

2011



FOOTBALL SITE
MANAGER'S
MEDIA PACKET

2011 MSHSAA Football Site Manager's Media Packet

Congratulations on hosting this MSHSAA football playoff contest! With the many other managerial duties that accompany such an event also comes the responsibility and obligation of coordinating the increased demands of local and state media, in addition to your reporting duties to the Association.

This packet contains some general guidelines in coordinating media at your contest and accommodating print and broadcast personnel. It also includes vital details on how and when to report the results of your game.

Should any media or statistics-related questions arise before, during or after your game, please feel free to contact MSHSAA Communications Director-Jason West at (573) 875-1077 at the MSHSAA office or (573) 356-0419 at home.

Please keep in mind that the success of this event is relative to the planning, administration and coordination that takes place at your site. By previewing and then following these media and broadcast guidelines, you will certainly have the upper hand on media arrangements before the game takes place and help alleviate snags that might occur on game day.

*Don't forget to post the score of your game to the MSHSAA website **immediately** after your game is over. MSHSAA and dozens of statewide media are anxiously waiting for your final score, and every minute counts. Please make that your first priority after the game has concluded.*

Media Packet Supply List

- ___ Media Instructions and Score Reporting Procedures Folder
- ___ Statistics Reporting Form *
- ___ Football Public Address Announcement Sheet
- ___ Broadcast Report Form *
- ___ Radio Broadcast Agreements *
- ___ Television Broadcast Agreements*
- ___ Internet Broadcast Agreements *
- ___ MSHSAA Football Radio/TV Spots

() Indicates items that should be returned to MSHSAA Office following your game.*

"Before Game Day" Checklist

PROMOTING THE GAME:

- _____ Make local media aware of your game, and keep them informed on the kickoff time, your site's credential or pass list policy, press box seating policies or limitations and any newsworthy events surrounding the game.

- _____ Make sure your students know about the game. Getting your student body involved will inevitably get the community and school boosters excited about the game as well.

ACCOMMODATING THE MEDIA:

- _____ Appoint a Media Manager if you have an interested, competent, dependable person willing to handle these duties. This person's volunteer responsibilities will include helping to develop the media pass list, administering this media packet, making all phone calls and handling radio, television or internet broadcasts.

- _____ Begin compiling a media pass list for your gate manager. Media representatives have been instructed to contact you to receive a pass for the game, but some may show up on game day without previous arrangements. Please instruct your gate manager to allow them free admission and media privileges upon verification of some type of credentials or proper identification. (Note - media admission is a privilege extended to bona fide, working media representatives. Spouses, children and guests of working media members should not be extended this privilege)

- _____ Attempt to provide seating -- with writing surfaces such as tables -- for all media, either in the press box or just below the press box near the 50-yard line. You will find that most TV station personnel (unless they are broadcasting) do not require press box seating. Please avoid seating broadcasting radio stations next to each other -- the more privacy each station can have, the better the quality of the broadcast. PLEASE NOTE THAT EQUAL ACCOMMODATIONS MUST BE MADE AVAILABLE TO VISITING RADIO STATIONS -- **if one home station has a booth in the press box, then one visiting station must be granted a booth in the press box, etc. Schools may have to adjust arrangements that have been made during the regular season to accommodate this as there are no exclusive radio rights granted for MSHSAA playoff games.**

- _____ Most radio outlets will require a phone line and power access, while print outlets will require power access.

- _____ Locker rooms are closed to all media during this event. Post the downloadable signs on each locker room door.

- _____ Post signs in your press box with the following announcement:
" _____ High School and MSHSAA remind each person that this press box is a working press area. Cheering for either team, using obscene language or other disruptive behavior will not be tolerated. Game management will direct violators to the exit.
Your cooperation is expected. Thank You."
This is a reminder to media and press box workers that this is a playoff game -- not just a home game. The atmosphere in the press box should be neutral, professional and comfortable to all working personnel.

"Before Game Day" Checklist

ACCOMMODATING THE MEDIA CONT.:

- _____ Assign at least 2 individuals to keep track of official statistics for both teams. Each host site will be responsible for faxing a statistical game summary to the MSHSAA after the game with the OFFICIAL stats of the contest. Make sure these volunteer individuals are neutral, knowledgeable and responsible to keep accurate stats.
(Complete high school and college stats rules can be download and printed free at www.ncaa.org)

PUBLIC ADDRESS ANNOUNCER:

- _____ Assign a public address announcer who is neutral, knowledgeable and responsible. The following are recommended procedures to review with PA announcers:
- 1) Be fair and impartial
 - 2) Do not attempt to cheer or stress excitement for the home team's outstanding plays
 - 3) Use language that is in good taste and reflects the high standards and educational standards of high school activities
 - 4) Do not anticipate plays or officials signals aloud
 - 5) Give only necessary information - do not do "play-by-play"
 - 6) Be familiar with the layout of the stadium and emergency shelter locations in case of adverse or emergency weather situations.
 - 7) Do not criticize officials decisions directly or indirectly
 - 8) Be accurate, fair and enthusiastic.

SIDELINE CONTROL:

- _____ If your personnel allows, assign individual(s) to patrol sidelines. This will help ensure that only authorized personnel are present on the field's sidelines. No one other than coaches, players, managers, trainers and medical personnel are allowed in the team sideline boxes. By rule, media and others with designated sideline access are not allowed in the coaching boxes or within 6-feet of the sidelines/endlines.

