

## Rule 9

# TELEVISION AND RADIO POLICIES

**9.1 Television.** Conference policies and procedures relative to the televising of Mountain West Conference championships or regular-season competition involving member institutions shall be under the jurisdiction of the director of athletics' designated governance group. The senior woman administrators' designated governance group shall have responsibilities in matters related to the televising of sports over which the group has jurisdiction. Actions of both groups shall be subject to the oversight of the Joint Council. Television policies adopted by the Joint Council shall be considered as regulations guiding the conduct of Conference television operations. Significant policy issues shall be forwarded to the Board of Directors as necessary and appropriate. Broadcast rights to all Conference championships are the exclusive property of the Mountain West Conference. Entities that have not purchased the rights to broadcast a championship shall not air, either live or delayed, description of any game action. (Revised April 2006)

**9.2 Conference Television Contract.** The Mountain West Conference has a contractual agreement with CBS C Networks which grants these entities the national and regional rights for all Mountain West Conference sports. This contract is legally binding with regard to the rights and responsibilities of CBS C Networks, the Mountain West Conference and its member institutions. Conference members shall not enter into agreements that conflict with the contractual rights of the parties and/or existing Conference policies without the approval of the Commissioner. (Revised April 2006)

**9.3 Implementation of Conference Television Contract.** CBS C Networks, in consultation with the Conference, shall handle all arrangements with production entities, clearance outlets or other third parties for the Conference's television package, including all regional and national network telecasts, and all regional and national cable telecasts. (Revised April 2006)

**9.4 Definition – Designated Market Area.** A Designated Market Area or "DMA" shall be defined as the exclusive geographic area consisting of commercial stations and satellite stations reported in combination which receive a preponderance of total viewing hours in those areas which are adjacent to the home-market stations.

**9.5 Disputes Involving Telecasts Rights.** Any disputes involving telecast rights of member institutions and potential conflicts with the CBS C Networks shall be appealed to the Commissioner for resolution. (Revised April 2006)

**9.6 Clearances.** It shall be the responsibility of CBS C Networks to arrange for clearance or distribution of all Mountain West Conference events included in the Conference television package. However, each Conference member institution must be responsible for assisting in clearance efforts in their respective market, if necessary. Clearances for institutional local packages shall be the responsibility of the institution and/or its production entity, subject to the restrictions of the Conference television contract with CBS C Networks (i.e., DMA and window restrictions). (Revised April 2006)

**9.7 Non-Conference Game Contract Requirements.** Conference institutions shall include a clause in non-conference game contracts which states that "games included in this agreement may be televised only with the express written consent of the Mountain West Conference institution." Exceptions to this non-conference game contract requirement must be approved in advance by the Commissioner.

## **9.8 Conference Television Guidelines.**

### **9.8.1 Men's Basketball.**

**9.8.1.1 Selection of Games for Conference Package.** Each institution shall submit to the Conference office, upon request, its entire schedule of men's basketball games to be considered for inclusion in the Conference television package. The Conference shall submit to CBS C Networks the non-conference schedule no later than June 15 of each year, unless otherwise mutually agreed to by the Conference office and CBS C Networks. Games added to a Conference member's schedule after June 15 must be made available to CBS C Networks. By July 15 of each year, unless otherwise mutually agreed to, CBS C Networks shall select the schedule of games to be telecast on CBS C and the Mountain West Conference regional network. Following the selection of games for the Conference television package, all other games become the property of the individual Conference members for inclusion in institutional local packages. (Revised April 2006)

**9.8.1.2 Institutional Television Packages.** Following the selection of games by the Conference and/or CBS C Networks for inclusion in the Conference television package, a member institution may produce any remaining games on its men's basketball schedule for distribution within the local television market or DMA. These local package telecasts, however, are subject to the protected windows afforded CBS C Networks by the Conference television contract. Exceptions or extensions of the DMA or window restrictions are subject to approval by CBS C Networks. (Revised April 2006)

**9.8.1.3 Visiting Team Telecasts Back to Home Market.** A visiting Conference institution may arrange to televise a Conference men's basketball game back to its local market or DMA, subject to window restrictions. All production expenses for the televising of such games shall be the responsibility of the visiting institution or its production agency, unless other arrangements are made in advance. Production expenses may include reasonable operational assessments such as charges for electricians, telephone line installation or other line installation, or other production facilities, which may be necessary. (Revised August 2003 and April 2006)

**9.8.1.4 Men's Basketball Conference Tournament.** CBS C Networks shall produce and distribute all Conference men's basketball tournament games unless otherwise agreed to by CBS C Networks and the Conference. The Conference tournament games shall not be subject to blackout in the DMA of the tournament site unless CBS C Networks and the Conference are in agreement. (Revised April 2006)

## **9.8.2 Football.**

**9.8.2.1 Selection of Games for Conference Package.** Each institution shall submit to the Conference office, upon request, its entire schedule of football games to be considered for inclusion in the Conference television package. The Conference shall submit to CBS C Networks the composite schedule no later than February 1 of each year, unless otherwise mutually agreed to by the Conference office and CBS C Networks. Games added to a Conference member's schedule after February 1 shall be made available to CBS C Networks. Following the selection of games for the Conference television package, all other games become the property of the individual Conference members for inclusion in institutional local packages. (Revised April 2006)

**9.8.2.2 Institutional Television Packages.** Following the selection of games by the Conference and/or CBS C Networks for inclusion in the Conference television package, a member institution may produce any remaining games on its football schedule for distribution within the local television market or DMA. These local package telecasts, however, are subject to the protected windows afforded CBS C Networks by the Conference television contract. Exceptions or extensions of the DMA or window restrictions are subject to approval by CBS C Networks. (Revised April 2006)

