

# NEW JERSEY STATE INTERSCHOLASTIC ATHLETIC ASSOCIATION

1161 Route 130 North, Robbinsville, NJ 08691-1104

Phone 609-259-2776 ~ Fax 609-259-3047

## **NJSIAA Broadcast Rights Request Process**

The NJSIAA has granted exclusive broadcast rights to all NJSIAA events to its primary and secondary rights partners, NJ HS Sports Live and NFHS Network, respectively. These rights include, but are not limited to, the creation, distribution and licensing of any NJSIAA event on any type of media platform.

The NJSIAA will grant broadcast rights to individual events that are not being covered by its primary or secondary rights partners to accredited media professionals only. Approved broadcast rights are not transferable. NJSIAA broadcast rights will provide free access to the approved event and access to either the sideline or designated, pre-determined media area. NJSIAA broadcast rights are not required to cover regular season events hosted by its member schools.

Prior to submitting a rights request, all individuals wishing to broadcast any NJSIAA post-season championship event must submit the required accreditation information no later than no later than three (3) business days prior to the start of the tournament for the specific sport. For instance, individuals wishing to broadcast football playoff games must submit the required information no later than Monday, November 4, 2019.

**All accreditation information and broadcast rights requests must be submitted to [broadcast@njsiaa.org](mailto:broadcast@njsiaa.org) in accordance with the specific deadlines for each.**

## **Accreditation request process**

Applicant must be a professional member of a bona fide media organization with a proven track record of reporting on NJ high school sports and/or NJSIAA member schools. Accreditation approval is required only once per year.

Applicant must email [broadcast@njsiaa.org](mailto:broadcast@njsiaa.org) all of the required information in 3a – 3i below no later than three (3) business days prior to the start of the tournament for the specific sport:

1. Applicant must be a professional member of a bona fide media organization with a proven track record of reporting on NJ high school sports and/or NJSIAA member schools.
2. Applicant must be at least 18 years of age to apply.
3. Information to be provided:
  - a. Complete name (as it appears on driver's license)
  - b. Name of bona fide media organization
  - c. Date of birth
  - d. Work address
  - e. Telephone number
  - f. Email address
  - g. Indicate platform type (radio, online, etc.)
  - h. Proof of bona fide media requirements\*
  - i. Required documentation as requested by the NJSIAA

\*For purposes of this accreditation process, a bona fide media organization must identify the broadcast platform, be able to demonstrate editorial oversight of the broadcast and list a specific, verifiable street address and telephone number.

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## **Required Bona Fide Media Documentation:**

The following items must be provided to the NJSIAA in order to be determined a bona fide media organization:

1. Radio/TV professionals:
  - a. One recording of reports broadcast within the past 30 days.
2. Online/Streaming professionals:
  - a. Website must belong to a bona fide media organization with a specific, verifiable street address and telephone number.
  - b. Website must have at least 50% original news content, commentary or analysis specific to NJ high school sports and must be updated at least twice per week.
  - c. Websites should have been in continuous operation for at least six months.
  - d. Provide three months of web traffic data analytics.

**Streaming on social media platforms, live or delayed, without the proper accreditation is strictly prohibited.**

All accreditation information and required documentation must be submitted to [broadcast@njsiaa.org](mailto:broadcast@njsiaa.org) no later than three (3) business days prior to the start of the tournament for the specific sport. Any applicant only has to submit the required accreditation information and required documentation once per school year.

## **Rights requests and related fees**

1. **All event requests must be submitted in writing to [broadcast@njsiaa.org](mailto:broadcast@njsiaa.org) at least 48 hours prior to the event start time.**
2. Each request must identify the following:
  - a. Bona fide media organization name
  - b. Event description
  - c. Event site
  - d. Event date/time
  - e. Broadcast platform
  - f. Type of broadcast – Live or Delayed
  - g. Indicate if the production is school-based or public access channel
  - h. List of onsite individuals with responsibility (i.e. producer, camera operator, etc.).  
**Please be advised only those listed on the request will be approved and granted access to the event.**
3. Radio/internet streaming rights are **\$200 per event**.
4. Live TV/cable rights are **\$300 per event**.

Please be advised that all rights fees from the prior season(s) must be paid in full before a rights request for the current season can be approved. The NJSIAA will invoice all approved broadcast rights on a seasonal basis, and all amounts due will be payable within 30 days upon receipt of the invoice.

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## **Broadcast Rights - Terms and Conditions**

I understand that I am not allowed to produce “real time”, or continuous, live play-by-play or statistics of any NJSIAA event, including on any form of social media, without the express, written permission of the NJSIAA. For those events covered by the NJSIAA’s primary and secondary rights holders, I am not allowed to record and post any event to any type of platform, including on any form of social media, either live or at a later date without the express, written permission of the NJSIAA. **I also understand that any video clips taken for news-related coverage will not exceed a total run time of 3 minutes in length.**

I understand that anyone caught violating this policy, whether a live production or a tape-delayed post, will have their NJSIAA press/broadcast credentials immediately revoked, will be subject to a \$500 fine and will be suspended for a minimum of two years.

I understand the NJSIAA has the right to deny any requests for broadcast rights. I also understand that such broadcast rights are non-transferable and a Photo ID may still be needed to enter the event.

I agree to pay all rights fees in full upon receipt of an invoice from the NJSIAA.

Lastly, I understand that any broadcast rights approved (i.e. radio) for an event also being covered by the NJSIAA’s primary or secondary rights partner, that location priority will be given to staff of the primary or secondary rights partner when necessary due to capacity concerns. I agree to abide by the requests of the NJSIAA Staff or site management.

**I have read, understand and agree to these “Terms and Conditions”.**

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Name (Print)

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Name of Bona Fide Media Organization

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Signature

Date