"Game Day" Checklist

PUBLIC ADDRESS ANNOUNCER:

- _____ Remind announcer to read MSHSAA Public Address Announcements and remind announcer of expectations.

SIDELINE CONTROL:

- _____ Remind security personnel of team sideline bench area/coaching box policy.
- _____ Remind security personnel of 6-foot "buffer" between sidelines and media personnel.

STATISTICS CREW:

- _____ Make sure that the statistics crew has the enclosed statistics form handy before the game starts.
- _____ Make sure they have ample pencils, paper and have access to a calculator if necessary.
- _____ Make sure that a responsible individual has been assigned to update the MSHSAA website immediately after the game has concluded.
- _____ Make sure the stat crew keep statistical information for both teams

ADMINISTERING RADIO BROADCASTS:

- _____ Each broadcasting radio station is required to complete an MSHSAA Radio Broadcast Agreement (enclosed). It is your responsibility to make sure these forms are completely filled out BEFORE the station begins its broadcast. Sign each Agreement (under MSHSAA Representative), and have the station rep. sign the form. You are to keep a copy, and the radio station representative should also have a copy as well. These forms are to be sent back to the MSHSAA office.
- _____ At QUARTERFINAL & SEMIFINAL GAMES ONLY, each radio station is required to provide you with a rights fee (checks should be made out to MSHSAA). Again, they cannot begin broadcasting until this requirement is met. Please forward these checks along with the Radio Broadcast Agreements to the MSHSAA. Some outlets may have made prior arrangements with the MSHSAA office. If they have, they will possess a memo from Jason West stating so.
- _____ Each broadcasting radio station will provide you with a list of sponsors (this can be included on the Radio Broadcast Agreement form or attached to the form). Please check the sponsors list to ensure that there are no violations to the Broadcast Agreement (alcohol, tobacco, etc.). These should be sent to MSHSAA.
- _____ Each broadcasting radio station is required to read three (3) MSHSAA Public Service Announcements and three (3) Football Broadcast Spots during the course of the game. Please make sure the announcers have copies of these scripts (enclosed), and that they understand that condition of the Broadcast Agreement.
- _____ The enclosed Broadcast Report Form should be completed by the Site Manager (or delegated Media Manager) and returned to the MSHSAA. It should include a list of all radio, television and internet broadcasts.
- _____ If you have ANY questions regarding broadcast, do not hesitate in contacting Jason West, MSHSAA Communications Director, at any time.

"Game Day" Checklist

ADMINISTERING TELEVISION BROADCASTS

_____ All of the same conditions above (under Administering Radio Broadcasts) apply to TV broadcasts with the following exceptions:

- 1) A rights fee is required for ALL Television broadcasts (Sectional through Semifinals).
The fee schedule is as follows:
Delayed Broadcast (Non-Championship) \$750;
Live Broadcast (Non-Championship) \$1500;
- 2) The station representative must complete the Television Broadcast Agreement.
- 3) All TV broadcasts must air at least 24 hours after the game's kickoff to be considered a delayed broadcast.
- 4) Live television broadcast fees are substantially higher and should be arranged through the MSHSAA office.

_____ TV broadcasters must read three (3) PSA's and three (3) Football Broadcast Spots on the air during the game, must submit a list of sponsors (to be approved by you) prior to airing the game, and must complete the TV Agreement. Each station must also air two MSHSAA pre-produced video PSA's during each game. All forms and fees should be submitted to the MSHSAA, along with the Broadcast Report Form.

ADMINISTERING INTERNET WEBCASTS

_____ All of the same conditions above (under Administering Radio Broadcasts) apply to Internet broadcasts with the following exceptions:

- 1) A rights fee is required for ALL AUDIO WEBCASTS (District through Semifinals).
The fee schedule is as follows:
8-man - \$25 Class 1 - \$25 Class 2 - \$30 Class 3 - \$35 Class 4 - \$40
Class 5 - \$45 Class 6 - \$50

A rights fee is required for ALL VIDEO WEBCASTS (District through Semifinals).

The fee schedule is as follows:
Delayed Webcasts (Non-Championship) \$250
Live Webcasts (Non-Championship) \$500

- 2) The station representative must complete the Internet Webcasts Agreement.
- 3) All Internet Webcasts must air at least 24 hours after the game's kickoff to be considered a delayed webcast.

_____ Webcasters must read three (3) PSA's and three (3) Football Broadcast Spots on the air during the game, must submit a list of sponsors (to be approved by you) prior to airing the game, and must complete the Internet Agreement. Each station must also air two MSHSAA pre-produced video PSA's during each game. All forms and fees should be submitted to the MSHSAA, along with the Broadcast Report Form.

_____ Internet broadcasts carry a rights fee paid in advance. The same promotional and PSA requirements also apply to internet broadcasts.

"Game Day" Checklist

REPORTING SCORES:

- _____ See MSHSAA Website for instructions on how to update the Football Championship Bracket.
- _____ Call the Associated Press with the final score at **1-800-300-8340**.
- _____ Call all local media outlets and stats services you usually report to in your area. (This should take place only AFTER you call the MSHSAA and the Associated Press!)

