to ADI, i.e. based on Arbitron's definition of market boundaries.

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3. **Preference will be given to bids to live cablecast/telecast and/or webcast (video stream) that include both the production and distribution of the 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contests.** Only one (1) cable/television station and/or webcaster (video streamer) 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 and/or webcaster (video streamer) will be granted approval to produce and distribute the Contest and all other cable/television stations and/or webcasters (video streamers) approved to live or delay cablecast/telecast and/or webcast (video stream) the Contest will be required to obtain a "feed" from the approved cable/television station and/or webcaster (video streamer). Cable/television stations and/or webcasters (video streamers) obtaining a "feed" from the approved cable/television station and/or webcaster (video streamer) producing and distributing the Contest must comply with all procedures described under Numbers 1-10, including approval from Melissa N. Mertz, PIAA Assistant Executive Director, to live or delay cablecast/telecast and/or webcast (video stream) the Contest (see Number 5).
4. The schedule for **minimum** live cablecasting/telecasting and/or webcasting (video streaming) rights fees is enclosed herewith. 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 and/or webcasting (video streaming) rights fees is also enclosed herewith. 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 and/or webcaster (video streamer) shall produce two (2) minutes of public service announcements (PSA's) for each Contest that is cablecast/telecast and/or webcast (video stream) and shall provide PIAA with one (1) tape of each cablecast/telecast and/or webcast (video stream) Contest, if requested by PIAA. 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 and/or webcasters (video streamers) from the same market area (ADI) are interested in live or delayed cablecasting/telecasting and/or webcasting (video streaming) of the same 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, or semi-final Contest, the highest fee that is bid and received in the PIAA Office for live cablecasting/telecasting and/or webcasting (video streaming) the Contest and/or the highest fee that is bid and received in the PIAA Office for delayed cablecasting/telecasting and/or webcasting (video streaming) the Contest will be considered, pursuant to the procedures described under Number 4.

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If two (2) or more cable/television stations and/or webcasters (video streamers) in the same market area submit a written bid to live cablecast/teletcast and/or webcast (video stream) the same Contest, and if the fee that has been bid is the same, the cable/television station and/or webcaster (video streamer), which can **produce and distribute** the Contest, will be given approval to live cablecast/teletcast and/or webcast (video stream) that Contest. If two (2) or more of the cable/television stations and/or webcasters (video streamers) can produce and distribute the Contest, the cable/television stations and/or webcasters (video streamers) will be given two (2) hours following the deadline, to submit another written bid (fee) to live cablecast/teletcast and/or webcast (video stream) the Contest. The cable/television station and/or webcaster (video streamer) bidding the highest fee will be given approval to live cablecast/teletcast and/or webcast (video stream) 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 and/or webcasters (video streamers) in the same market area submit a written bid to delay cablecast/teletcast and/or webcast (video stream) the same Contest, and if the fee, which has been bid is the same, the cable/television station and/or webcaster (video streamer), which can **both produce and distribute** the Contest will be given approval to delay cablecast/teletcast and/or webcast (video stream) the Contest. If two (2) or more of the cable/television stations and/or webcasters (video streamers) can both produce and distribute the Contest, the cable/television stations and/or webcasters (video streamers) will be given two (2) hours, following the deadline, to submit another written bid (fee) to delay cablecast/teletcast and/or webcast (video stream) the Contest. The cable/television station and/or webcaster (video streamer) bidding the highest fee will be given approval to delay cablecast/teletcast and/or webcast (video stream) 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/teletcasting and/or webcasting (video streaming) of one (1) or more of the 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contests will be accepted as follows:

PIAA BASKETBALL CHAMPIONSHIP PRELIMINARY ROUND, FIRST ROUND,
SECOND ROUND, QUARTERFINAL, AND SEMI-FINAL CONTESTS

Written bids for live or delayed cablecasting/teletcasting and/or webcasting (video streaming) of one or more of the 2011-2012 PIAA Basketball Championship **preliminary round** Contests will be received until 12:00 p.m., Monday, March 5, 2012. Following 12:00 p.m., Monday, March 5, approvals will be given to those cable/television stations and/or webcasters (video streamers) who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Monday, March 5. If only one (1) cable/television station and/or webcaster (video streamer) has submitted a written bid in a market area, that bid will be approved, pursuant to the procedures described under Number 4.

