



michigan high school athletic association

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TO: MHSAA Member Schools/Media Outlets
FROM: Mark Uyl, Executive Director
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SUBJECT: Live Video Distribution

The MHSAA Executive Committee approved a proposal to allow for local media companies with a proven history of covering the MHSAA to livestream regular-season games/events. This proposal does not change any of the postseason restrictions. Here's a rundown of the key points of that action:

- The home/host school of the game/event to be streamed live **MUST** be an NFHS Network partner school.
- Local media is defined as any entity with an annual MHSAA tournament credential. Parents/spectators/uncredentialed media are **NOT** allowed to livestream.
- Schools that are not NFHS Network partners are still allowed to stream to a school-controlled website, such as the school's YouTube page or school's Facebook page.
- Media outlets must contact a school ahead of time to gain permission to live stream. This includes any radio/audio broadcasts that wish to add video.

These changes go into effect immediately. The Multimedia Regulations will be updated fully before next school year.

Here are a few additional points to consider:

- This change does not affect postseason streaming. All postseason regulations remain the same: the NFHS Network controls those rights, so only the NFHS can distribute live video of tournament games unless a third party purchase those broadcast rights from the MHSAA.
- Players/coaches are not allowed to wear microphones/cameras during game play.
- If you are an NFHS Network school, you can utilize platforms like LiveBarn and Trackwrestling for your home events at venues with those installed.
- We recommend that schools do not enter into any exclusive agreements with a media outlet.

Some examples and FAQs follow. Neither schools nor media outlets need the permission of the MHSAA to stream, but we are available to answer questions. In order to stream you need two things:

1. The home or host school must be an NFHS Network member.
2. An agreement between the school and outlet to cover that game/event.

FAQs Regarding Regular-Season Livestreaming

Who can livestream?

Any school that is an NFHS Network member is eligible to have their home regular-season games shown live by a local media outlet.

What defines local media outlet?

A local media outlet is one that has a proven history of covering the MHSAA and has been approved for an annual Tournament Credential. If an outlet does not have a credential but thinks they would be approved for one – they should contact the MHSAA.

Where can those media outlets distribute live video?

Video can be streamed online or aired on local television.

What about schools that are not NFHS Network members? Where can they stream?

There are no changes for those schools. Non-network schools can continue to stream their home games to a school-controlled webpage, like the school's YouTube or Facebook page. But those schools cannot have a media outlet come in and stream the game to a site the school does not control. Media outlets can produce the stream that goes to the school-controlled page.

How do I know if a school is a Network partner or not?

A list of partner schools can be found at:

<https://www.mhsaa.com/Portals/0/documents/SBP/NFHS%20Members%20for%20Web.pdf>

I am a media outlet and would like to stream a game. What should I do?

Contact the home school. If it is an NFHS Network school AND gives you permission – you are fine to produce that livestream. If it is a Network school but does not grant you permission, you CANNOT stream. If it is NOT an NFHS Network school – you CANNOT stream.

Do I also need permission from the away school/team?

No. Permission from the home school is all that is needed.

I am a member school and have a Pixellot in my gym. Can a media outlet livestream from my baseball field, where there is no Pixellot?

Yes. As long as you are a Network school, a media outlet can stream any of your events – even from venues that don't have a Pixellot installed.

I am a Network school with a Pixellot installed in my gym. A local media outlet is approved to stream a basketball game. Should I turn my Pixellot off?

NO! This would violate your arrangement with the Network. Simply allow your Pixellot to stream the game like normal on the NFHS Network, while allowing the media outlet to produce a separate stream for their platform. The media outlet stream is in addition to the Pixellot, not in place of it.

I am a Network school and would like to use LiveBarn for hockey and/or Trackwrestling for Wrestling. Is this allowed?

Yes. If you are a Network school, you can utilize platforms like LiveBarn and Trackwrestling for your home games/events. In addition to those, a local media outlet could also stream the event.