

SPORTS AND SPECIAL EVENTS MEDIA COVERAGE

The Board has both legal and implied obligations inherent in its in loco parentis relationship with students while under the jurisdiction of the school. Therefore, the following requirements will be observed in the telecasting or broadcasting of special events, including sports, performances, and classroom and any other type of program:

1. Application for rights to broadcast or televise a school-sponsored event, whether "live" or "delayed," must be approved by the appropriate district administrator.
2. Broadcasts and telecasts shall be arranged and conducted without cost to McClusky Public School or to individual schools within the District.
3. An application for a telecast or broadcast that is commercially sponsored must list the sponsor(s) at the time that the application is submitted. There shall be no advertisement of tobacco, beer, or other alcoholic beverages in connection with any radio broadcast or telecast of any event originating in McClusky Public School and involving teams or organizations representing McClusky Public School.
4. The District will retain the right of approval or rejection of the program ideas, formats, plans, and sponsors of the broadcast or telecast.
5. A reasonable rights fee, the amount to be decided in each instance, may be charged for broadcasting or televising an event originating in school facilities or involving a team or group representing the District.
6. Any school production (play, musical, etc.) approved for televising must be cleared for copyright use. If a televised school production is not copyrighted, it will remain the property of the District.
7. Except for the specific rights granted under the signed rights agreement, the District will retain all rights to the televised program. All TV programs, educational and otherwise, that are produced "in house" will remain the property of the District.

Failure by a station to comply with the terms of this policy and its procedures shall be considered due cause for the termination of all agreements between the station and the Board.

Tournaments and other events sponsored by the North Dakota High School Activities Association (NDHSAA) are subject to the rules and regulations of the Association. The press will be referred to NDHSAA when requesting to broadcast a NDHSAA event.

End of McClusky School District #19 Board Reg. KBA-BR2 Approved: March 14, 2017