REPORTING STATISTICS:

- _____ ***Make sure your statistician(s) have completed the enclosed MSHSAA Statistics forms in ink. Completed forms may be faxed back to the MSHSAA Office at (573) 875-0349 or emailed to scores@mshsaa.org. These forms should be faxed or emailed within 24 hours of the end of the game!***

MANAGER'S INFORMATION MAILING TO THE MSHSAA:

- _____ Report any postage paid on your financial statement. It is very important that this mailer be sent as soon as possible in order to make various deadlines.
- _____ After you have collected all completed Radio and TV or Internet Broadcast Agreement Forms, sponsor lists and any applicable fees (for Quarterfinal radio, all TV broadcasts, all webcasts), please put them into the mail. Along with Broadcast Summary.
- _____ In addition, please complete the **Manager's Broadcast Report Form**.
- _____ Mail original stats forms with Broadcast Summary.

THANK YOU FOR A JOB WELL DONE:

- _____ On behalf of the MSHSAA, thank your Media Manager, Ticket Manager, Statistician(s), P.A. Announcer, Sideline Security and all other personnel involved in administering this event on a job well done. The MSHSAA also thanks each site manager for all their efforts and professional cooperation!

Show-Me Bowl Football Spots

GUIDELINES:

- * *Read any combination of two during all MSHSAA Sectional, Quarterfinal & Semifinal games*
- * *Read on-air during regular station broadcasts the three days preceding the Finals (Nov. 25-26)*

SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS:

THIS IS (name of announcer) REMINDING YOU ABOUT SHOW-ME BOWL 2011. YOU'LL SEE THIS YEAR'S FINALISTS IN CLASS 1 THROUGH CLASS 6 GOING FOR STATE CHAMPIONSHIPS IN THE LUXURY AND COMFORT OF THE EDWARD JONES DOME IN ST. LOUIS. THIS YEAR'S MSHSAA (mish-ah) SHOW-ME BOWL WILL TAKE PLACE NOVEMBER 25-26 IN THE GATEWAY CITY. TO SEE HIGH SCHOOL FOOTBALL ACTION AT ITS BEST — IT'S SHOW-ME BOWL 2011 — NOVEMBER 25TH AND 26TH. FOR MORE INFORMATION, LOG ONTO MSHSAA.ORG. TICKET INFORMATION IS AVAILABLE BY CONTACTING YOUR LOCAL HIGH SCHOOL OR CALLING MSHSAA (mish-UH)

SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS:

FOOTBALL FANS, SHOW-ME BOWL 2011 WILL BE HELD NOVEMBER 25TH AND 26TH AT THE EDWARD JONES DOME IN ST. LOUIS. THE FINAL TWO TEAMS IN CLASS 1 THROUGH CLASS 6 WILL COLIDE FOR THE STATE CHAMPIONSHIPS ON FRIDAY AND SATURDAY. THE PINNACLE OF HIGH SCHOOL FOOTBALL IN MISSOURI IS SHOW-ME BOWL 2011! FOR TICKET INFORMATION CONTACT YOUR LOCAL HIGH SCHOOL OR CALL MSHSAA (mish-UH). FOLLOW THE PLAYOFFS ON LINE AT MSHSAA.ORG. IT'S SHOW-ME BOWL 2011 — NOVEMBER 25TH AND 26TH IN THE LUXURY & COMFORT OF THE DOME IN ST. LOUIS.

SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS:

IT'S HARD-HITTING, HEART-POUNDING EXCITEMENT. IT'S COMMUNITY VS. COMMUNITY AND SCHOOL AGAINST SCHOOL. THE NO. 1 HIGH SCHOOL FOOTBALL EVENT IN THE STATE . . . WE'RE TALKING ABOUT THE 2011 MSHSAA (mish-uh) SHOW-ME BOWL AT THE EDWARD JONES DOME IN ST. LOUIS. THIS YEAR'S FOOTBALL CHAMPIONSHIPS FEATURE SEVEN GAMES NOVEMBER 25TH AND 26TH, AND IT IS THE PINNACLE OF MISSOURI HIGH SCHOOL FOOTBALL --ALL IN THE LUXURY AND COMFORT OF THE DOME. GET YOUR TICKETS TODAY AND BE A PART OF THE ACTION. FOR MORE INFORMATION, LOG ONTO MSHSAA.ORG OR CONTACT ONE OF THE SCHOOL'S INVOLVED IN TODAY'S GAME. WE'LL SEE YOU AT SHOW-ME BOWL 2011!!!

This page should be copied.

8-Man Football Championship Spots

GUIDELINES:

- * *Read any combination of two during all MSHSAA 8-Man semifinal games*
- * *Read on-air during regular station broadcasts the three days preceding the event*

8-MAN SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS

THIS IS (name of announcer) REMINDING YOU ABOUT SHOW-ME BOWL 2011. YOU'LL SEE THIS YEAR'S FINALISTS IN 8-MAN HIGH SCHOOL FOOTBALL GOING FOR THE STATE CHAMPIONSHIP. SHOW-ME BOWL 2011 WILL BE HELD NOVEMBER 25th IN THE EDWARD JONES DOME IN ST. LOUIS. SEE HIGH SCHOOL FOOTBALL ACTION AT ITS BEST — SHOW-ME BOWL 2011 — BY MAKING THE TRIP TO HISTORIC ST. LOUIS, NOVEMBER 25TH. FOR MORE INFORMATION, LOG ONTO MSHSAA.ORG OR GET TICKET INFORMATION FROM YOUR LOCAL HIGH SCHOOL AND MSHSAA (mish-UH).