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Written bids for live or delayed cablecasting/telecasting and/or webcasting (video streaming) of one or more of the 2011-2012 PIAA Basketball Championship **first round** Contests will be received until 12:00 p.m., Thursday, March 8, 2012. Following 12:00 p.m., Thursday, March 8, approvals will be given to those cable/television stations and/or webcasters (video streamers) who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Thursday, March 8. If only one (1) cable/television station and/or webcaster (video streamer) 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 and/or webcasting (video streaming) of one or more of the 2011-2012 PIAA Basketball Championship **second round** Contests will be received until 12:00 p.m., Monday, March 12, 2012. Following 12:00 p.m., Monday, March 12, approvals will be given to those cable/television stations and/or webcasters (video streamers) who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Monday, March 12. If only one (1) cable/television station and/or webcaster (video streamer) 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 and/or webcasting (video streaming) of one or more of the 2011-2012 PIAA Basketball Championship **quarterfinal** Contests will be received until 12:00 p.m., Thursday, March 15, 2012. Following 12:00 p.m., Thursday, March 15, approvals will be given to those cable/television stations and/or webcasters (video streamers) who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Thursday, March 15. If only one (1) cable/television station and/or webcaster (video streamer) 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 and/or webcasting (video streaming) of one or more of the 2011-2012 PIAA Basketball Championship **semi-final** Contests will be received until 12:00 p.m., Monday, March 19, 2012. Following 12:00 p.m., Monday, March 19, approvals will be given to those cable/television stations and/or webcasters (video streamers) who have submitted the highest written bid for a Contest in a given market area by 12:00 p.m., Monday, March 19. If only one (1) cable/television station and/or webcaster (video streamer) has submitted a written bid in a market area, that bid will be approved, pursuant to the procedures described under Number 4.

PIAA BASKETBALL CHAMPIONSHIP (FINAL) CONTESTS

PENNSYLVANIA CABLE NETWORK (PCN) HAS PROCURED THE EXCLUSIVE "LIVE" CABLECASTING/TELECASTING AND/OR WEBCASTING (VIDEO STREAMING) RIGHTS TO THE PIAA BASKETBALL CHAMPIONSHIP (FINAL) CONTESTS. INQUIRIES CONCERNING "DELAYED" CABLECASTING, TELECASTING, AND/OR WEBCASTING (VIDEO STREAMING) OF THE PIAA

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BASKETBALL CHAMPIONSHIP (FINAL) CONTESTS SHOULD BE DIRECTED TO BRIAN LOCKMAN, PCN PRESIDENT AND CHIEF EXECUTIVE OFFICER, AT (717) 730-6000 OR FAX TO (717) 730-6005.

7. The delayed cablecasting/telecasting and/or webcasting (video streaming) of any 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contest may occur no earlier than one (1) hour after the completion of the Contest. The delayed cablecasting/telecasting and/or webcasting (video streaming) of any PIAA Basketball 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 and/or webcasting (video streaming) of two (2) or more 2011-2012 PIAA Basketball Championship preliminary round, first round, second 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 and/or webcaster (video streamer) which ensure that all Contests bid on by that cable/television station and/or webcaster (video streamer) will be cablecast/telecast and/or webcast (video stream) and which meet the expectations of Melissa N. Mertz, PIAA Assistant Executive Director.
9. Cable/television stations and/or webcasters (video streamers) are solely responsible for arranging production for live and delayed cablecasting/telecasting and/or webcasting (video streaming) of 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contests with the PIAA-Appointed Basketball Championship Contest(s) Manager and the site liaison person of the host facility, following approval of 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 Basketball Championship Contest(s) Manager at least one (1) hour prior to the start of the Contest(s). At that time and upon request by that cable/television station's and/or webcaster's (video streamer's) representative, the PIAA-Appointed Contest Manager, or the Contest manager's designee, is authorized to grant one 70-second electronic media time-out at the first stoppage of play under four (4) minutes of each quarter.
10. The rights to cablecast/telecast and webcast (video stream) any 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contest are the exclusive property of PIAA. The cablecasting, telecasting, webcasting (video streaming), transmission, and/or re-broadcasting of any 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contest without the express written approval of PIAA is prohibited.

