



TEXAS HIGH SCHOOL LACROSSE LEAGUE

WWW.THSSL.ORG

Texas Scholastic Lacrosse Association, Inc.
d/b/a Texas High School Lacrosse League (THSSL)
Albert C. Picazo, Jr., Commissioner
1903A Ford Street
Austin, Texas 78704

AP
01-6-17

GUIDELINES FOR BROADCASTING TEXAS HIGH SCHOOL LACROSSE LEAGUE (THSSL) EVENTS - REGULAR THSSL SEASON, SUPER REGIONAL, AND STATE PLAYOFF GAMES

These guidelines provide a policy to guide broadcasts of THSSL events during the THSSL Season 2017 ___
Laurel Video Productions on radio, internet or commercial, public, cable, or satellite television.

PURPOSES

The THSSL in granting broadcasting rights for THSSL events expects those to serve the following purposes:

1. Highlight for the public THSSL events.
2. Provide a new dimension of sports entertainment for young people and adults.
3. Give increased public recognition to THSSL Member School Programs.
4. Generate revenue to help defray the cost of THSSL participation by THSSL Member School Programs.

POLICY

1. The THSSL Board of Directors will determine which THSSL events are approved for broadcasting. The THSSL Board of Directors will assign a THSSL Board Member to serve as a liaison with broadcasters.
2. Broadcasters will negotiate a contract with the THSSL for the rights to broadcast any THSSL event. Only broadcasters under contract with THSSL may broadcast a THSSL event.
3. Contracts must be negotiated and signed at least 48 hours prior to broadcast.
4. Broadcast fees and/or Sponsorship/Advertising fees must be paid to the THSSL 24 hours prior to any broadcast.

SELECTION OF EVENTS

A broadcast schedule will be negotiated 24 hours prior to the beginning of any THSSL event. The THSSL Board of Directors has the authority to negotiate on behalf of the THSSL and its THSSL Member School Programs.

CONTRACTS

Contracts will include fee or percentage of broadcast costs; fee or percentage of advertising revenue to be paid to the THSSL; dates, location and times of THSSL events to be broadcast; insurance provisions, specific responsibilities of the broadcaster and the THSSL Board of Directors and the THSSL Member School Programs with respect to advance set-up, types, and removal of equipment; promotional spots; advertising restrictions; selection of announcers; delay of broadcast; information required including THSSL Member School Program rosters and/or other required information. Contracts must be signed by the broadcaster and the Commissioner of the THSSL.

ADVERTISING

No alcoholic beverage, tobacco products, firearms, or political advertising may be accepted for any portion of a THSSL event. There will be no interruption of the normal progress of a THSSL event for commercial announcements and/or the broadcasting of a THSSL event. No advertising, promotion, or mention of for profit or non-profit entities is allowed during the broadcasts or rebroadcasts unless approved in writing by the THSSL Board of Directors and included as a part of a Contract. All sponsors and advertisers and all planned spots will be identified in the Contract.

INSURANCE

The THSLL will not be responsible for any unlawful or negligent action on the part of the broadcaster.

The broadcaster shall have insurance coverage sufficient to hold the THSLL and its THSLL Member School Programs harmless from any accident claims that may result from the action of the broadcaster's employees or agents, malfunction of equipment, collapse of platforms, or any other structure or device that is the property or responsibility of the broadcaster or its agents.

BROADCAST TIMES

Radio and Television broadcasts may be live, and internet video streaming over the World Wide Web, in any form, may be live unless there is a reason for them to be tape delayed. If tape delayed, the THSLL and the broadcaster will determine the minimum time for each broadcast.

BROADCAST TONE

All promotion spots, other advertising, and contest broadcasts must be impartial and in no way promote or influence rivalries or inappropriate behavior on the part of contestants, students, or other observers. For profit entities may not be promoted, advertised, or recognized on broadcasts without the prior written permission of the THSLL Board of Directors. Criticism of the performance of students, coaches, and/or officials is not permitted. Criticism of the THSLL and the THSLL Board of Directors is not permitted.

COPYRIGHT

The THSLL will retain the copyright to any recorded broadcast.

LOCAL THSLL MEMBER SCHOOL PROGRAM INVOLVEMENT

The THSLL Board of Directors will contact the THSLL Member School Programs as soon as it is known which THSLL Member School Programs are involved in a broadcast.

After appropriate contracts and arrangements have been made for the broadcasting of a THSLL event, the THSLL Member School Programs will assign someone to serve as the site director. Pre-broadcast procedures should in no way interfere with the THSLL event. This includes students, coaches, and facilities. Coaches and athletic directors of participating THSLL Member School Programs may be asked to supply rosters, statistics, and other information. This request for information must be made at least 24 hours prior to the broadcast.