8-MAN SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS

THIS IS (name of announcer) REMINDING YOU THAT SHOW-ME BOWL 2011 WILL BE HELD NOVEMBER 25th AT THE EDWARD JONES DOME IN HISTORIC ST. LOUIS. THE FINALISTS IN THE 8-MAN CLASSIFICATION WILL MEET FOR THE STATE CHAMPIONSHIP ON THE 25TH. FOR TICKET INFORMATION CONTACT YOUR LOCAL HIGH SCHOOL OR THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION. YOU CAN ALSO LOG ONTO MSHSAA.ORG ON THE NET FOR ALL THE INFORMATION ON SHOW-ME BOWL 2011 — NOVEMBER 25th IN ST. LOUIS.

8-MAN SHOW-ME BOWL ANNOUNCEMENTS FOR RADIO & TV BROADCASTS

FOOTBALL FANS, WEEKLY HIGH SCHOOL FOOTBALL GAMES ALL LEAD TO ONE PLACE — THE EDWARD JONES DOME AND SHOW-ME BOWL 2011. THE 8-MAN STATE FOOTBALL CHAMPIONSHIP WILL BE PLAYED IN THE EDWARD JONES DOME IN HISTORIC ST. LOUIS ON NOVEMBER 25th. IT'LL BE THE FINALISTS IN THE 8-MAN CLASSIFICATION MEETING FOR THE 24th ANNUAL CHAMPIONSHIP. SO, MAKE PLANS NOW TO ATTEND. SEE HIGH SCHOOL FOOTBALL ACTION AT ITS FINEST -- AND FASTEST — AT 8-MAN SHOW-ME BOWL 2011. FOR TICKET INFORMATION CONTACT YOUR LOCAL HIGH SCHOOL, MSHSAA (mish-UH) . . . OR LOG ONTO WWW.MSHSAA.ORG!!!!

This page should be copied.

MSHSAA Show-Me Bowl

FOOTBALL BROADCAST REPORT FORM

This form should be completed before your contest. All broadcasts must be recorded on this report form. It is extremely important that this form be completed accurately and submitted to the MSHSAA Office in the enclosed MAILER, which must be mailed immediately following your football contest.

Classification (Circle One): 8-man 1 2 3 4 5 6

Playoff Round (Circle One): Regional Sectional Quarterfinal Semifinal

Site Name: _____ Date: _____

Manager: _____ Phone: _____

Schools Participating:

_____ VS. _____
HOME VISITOR

STATION NAME/COMPANY	REPRESENTATIVE	PHONE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SUMMARY: NUMBER OF RADIO BROADCASTS _____
NUMBER OF INTERNET WEBCASTS _____
NUMBER OF TELEVISION BROADCASTS _____
NUMBER OF CABLE TELEVISION BROADCASTS _____

BROADCAST AGREEMENTS: An MSHSAA Radio or TV Broadcast agreement and list of sponsors must be submitted for EACH broadcasting station (enclose with this report).

RIGHTS FEES: Rights fee payments are due to the site manager PRIOR to the start of the broadcast. There is no rights fee for Regional or Sectional RADIO broadcasts, however rights fees are charged for Quarterfinal, Semifinal and Final RADIO broadcasts. Live delayed TV, Cable and Internet Broadcasts rights fee are due for ALL ROUNDS. See Host Site Manager's Media Packet for specific fee structure.

TV

MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION
P.O. Box 1328, Columbia, MO 65205-1328, (573) 875-4880
TELEVISION BROADCAST AGREEMENT



Station/Company: Business Phone: Fax

Address:

City: State: Zip:

Announcer(s) for this Game:

Sport: Boys Girls Level: Class 1 2 3 4 5 6

Site: Date:

Participating Team: Participating Team:

By my signature below, I enter into this agreement whereby broadcast rights involving the above stated schools at the above stated site of the MSHSAA's District, Regional, Sectional, Quarterfinal, Semifinal or Championship tournament game are granted, with the following requirements:

- 1. That the appropriate fee (see schedule below) be paid to the Missouri State High School Activities Association for each contest to be telecast (District through Finals); and that the total sum is submitted in advance with this agreement. Note: Football ONLY - District football games are considered a part of the regular season, a rights fee to the Association is not applicable.

(check one - pay the appropriate fee in advance)

Delayed Broadcast - Non-Championship Site (\$750) Live Broadcast - Non-Championship Site (\$1500)

Delayed Broadcast - Championship Site (\$1500) Live Broadcast - Championship Site (\$3000)

NOTES: For the purposes of this agreement, a delayed broadcast does not begin less than 24-hours after the start of the contest.

- 2. That the station/production company will provide a copy of the final game broadcast (in DVD format) to the MSHSAA within 15 days of the game date, and that the official MSHSAA logo be used in the open and close of each broadcast.
3. That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
4. That the company will run two pre-produced public service announcements -- provided by the MSHSAA -- during each broadcast.
5. That the company give advance publicity to the actual live event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
6. That no individual or organization be permitted to sponsor any or advertise all of the broadcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
7. That a list of all sponsors be submitted with this agreement for approval in advance of the telecast.
8. That the MSHSAA reserves the right to discontinue this agreement at any time in the event previous broadcasting by said entity is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association, or in the event any of these stipulations are violated or any aspects of the company's broadcast are considered to be in poor taste.
9. Any reproduction or copy of this telecast shall not be sold or distributed without prior written consent of the MSHSAA. Live webcasts (video or audio) must be approved 24 hours in advance by the Missouri State High School Activities Association.

