

MINUTES OF THE IHSA NEWS MEDIA ADVISORY COMMITTEE MEETING

The IHSA News Media Advisory Committee met in the IHSA Office in Bloomington, Illinois, on Thursday, April 7, 2011. The meeting began at 10:00 a.m., committee members present were: Tim O'Halloran, Publisher, www.edgytim.com; Mindy Carls, Editor, Orion Gazette/Cambridge Chronicle; Greg Halbleib, Sports Director, WJBC Radio-Bloomington; Ben Marth, WGEM-TV; Les Winkeler, Sports Editor, Southern Illinoisian and IHSA Asst. Executive Director, Matt Troha.

POLICY RECOMMENDATIONS

1. Broadcast Fee Schedule

Recommendation: Policy 39. Television Policy

Move the Internet & Webcasting Fees from the Television Broadcast Fee Schedule and make it its own category with the following pricing.

BOYS BASKETBALL

Per Regional Game-\$50

Per Sectional Game-\$75

Per Super-Sectional Game-\$100

Per Regional Tournament-\$100

Per Sectional Tournament-\$125

GIRLS BASKETBALL

Per Regional Game-\$50

Per Sectional Game-\$50

Per Super-Sectional Game-\$75

Per Regional Tournament-\$75

Per Sectional Tournament-\$75

FOOTBALL

Per 1st Round Playoff Game-\$50

Per 2nd Round Playoff Game-\$50

Per Quarterfinal Playoff Game-\$75

Per Semifinal Playoff Game-\$100

ALL OTHER SPORTS

Per Regional Game/Meet-\$25 (\$50 whole tournament)

Per Sectional Game/Meet-\$50 (\$75 whole tournament)

Per Super-Sectional Game/Meet-\$75

Rationale: The current broadcast fee schedule has internet webcasting paying the same fees as live over-the-air television stations. Technology has made video webcasting a more accessible medium and this pricing better reflects the free, non-advertising supported webcasting that is prevalent throughout the state. Despite the increase in technology, the quality in most broadcasts is not yet at that of television and thus, should not have a significant impact on crowds or gate. This proposal was tabled a year ago as the IHSA was still establishing its webcasting protocol with www.IHSA.tv.

Approved by consent

2. Radio Phone Line Fees

Recommendation:

Policy 38. Broadcast Policy – State Final Arrangements – 3) Phone Lines

Change to read:

Wherein possible IHSA will have a minimum of two business lines available to be assigned by IHSA Office to originators according to the IHSA Broadcast Policy. The lines will be assigned on a per game basis for ***no charge*** ~~a fee of \$75.~~ Should more stations apply to originate than there are lines available, such station(s) will be required to obtain their own lines and to pay all costs. Originators should contact the IHSA Office (309) 663-6377, to make arrangements.

Rationale: The committee continues to believe that IHSA Broadcast Rights Fees are necessary and fairly priced. However, as a way to help radio stations who may be struggling to secure advertising in the current economy, the committee would like to see the phone line cost as a part of the broadcast rights fee, as it had been previously, as long as the radio station using it takes an incoming call or dials out toll free. This would limit the IHSA's phone line cost to installation only.

Approved by consent

ITEMS OF GENERAL DISCUSSION

At each meeting of the advisory committee, there are certain agenda items that the committee discusses, but upon which it takes no action. The following is a report of those during the April 7, 2011 meeting:

- The committee reviewed the minutes from last year's meeting.
- The committee discussed the recent changes made by the Volleyball Advisory Committee to return the Girls Volleyball Regionals to a Monday-Thursday schedule and the elimination of any team playing twice in one day in the State Series.
- The committee discussed the importance of stressing sideline management to schools hosting playoff football games. The committee thought a communication from Craig Anderson prior to the season and start of the playoffs would be appropriate.
- The committee discussed the start times of State Series contests.
- The committee discussed the floor photo shooting areas at the Boys Basketball State Finals when the matchups dictate that both teams' cheerleaders are on the same side of the court.

- The committee discussed a few issues that arose with radio stations covering playoff football games.
- The committee discussed providing media access to the hospitality tent (or a specific media tent) at the Track & Field State Finals as a work and heat relief area for those unable to return to the press box due to having multiple competitors participating.
- The committee discussed if there might be better ways to distribute results at state final electronically or via flash drives.
- The committee discussed state series host sites meeting media host requirements.
- The committee discussed the possibility of adding a shooting area behind the finish line at the Cross Country State Finals.
- The committee discussed developing an IHSA Media Day.
- The committee discussed moving the baseball and softball Regional finals to different days.
- The committee discussed the start times for state final contests.
- The committee discussed the merits of potential host venues for the football state finals, as well as the impact split sites could have on media.
- The committee recognized Tim O'Halloran, Mindy Carls, Ben Marth and Greg Halbleib for their service to the Media Advisory Committee at their final meetings.