

**AUGUSTA SCHOOL DEPARTMENT
BROADCAST POLICY- ADMINISTRATIVE PROCEDURES**

This procedure is intended as guidance for the **Augusta School Department** administrators in carrying out their responsibilities when an organization/outlet ~~would like to~~ requests the ability to broadcast a live event (radio broadcast, telecast, or webcast rights) at a function ~~in~~ **sponsored by** the Augusta School Department. ~~It provides important steps to complete when completing the paperwork, granting approval, and implementing Policy KHD-R.~~

Definitions:

(1) The term “outlet(s)” includes, but is not limited to, "radio station(s)", "over-the-air television station(s)", "cable TV system(s)", "independent producer(s)" and "internet providers."

(2) The term “broadcast(s)” includes, but is not limited to, "telecast(s)", "cablecast(s)" and "internet broadcast(s)" or "webcast(s)."

Application:

An outlet wishing to broadcast an Augusta School Department athletic team contest must request and be granted by the ASD the rights to do so prior to the outlet originating or accepting feed of such a broadcast, and must pay the ASD the appropriate processing fee (\$25.00).

An outlet must complete a Media Rights Application and Agreement (the “Agreement”) Policy KHD-E sign it, and file it with the Augusta School Department. Outlets are granted rights to broadcast on a **school** yearly basis from September to June for the \$25.00 processing fee.

If approved by the Athletic Director, the outlet must confirm the event(s) with the Athletic Director by 3 p.m. on the business day preceding the ~~first~~ date of the event for which radio broadcast, telecast, or webcast rights are being applied.

An outlet should type or print legibly the information requested in the fields supplied on the form. The agreement and the \$25.00 processing fee can be mailed ~~or email~~ to the Athletic Director.

Approvals:

No facility is reserved until the outlet receives a copy of this Agreement signed by the ASD Athletic Director.

The Athletic Director shall review the application and agreement for each outlet each year. The Augusta School Department has the right to refuse to permit any outlet from radio broadcasting, telecasting, cablecasting or internet broadcasting any ASD contest for any reason.

The Athletic Director will send the outlet an invoice ~~in the amount of the rights fee indicated below,~~ which must **be made payable by check** ~~be paid by check payable~~ to Augusta Public schools within 30 days of receipt of the invoice. Checks should be sent to the following address: 60 Pierce Drive, Augusta, Maine 04330. Checks will not be collected at the event site.

Implementation:

Before submitting ~~this~~ the agreement to the ASD, the outlet must notify the host school/organization of its intention to broadcast an event, and upon receipt of a copy of this Agreement signed by the Athletic Director, the outlet must provide a copy to the host school principal or contest manager.

Upon arrival at the event, the outlet's on-site personnel must present the host school/organization with proper identification as well as a signed copy of this Agreement for reference.

The outlet is solely responsible to make all arrangements for seating and equipment setup with the host school principal or contest manager.

The outlet shall assume all expenses in connection with the broadcast, and must provide all equipment necessary for the broadcast. This includes arranging for broadcast lines with the appropriate telephone company or internet provider.

Authorized outlet personnel shall not exceed four (4) persons to be admitted to the facility without charge. The host school principal or contest manager will make every reasonable effort to provide such personnel with seating which provides them with an unobstructed view of the playing area.

In facilities where seating in the press box or broadcast booth is limited, the host school principal or contest manager will provide seating to the one (1) principal outlet covering each participating school. Thereafter, seating in the press box or broadcast booth is provided on a first-come, first-served basis. At facilities with limited space in the press box or broadcast booth, it may be necessary for an outlet to set up operations in the spectator seating area.

The host school principal, contest manager and/or the official(s) assigned to work a contest has the authority to require the repositioning of television cameras and videographers if they believe their placement may threaten the safety of the participants or interfere with the conduct of the competition.

The outlet must abide by all terms and conditions of this policy and of the Agreement. Failure to do so may result in the immediate revocation of the outlet's broadcast rights, and denial of future broadcast rights for a period to be determined by the Athletic Director.

The ASD reserves the right to discontinue, at any time, an outlet's broadcast of a contest if previous broadcasting by the outlet is considered by the ASD to have been in poor taste or incompatible with the educational dignity and propriety of the ASD. The host school principal or contest manager will have the authority to act on the behalf of the Augusta School Department in enforcing this policy during all contests at his/her facility.

An outlet must immediately discontinue streaming if during the live performance something occurs that is inappropriate to stream on the internet.