SPONSOR LIST

Blank lines for entering sponsor information.

Signature: Station Representative

Date:

Payment Received \$ (Note: If by check, please indicate the check number next to amount)

Signature: MSHSAA Representative (Site Manager)

Date:

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.

RADIO

MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION

P.O. Box 1328, Columbia, MO 65205-1328, (573) 875-4880

RADIO BROADCAST AGREEMENT



Station: _____ Business Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Announcer(s) for this Game: _____

Sport: _____ Boys _____ Girls _____ Level: **Class 1 2 3 4 5 6 8M**

Site: _____ Date: _____

Participating Team: _____ Participating Team: _____

By my signature below, I enter into this agreement whereby broadcast rights involving the above stated schools at the above stated site of the MSHSAA's District, Regional, Sectional, Quarterfinal, Semifinal or Championship tournament game are granted, with the following requirements:

1. Rights fees to be paid to the Missouri State High School Activities Association for each contest to be broadcast (Quarterfinal through Championship); and that the total sum is submitted with this agreement.
No fee is charged for District, Sectional level contests.
A broadcast fee will apply for games from Quarterfinal through Championship level. (please see fees on right)

8-Man - \$25 _____	Class 4 - \$40 _____
Class 1 - \$25 _____	Class 5 - \$45 _____
Class 2 - \$30 _____	Class 6 - \$50 _____
Class 3 - \$35 _____	

2. If the carrier is also doing an over-the air broadcast, Internet Audio Simulcasts do not carry a rights fee.
_____ (Station Name/Website) will carry a simulcast of above game.
3. That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
4. That the station will run two public service spot announcements provided by the MSHSAA during each broadcast.
5. That the station give advance publicity to the event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
6. That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
7. That the station requesting broadcast rights provides a list of the broadcast's sponsors and advertisers to the tournament manager before the broadcast.
8. That the MSHSAA Board of Directors reserves the right to revoke the broadcasting rights and/or discontinue the broadcast at any time in the event previous broadcasting by that station is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association.
9. That this agreement is for over-the-air broadcast rights only. Any reproduction or copy of this broadcast shall not be sold or distributed without prior written consent of the Missouri State High School Activities Association.

SPONSOR LIST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature: _____
Station Representative

Date: _____

Payment Received \$ _____
(Note: If by check, please indicate the check number next to amount)

Signature: _____
MSHSAA Representative (Site Manager)

Date: _____

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.

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MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION

P.O. Box 1328, Columbia, MO 65205-1328, (573) 875-4880

RADIO BROADCAST AGREEMENT



Station: _____ Business Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Announcer(s) for this Game: _____

Sport: _____ Boys _____ Girls _____ Level: **Class 1 2 3 4 5 6 8M**

Site: _____ Date: _____

Participating Team: _____ Participating Team: _____

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- Rights fees to be paid to the Missouri State High School Activities Association for each contest to be broadcast (Quarterfinal through Championship); and that the total sum is submitted with this agreement.
No fee is charged for District, Sectional level contests.
A broadcast fee will apply for games from Quarterfinal through Championship level. (please see fees on right)

8-Man - \$25 _____	Class 4 - \$40 _____
Class 1 - \$25 _____	Class 5 - \$45 _____
Class 2 - \$30 _____	Class 6 - \$50 _____
Class 3 - \$35 _____	

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_____ (Station Name/Website) will carry a simulcast of above game.
- That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
- That the station will run two public service spot announcements provided by the MSHSAA during each broadcast.
- That the station give advance publicity to the event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
- That no individual or organization be permitted to sponsor or advertise any or all of the broadcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
- That the station requesting broadcast rights provides a list of the broadcast's sponsors and advertisers to the tournament manager before the broadcast.
- That the MSHSAA Board of Directors reserves the right to revoke the broadcasting rights and/or discontinue the broadcast at any time in the event previous broadcasting by that station is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association.
- That this agreement is for over-the-air broadcast rights only. Any reproduction or copy of this broadcast shall not be sold or distributed without prior written consent of the Missouri State High School Activities Association.

SPONSOR LIST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature: _____
Station Representative

Date: _____

Payment Received \$ _____
(Note: If by check, please indicate the check number next to amount)

Signature: _____
MSHSAA Representative (Site Manager)

Date: _____

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.



Station/Company: _____ Business Phone: (____) _____ Fax: (____) _____

Address: _____

City: _____ State: _____ Zip: _____

Announcer(s) for this Game: _____

Sport: _____ Boys _____ Girls _____ Level: Class 1 2 3 4 5 6

Site: _____ Date: _____

Participating Team: _____ Participating Team: _____

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- That the appropriate fee (see schedule below) be paid to the Missouri State High School Activities Association for each contest to be broadcast (District through Finals); and that the total sum is submitted in advance with this agreement. **Note:** Football ONLY - District football games are considered a part of the regular season, a rights fee is not applicable.