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Written bids concerning any 2011-2012 PIAA Basketball Championship preliminary round, first round, second round, quarterfinal, and semi-final Contest should be directed to:

Melissa N. Mertz, 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@piaa.org

Enclosure

cc: PIAA Board of Directors
PIAA-Appointed Basketball Championship Contest(s) 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

**INTER-DISTRICT CHAMPIONSHIP CONTESTS CABLECASTING/TELECASTING
AND/OR WEBCASTING (VIDEO STREAMING) RULES AND REGULATIONS**

GENERAL CABLECASTING/TELECASTING AND/OR WEBCASTING (VIDEO STREAMING) POLICIES

1. Cablecasting/telecasting and/or webcasting (video streaming) of any PIAA Inter-District Championship Contest is prohibited without the prior written consent of PIAA.
2. Expenses incurred in the cablecasting/telecasting and/or webcasting (video streaming) of any PIAA Inter-District Championship Contest shall be the sole responsibility of the originating cable company/television station and/or Internet video broadcaster.
3. To the extent this policy does not contravene any applicable state or federal law or regulation on these subjects, advertising of and announcements relative to, alcoholic beverages, gaming, tobacco products, or political candidates, parties or organizations are prohibited.
4. In keeping with the high ideals of good sportsmanship, it is respectfully requested that the media of communication refrain from making negative comments towards participants, Coaches, or Contest officials; and report acts of good sportsmanship without giving undue publicity to unsportsmanlike conduct.
5. It is respectfully requested that reports of any accidents, injuries, or other incidents be minimized and factual, in order to prevent undue anxiety on the part of listeners and/or viewers.
6. Any film, videotape, or other visual recorder of a PIAA Inter-District Championship Contest, other than those permitted under general rule 7 hereof, shall become and remain the property of PIAA and may not be duplicated or re-cablecast/re-telecast and/or re-webcast (video streamed) for any reason or under any circumstances without the prior written consent of PIAA.
7. Cablecasting/telecasting and/or webcasting (video streaming) of up to ninety (90) seconds of video transmission of any PIAA Inter-District Championship Contest for use as part of a local sportscast shall be permitted without charge. Any such use shall include visual credit to PIAA and shall be permitted only after completion of the Contest Event in question.

LIVE CABLECASTING/TELECASTING AND/OR WEBCASTING (VIDEO STREAMING) POLICIES

1. Rights fees shall be remitted to the Inter-District Championship Contest administrator at least one (1) hour prior to the start of the Contest.
2. The starting time shall be delayed no more than five (5) minutes from the scheduled starting time of an Inter-District Championship Contest.
3. No more than one (1) live cablecasting/telecasting and/or webcasting (video streaming) time-out shall be granted per competition period in the sport of basketball.
4. Halftime shall be extended no more than five (5) minutes beyond the normal length of intermission.
5. Post-Contest activities of any Inter-District Championship (Final) Contest shall include the awards presentation ceremony.

DELAYED CABLECASTING/TELECASTING AND/OR WEBCASTING (VIDEO STREAMING) POLICIES

1. Rights fees shall be remitted to the Inter-District Championship Contest administrator at least one (1) hour prior to the start of the Contest.
2. There shall be no delay of the scheduled start of an Inter-District Championship Contest.
3. There shall be no media of communication time-outs.
4. There shall be no media of communication extension of halftime.
5. Post-Contest activities of any Inter-District Championship (Final) Contest shall include the awards presentation ceremony.

**PIAA BASKETBALL CHAMPIONSHIPS MINIMUM LIVE CABLECASTING/
TELECASTING AND/OR WEBCASTING (VIDEO STREAMING) RIGHTS FEES**

Subject to a 50% discount whenever a member school owned cable/television station cablecasts/telecasts and/or Web site webcasts (video streams) its Team, the minimum **live** cablecasting/telecasting and/or webcasting (video streaming) rights fees, per Contest, per cable/television station and/or Internet video broadcaster, are as follows:

**MINIMUM LIVE A AND/OR AA CABLECASTING/TELECASTING AND/OR WEBCASTING (VIDEO STREAMING) RIGHTS FEES
PRELIMINARY AND/OR FIRST**

ROUND	SECOND ROUND	QUARTERFINALS	SEMI-FINALS
\$500.00	\$750.00	\$1,000.00	\$1,250.00

**MINIMUM LIVE AAA AND/OR AAAA CABLECASTING/TELECASTING
AND/OR WEBCASTING (VIDEO STREAMING) RIGHTS FEES**

PRELIMINARY AND/OR FIRST ROUND	SECOND ROUND	QUARTERFINALS	SEMI-FINALS
\$1,000.00	\$1,250.00	\$1,500.00	\$1,750.00

NOTE: PCN will distribute “live” the AA Girls’, A Boys’, AAAA Girls’, and AAA Boys’ Basketball Championship (Final) Contests on Friday, March 23, 2012; and the A Girls’, AA Boys’, AAA Girls’, and AAAA Boys’ Basketball Championship (Final) Contests on Saturday, March 24, 2012.