



OUR STUDENTS, OUR TEAMS . . . OUR FUTURE.

Who needs to fill out a media rights agreement?

Every school or third party entity that plans on broadcasting during the postseason. No broadcast can occur without an agreement confirmed by the AIA. This includes fans’ personal social media accounts and video platforms. Sectional tournaments, state championships and conference postseason brackets require AIA approval. Region tournaments and play-in games are considered part of the regular season and do not require AIA approval.

Will there be a charge for live broadcasts?

Only for video or TV broadcasts, whether it’s a manual production or an automated camera like Hudl. Audio broadcasts are free of charge. Additionally, schools utilizing the NFHS Network Student Broadcast Program, NFHS Network affiliate groups, or schools with a Pixellot camera will not have any charges. Fees are based per sport and listed on the agreement itself as it is being filled out.

Is there a way to have the broadcast fee waived?

Yes. It will require the outlet to become an affiliate of the NFHS Network or the outlet to exclusively send the broadcast to the NFHS Network. Outlets may broadcast the way they normally do, but the feed can only be shown and archived on www.nfhsnetwork.com. Outlets becoming affiliates are also eligible for potential royalties from the NFHS Network.

Who do I contact to become an NFHS Network affiliate?

Jeff Kurtz
Vice President, NFHS Network/PlayOn! Sports
jeff.kurtz@nfhsnetwork.com
(619) 339-8184

Can I fill out one media rights agreement for an entire postseason tournament?

No. The AIA needs this form to be turned in for every event and round an outlet plans to broadcast from. The system is set up where you must select the exact game or event you plan to broadcast from. This can only be done when both teams have been determined in team sports.

Is there exclusivity with a postseason broadcast?

If the outlet becomes an affiliate with the NFHS Network or plans to stream exclusively to the NFHS Network, then there will be exclusivity. If the outlet purchases the rights to an NFHS Network “declined event” and plans to broadcast on its traditional platform, then the rights will be non-exclusive.

Can I fill out multiple media rights agreements in advance?

Only if certain rounds are back-to-back and the outlet would miss the deadline to file. Otherwise, they should be filed with the AIA office after one round and prior to the next round.



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What rounds and events can a media outlet cover?

Same as above. The NFHS Network is planning on identical or near identical coverage from previous years, which is usually at the quarterfinal round for Open Division football, Open Division basketball, Copper Division Basketball, the semifinal and championships levels in all team sports, and the championship event in selected individual sports. Inquire with the AIA for events the NFHS Network plans on covering and which become “declined events” by the organization.

Do I need to fill out a media rights agreement for any events during the regular season?

No. The rights to the regular season belong to the AIA’s member schools. Therefore, it is up to the schools to grant broadcast access for any group. This also includes any conference play-in games or regional tournaments.

Who do I contact at the AIA regarding this policy?

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