Audio Webcasts (check one - pay the appropriate fee in advance)

- | | | |
|---|---|---|
| <input type="checkbox"/> 8-Man Webcast (\$25) | <input type="checkbox"/> Class 1 Webcast (\$25) | <input type="checkbox"/> Class 2 Webcast (\$30) |
| <input type="checkbox"/> Class 3 Webcast (\$35) | <input type="checkbox"/> Class 4 Webcast (\$40) | <input type="checkbox"/> Class 5 Webcast (\$45) |
| | <input type="checkbox"/> Class 6 Webcast (\$50) | |

Video Webcasts (check one - pay the appropriate fee in advance)

- | | |
|--|---|
| <input type="checkbox"/> Delayed Webcast - Non-Championship Site (\$250) | <input type="checkbox"/> Live Webcast - Non-Championship Site (\$500) |
| <input type="checkbox"/> Delayed Webcast - Championship Site (\$500) | <input type="checkbox"/> Live Webcast - Championship Site (\$1000) |

NOTES: For the purposes of this agreement, a delayed webcast does not begin less than 24-hours after the start of the contest. Any station which "simulcasts" its signal over the internet is not subject to both the internet rights fee and radio/TV broadcast rights fee, only one fee will be charged.

- That the station/production company will provide a copy of the final game video webcast in DVD format to the MSHSAA within 15 days of the game date. The official MSHSAA logo is to be used in the open and close of each webcast. The name "MSHSAA" and/or the official logo shall also be used in all score and statistical graphics.
- That the company provide competent and professional-like announcers and broadcasting; and that no dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
- That the company will run two pre-produced public service announcements -- provided by the MSHSAA -- during each webcast.
- That the company give advance publicity to the actual live event for the three days preceding the event and that the advance publicity shall contain information on contestants, contest date, contest time, contest site, and all ticket prices.
- That no individual or organization be permitted to sponsor or advertise any or all of the webcast for the purpose of advertising alcoholic beverages, tobacco, lotteries, gambling locations, adult services or products, or any other product which is contrary to the principles of good athletic training or interscholastics.
- That a list of all sponsors on all televising stations be submitted with this agreement for approval in advance of the telecast.
- That the delayed webcast is to be aired not less than 24 hours following the scheduled game time, and that the telecast not conflict with other scheduled MSHSAA athletic events (except for those companies which pay in advance for the rights to carry a live webcast).
- That the MSHSAA reserves the right to discontinue this agreement at any time in the event previous webcasting by that entity is considered to have been in poor taste or incompatible with the educational values of the Missouri State High School Activities Association, or in the event any of these stipulations are violated or any aspects of the company's broadcast are considered to be in poor tasted.
- Any reproduction or copy of this telecast shall not be sold or distributed without prior written consent of the MSHSAA. Live webcasts (video or audio) must be approved at least 24-hours in advance of the event by the Missouri State High School Activities Association.

SPONSOR LIST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature: _____
Station Representative

Date: _____

Payment Received \$ _____
(Note: If by check, please indicate the check number next to amount)

Signature: _____
MSHSAA Representative (Site Manager)

Date: _____

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.



Station/Company: _____ Business Phone: (____) _____ Fax: (____) _____

Address: _____

City: _____ State: _____ Zip: _____

Announcer(s) for this Game: _____

Sport: _____ Boys _____ Girls _____ Level: Class 1 2 3 4 5 6

Site: _____ Date: _____

Participating Team: _____ Participating Team: _____

By my signature below, I enter into this agreement whereby broadcast rights involving the above stated schools at the above stated site of the MSHSAA's District, Regional, Sectional, Quarterfinal, Semifinal or Championship tournament game are granted, with the following requirements:

- That the appropriate fee (see schedule below) be paid to the Missouri State High School Activities Association for each contest to be broadcast (District through Finals); and that the total sum is submitted in advance with this agreement. **Note:** Football ONLY - District football games are considered a part of the regular season, a rights fee is not applicable.

Audio Webcasts (check one - pay the appropriate fee in advance)

- | | | |
|---|---|---|
| <input type="checkbox"/> 8-Man Webcast (\$25) | <input type="checkbox"/> Class 1 Webcast (\$25) | <input type="checkbox"/> Class 2 Webcast (\$30) |
| <input type="checkbox"/> Class 3 Webcast (\$35) | <input type="checkbox"/> Class 4 Webcast (\$40) | <input type="checkbox"/> Class 5 Webcast (\$45) |
| | <input type="checkbox"/> Class 6 Webcast (\$50) | |

Video Webcasts (check one - pay the appropriate fee in advance)

- | | |
|--|---|
| <input type="checkbox"/> Delayed Webcast - Non-Championship Site (\$250) | <input type="checkbox"/> Live Webcast - Non-Championship Site (\$500) |
| <input type="checkbox"/> Delayed Webcast - Championship Site (\$500) | <input type="checkbox"/> Live Webcast - Championship Site (\$1000) |

NOTES: For the purposes of this agreement, a delayed webcast does not begin less than 24-hours after the start of the contest. Any station which "simulcasts" its signal over the internet is not subject to both the internet rights fee and radio/TV broadcast rights fee, only one fee will be charged.

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SPONSOR LIST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature: _____
Station Representative

Date: _____

Payment Received \$ _____
(Note: If by check, please indicate the check number next to amount)

Signature: _____
MSHSAA Representative (Site Manager)

Date: _____

NOTE: This agreement form in no way serves as a pass, a request for a pass, or a confirmation of working and/or broadcasting space. Arrangements for passes and working and/or broadcasting space must be made separately with the site manager.