SELECTION OF BROADCASTER


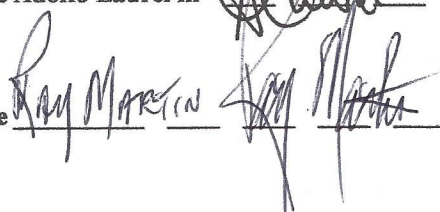
Broadcast rights will be awarded in the following manner:

Radio – Broadcast rights will be awarded to any radio station that is awarded a contract by the THSLL. Press box accommodations, if available, will be awarded in the same order as contracts.

Television and Internet Video – Broadcast rights will be awarded to any television station and Internet Company that is awarded a contract by the THSLL. Press box accommodations, if available, will be awarded in the same order as contracts.

NETWORKING


Networking by radio and television is permissible. Every entity that broadcasts a THSLL athletic event must be under contract with the THSLL.

Name Adolfo Laurel iii 
Name Ray Martin 

Title Owner/Operator _____
Date 01/05/2017 _____
Title THSLL BOARD MEMBER
Date 1/9/2017 _____

THSLL EVENT BROADCAST AGREEMENT

Date 01/03/2017

 01-6-17

This is an agreement between Laurel Video Productions

and the TEXAS HIGH SCHOOL LACROSSE LEAGUE (THSLL), granting broadcast rights for the

2017 Anderson and Westwood Boys Junior Varsity and Varsity Lacrosse Programs to be held from 01/28/2017 to 04/21/2017 and perhaps THSLL District Playoffs various venues in the THSLL Central District. Does not include post-season playoff and championship games to be held in May.

We agree to the following:

1. This agreement grants LVP the right to broadcast and/or rebroadcast the above event for a period of n/a days after the above-mentioned contest.
2. LVP shall have insurance coverage sufficient to hold the THSLL harmless from any accident claim that may result from the action of the broadcaster's employees or agents, malfunction of equipment, collapse of platform, or any other structure or device which is the property or responsibility of the broadcaster or its agent.
3. Commercials for alcoholic beverages, tobacco products, firearms, or political candidates or issues may not be broadcast during this THSLL event.
4. N/A will pay the TEXAS HIGH SCHOOL LACROSSE LEAGUE (THSLL) a broadcast fee of N/A. This fee must be paid prior to any broadcast. The THSLL will not be liable for any costs associated with the broadcast or rebroadcast of any THSLL event. The THSLL will not be liable for any sponsorship and/or advertising costs associated with the broadcast or rebroadcast of any THSLL event.
5. This agreement becomes binding when both the agreement and the guidelines are signed by the broadcaster and the THSLL Commissioner. (If unusual circumstances occur which prevent a broadcaster from broadcasting a previously agreed upon contest, THSLL may consider returning broadcast fees.)

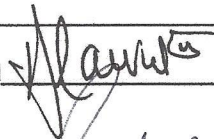
6. The THSLL event announcers (if applicable), to include all on-air persons, will be:
Both Westwood and Anderson Lacrosse Programs will designate announcers at each game.
LVP will not hire or provide commentators for the live streams.

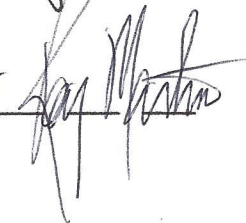
7. LVP affirms that it does not discriminate on the basis of race, color, sex, national origin, religion, or handicapping condition in matters affecting employment or in providing services to the public.

8. Other Considerations:

LVP will use Youtube as live stream service providers that advertise products or services. To my knowledge both Ustream and Youtube do not advertise or promote lacrosse companies/entities during the live stream. During the live stream, LVP will not promote/advertise lacrosse entities for profit. Both Westwood and Anderson High school lacrosse programs designate booster members to serve as announcers. Periodically they will recognize sponsors during live stream. LVP will also scroll sponsorship information at the end of each quarter without interrupting the THSLL event at no additional cost to THSLL. No alcohol beverage, tobacco, firearms or political advertising will be shown.

The THSLL Board of Directors will allow LVP to live stream the 2017 Westwood and Anderson Member School Lacrosse Programs Varsity and Junior Varsity games per the THSLL schedule assuming that the live stream is an LVP production, is on the Youtube only, there is not association with or mention or promotion of any entity, product or service entities, and there is no advertising or promotion of any entity, product or service other than the THSLL or the paid sponsors/advertisers of the THSLL. Westwood and Anderson Members Programs by anyone during the live stream that has not been approved for the 2017 THSLL Season Westwood and Anderson Lacrosse games only, and any other broadcasts of other THSLL games will require prior written approval by the THSLL Board of Directors.

Name Adolfo Laurel iii  Title Owner/Operator
Date 01-6-17

Name Roy Martin  Title THSLC BOARD MEMBER
Date 1/9/2017

The broadcaster agrees to abide by the terms of the attached GUIDELINES FOR BROADCASTING TEXAS HIGH SCHOOL LACROSSE LEAGUE (THSLL) EVENTS - REGULAR THSLL SEASON, SUPER REGIONAL, AND STATE PLAYOFF GAMES