For further information contact the MSHSAA Communications Director at the above address and phone number.

MSHSAA Football Playoff Statistics Update Form

CLASSIFICATION (1, 2, etc.): _____ ROUND (Sectionals, Quarterfinals, etc.): _____

LOCATION OF GAME (Stadium, city): _____

NAMES & PHONE NUMBERS OF STATISTICIANS: _____

HOST SCHOOL: _____ ELAPSED TIME OF GAME: _____

Score By Quarters	1	2	3	4	OT	OT	FINAL
(Visitors)							
(Home)							

FINAL RUSHING STATS

Winning Team Players Att. Yds. TD Lng

_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__

Winning Team Totals __ __ __ __

Losing Team Totals __ __ __ __

FINAL PASSING STATS

Winning Team Players Att. Cmp Yds TD

_____	__	__	__	__
_____	__	__	__	__

Winning Team Totals __ __ __ __

Losing Team Totals __ __ __ __

FINAL PUNTING STATS

Winning Team Players Att. Yds. Avg. Lng

_____	__	__	__	__
_____	__	__	__	__

FINAL KICKING STATS

Winning Team Players FG Att PAT Att

_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__

FINAL RECEIVING STATS

Winning Team Players Rec. Yds. TD Lng

_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__

Winning Team Totals __ __ __ __

Losing Team Totals __ __ __ __

FINAL DEFENSIVE LEADERS

Winning Team Leaders Int. FR Sks Tckl

_____	__	__	__	__
_____	__	__	__	__
_____	__	__	__	__

Winning Team Totals __ __ __ X

Losing Team Totals __ __ __ X

KEY

Att. = Total attempts Yds. = Total Net Yards
 TD = No. of touchdowns Lng. = Longest play or kick
 Cmp = Pass Completions Avg. = Punting average
 FG = Field Goals Kicked PAT = Extra Points Kicked
 Int = Interceptions FR = Fumble Recoveries
 Sks = Sacks Tckl = Total Tackles

MSHSAA Football Playoff

Public Address Announcements

PREGAME ANNOUNCEMENT (All classes)

"LADIES AND GENTLEMEN, WELCOME TO THE 2011 MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION FOOTBALL PLAYOFFS. THIS (SECTIONAL/QUARTERFINAL/SEMIFINAL) GAME MATCHES _____ (VISITORS) AND _____ (HOME TEAM), AND IS ANOTHER STEP TOWARD SHOW-ME BOWL 2011-- THE MSHSAA (mish-uh) FOOTBALL CHAMPIONSHIPS.

"FANS ARE REMINDED THAT THIS ACTIVITY IS DESIGNED TO HELP OUR STUDENTS AND COMMUNITIES PROMOTE EDUCATION. PLEASE ENJOY TONIGHT'S (TODAY'S) GAME, AND MAKE RESPECT AND SPORTSMANSHIP YOUR FOCUS AS YOU CHEER FOR YOUR TEAM

(Repeat the second paragraph of this announcement at opportune times during your game -- the idea is take as much "booing" and negative cheering out of this contest. It is the responsibility of school administrators and game management to preserve the integrity and purpose of this contest).

8-MAN FOOTBALL IN-GAME ANNOUNCEMENT (Read 4 times)

"FANS ARE REMINDED THAT SHOW-ME BOWL 2011 WILL RETURN THE EDWARD JONES DOME IN ST. LOUIS ON FRIDAY, NOVEMBER 25. STATE FOOTBALL INVADES THE DOME FOR THE 9:30 A.M. KICKOFF AT THE 24th ANNUAL MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION CHAMPIONSHIP. TICKET INFORMATION IS AVAILABLE AT THE STADIUM TONIGHT OR BY CALLING THE MSHSAA. WE'LL SEE YOU AT SHOW-ME BOWL 2011!

CLASS 1, 3 and 5 FOOTBALL IN-GAME ANNOUNCEMENT (Read 4 times)

"FANS ARE REMINDED THAT SHOW-ME BOWL 2011 WILL RETURN TO THE STATE-OF-THE ART COMFORTS OF THE EDWARD JONES DOME IN ST. LOUIS ON SATURDAY, NOVEMBER 26th. STATE FOOTBALL FEVER IS SWEEPING ACROSS MISSOURI, AND YOU CAN BE A PART OF THE EXCITEMENT. THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION IS PROUD TO PRESENT THE 44th ANNUAL FOOTBALL CHAMPIONSHIPS, AND WE HOPE TO SEE YOU AT SHOW-ME BOWL 2011 ON NOVEMBER 26H AT THE DOME IN ST. LOUIS!"

CLASS 2, 4 and 6 FOOTBALL IN-GAME ANNOUNCEMENT (Read 4 times)

"FANS ARE REMINDED THAT SHOW-ME BOWL 2011 WILL RETURN TO THE STATE-OF-THE ART COMFORTS OF THE EDWARD JONES DOME IN ST. LOUIS ON FRIDAY, NOVEMBER 25th. STATE FOOTBALL FEVER IS SWEEPING ACROSS MISSOURI, AND YOU CAN BE A PART OF THE EXCITEMENT. THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION IS PROUD TO PRESENT THE 44TH ANNUAL FOOTBALL CHAMPIONSHIPS, AND WE HOPE TO SEE YOU AT SHOW-ME BOWL 2011 ON NOVEMBER 25th AT THE DOME IN ST. LOUIS!"

MSHSAA Public Address Announcements (all sports)

MSHSAA PREGAME INTRODUCTION

LADIES AND GENTLEMEN, GOOD EVENING AND WELCOME TO _____ (high school) FOR TONIGHT'S CONTEST. AS THE HOSTS OF THIS GAME, LET'S WELCOME OUR GUESTS THIS EVENING -- THE _____ (mascot) FROM _____ (high school)! (wait for audience applause). LET'S WISH STUDENTS FROM BOTH SCHOOLS GOOD LUCK, AND WE ENCOURAGE ALL SPECTATORS AT TONIGHT'S GAME TO KEEP IN MIND THAT GOOD SPORTSMANSHIP IS EXPECTED AT _____ (name of field, gym, stadium), AS WE SET GOOD EXAMPLES FOR OUR STUDENTS, PLAYERS AND YOUNGSTERS IN ATTENDANCE. (continue with introduction of starting lineups, etc.) . . .

MSHSAA PREGAME INTRODUCTION

LADIES AND GENTLEMEN, WELCOME TO _____ (name of field, stadium or gym), FOR TONIGHT'S CONTEST BETWEEN THE VISITING _____ (mascot) OF _____ (high school) AND YOUR _____ (school and mascot). _____ (high school) IS A PROUD MEMBER OF THE MISSOURI STATE HIGH SCHOOL ACTIVITIES ASSOCIATION, AND WE REMIND ALL SPECTATORS THAT THIS GAME IS COMPETITIVE, BUT IT IS ALSO AN EDUCATIONAL EXPERIENCE FOR ALL PLAYERS AND STUDENTS. LET'S CONTINUE TO SHOW RESPECT AND SPORTSMANSHIP THROUGHOUT THIS CONTEST AND REFRAIN FROM NEGATIVE CHEERS, CHANTS OR BEHAVIOR. WE WELCOME OUR GUESTS FROM _____ (high school) AND WISH ALL PLAYERS GOOD LUCK IN TONIGHT'S GAME. NOW LET'S MEET TONIGHT'S STARTING LINEUPS . . .

ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME

_____ (high school) REMINDS ALL FANS THAT WE ALL PLAY A ROLE IN THE EDUCATION OF OUR STUDENTS. PARENTS, FANS AND PEOPLE IN THE COMMUNITY ALL SET AN EXAMPLE FOR STUDENTS -- WHETHER THEY ARE AWARE OF IT OR NOT. HELP REKINDLE THE SPIRIT OF CITIZENSHIP AND SET A POSITIVE EXAMPLE IN EVERYTHING YOU DO -- BOTH HERE AT THE GAME AND IN THE COMMUNITY. GOOD SPORTSMANSHIP IS WHAT SETS OUR SCHOOL APART!

ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME

FOLKS -- IN MISSOURI, GOOD SPORTSMANSHIP IS A HIGH SCHOOL TRADITION. WHETHER IT'S HERE OR ON THE ROAD, MAKE OUR SCHOOL, OUR COMMUNITY AND OUR STUDENTS PROUD BY DISPLAYING POSITIVE SPORTSMANSHIP. GOOD SPORTSMANSHIP AND POSITIVE CITIZENSHIP ARE VITAL IN THE DEVELOPMENT OF GOOD CITIZENS. _____ (high school) GLADLY WELCOMES THE CHALLENGE OF BEING A LEADER IN SPORTSMANSHIP AND IN CONTINUING A PROUD TRADITION.

ANNOUNCEMENT FOR USE DURING BREAKS IN THE GAME

WE ALL KNOW THAT OUR SCHOOL IS ONE OF THE BEST IN THE STATE. WE'VE PROVEN IT WITH OUR TEAMS ON THE FIELD AND WITH OUR CLASSROOM PERFORMANCES OFF THE FIELD. WE ASK ALL SPECTATORS AT THIS GAME TO HELP CONTINUE THAT PROUD TRADITION BY SHOWING GOOD SPORTSMANSHIP THROUGHOUT THIS CONTEST. LET'S MAKE OUR VISITORS FEEL WELCOME AND GIVE OUR OFFICIALS THE RESPECT THEY DESERVE FOR DOING A DIFFICULT JOB. BEING ONE OF THE STATE'S BEST SCHOOLS IS NOT EASY, BUT WITH FANS LIKE YOU TO SET EXAMPLES OF GOOD SPORTSMANSHIP, OUR PROUD TRADITION HERE AT _____ (high school) IS GUARANTEED TO CONTINUE FOR YEARS TO COME!

ANNOUNCEMENT FOR USE DURING BREAKS NEAR THE END OF THE GAME

FANS ARE REMINDED THAT ENTERING THE PLAYING FIELD (COURT) AT ANYTIME IS NOT PERMITTED. YOUR COOPERATION IS APPRECIATED. WE ALSO APPRECIATE ALL FANS WHO MADE OUR SCHOOL PROUD WITH GOOD SPORTSMANSHIP THROUGHOUT THIS GAME. WE ASK THAT ALL SPECTATORS CONTINUE TO DISPLAY GOOD SPORTSMANSHIP EVEN AFTER TONIGHT'S GAME IS OVER. THANK YOU AND PLEASE RETURN TO _____ (field, stadium, gym) FOR OUR NEXT GAME _____ (date) AT _____ (time).