**9.8.2.3 Visiting Team Telecasts Back to Home Market.** A visiting Conference institution may arrange to televise a Conference football game not selected by CBS C Networks back to its local market or DMA. All production expenses for televising such games shall be the responsibility of the visiting institution or its production agency, unless other arrangements are made in advance. Production expenses may include reasonable operational assessments such as charges for electricians, telephone line installation or other line installation, or other production facilities, which may be necessary. (Revised August 2003 and April 2006)

**9.8.2.4 Obligation to Reschedule.** To accommodate and maximize television opportunities for the Conference and its member institutions, a home or visiting Conference team, in a game selected for television as part of the Conference package (and subject to the contractual requirements thereof) or as part of a local package, may not withhold permission to reschedule the time of a game to accommodate television. Game time change requests from visiting institutions shall be made as early as possible. A game time already outside the CBS C Networks window does not have to be moved to a different slot to accommodate a visiting institution's telecast back to its local market, although the visiting institution can make a request for a specific time if so desired. (Revised 8/03, 4/04 and 4/06)

**9.8.2.5 Adjustment of Kickoff for Television.** In the event of a request from the entity televising a football game hosted by a Conference member institution (conference or non-conference game) to delay the kickoff time, a maximum of five minutes of flexibility shall be permitted, provided the participating institutions agree to the adjustment. A final decision on kickoff time shall be made as soon as possible, but in no case later than the start of the scoreboard clock counting down to kickoff. Kickoff time for a football game hosted by a non-member institution shall be determined by that institution. (Revised April 2002)

### **9.8.3 Women's Basketball.**

**9.8.3.1 Selection of Games for Conference Package.** Each institution shall submit to the Conference office, upon request, its entire schedule of women's basketball games to be considered for inclusion in the Conference television package. The Conference shall submit to CBS C Networks the composite schedule no later than June 1 of each year, unless otherwise mutually agreed to by the Conference office and CBS C Networks. By July 1 of each year, unless otherwise mutually agreed to, CBS C Networks shall select the game(s) to be telecast on CBS C Networks. Following the selection of games for the Conference television package, all other games become the property of the individual Conference members for inclusion in institutional local packages. (Revised April 2006)

**9.8.3.2 Institutional Women's Basketball Television Packages.** Following the selection of games by the Conference and/or CBS C Networks for inclusion in the Conference television package, a member institution may produce any remaining games on its women's basketball schedule for a supplemental, local or institutional package, subject to DMA limitations under the CBS C Networks contract. (Revised April 2006)

**9.8.3.3 Visiting Team Telecasts Back to Home Market.** A visiting Conference institution may arrange to televise a Conference women's basketball game back to its local market or DMA. All production expenses for the televising of such games shall be borne by the visiting institution or its production agency, unless other arrangements are made in advance. Production expenses may include reasonable operational assessments such as charges for electricians, telephone line installation or other line installation, or other production facilities, which may be necessary. (Revised August 2003)

**9.8.3.4 Women's Basketball Conference Tournament.** CBS C Networks shall produce and distribute the women's basketball championship, unless otherwise agreed to by CBS C Networks and the Conference. The Conference tournament game(s) shall not be subject to blackout in the DMA of the tournament site unless CBS C Networks and the Conference are in agreement. The Conference shall use its best efforts to broadcast all games of the women's basketball championship into local markets. (Revised April 2006)

**9.8.4 Other Conference Sports.** The Mountain West Conference and CBS C Networks retain the rights to produce and distribute any other regular season and Conference championship tournament competition, as may be determined by the Joint Council. (Revised April 2006)

**9.9 Radio Policies.** The director of athletics' and senior woman administrators' designated governance groups shall be empowered to resolve administrative questions regarding radio rights related to the sports over which each group has jurisdiction, subject to the approval of the Joint Council. Significant policy issues shall be forwarded to Board of Directors as necessary and appropriate. Broadcast rights to all Conference championships are the exclusive property of the Mountain West Conference. Entities that have not purchased the rights to broadcast a championship shall not air, either live or delayed, description of any game action. (Revised April 2006)

**9.9.1 Visiting Radio Rights.** Granting of broadcasting rights shall be jointly approved by the athletics directors of the host and visiting Conference institutions for Conference games. Neither party shall permit its radio entity to broadcast into the home area of the other party without approval of the other party. This in no way precludes the broadcasting of events by stations in the same market or the overlapping of radio signals from different markets. Granting of broadcasting rights to a visiting non-conference institution shall be at the discretion of the host institution's athletics director.

**9.9.2 Broadcast Facilities.** A visiting Conference team shall be provided normal facilities for one official non-university radio outlet by the home institution at no charge for baseball, basketball, football and volleyball. For Conference games, member institutions may provide available press box space to a second official non-university radio outlet, provided the outlet is a non-English speaking station. Provision of facilities for visiting non-conference institutions shall be at the discretion of the host institution's athletics director.

**9.9.3 Rights Fees.** The host Conference institution shall determine the rights fees to be charged to visiting broadcasting entities (both primary and secondary/unofficial), but the philosophy shall be not to charge a rights fee to the flagship station of a visiting Conference institution.

**9.9.4 National Radio Broadcast Rights – All Sports.** The following shall govern Mountain West Conference national and satellite radio broadcasts in all sports. (Revised April 2006)

- a. CBS C owns the exclusive rights to distribute all Mountain West Conference events via national and international over-the-air and satellite radio. (Adopted April 2006)
- b. Any national or international over-the-air broadcast shall be "blacked out" in the DMA of each member institution participating in the event (this does not include satellite radio broadcasts). (Adopted April 2006)
- c. CBS C shall retain the right to use any local radio feed owned and controlled by the Mountain West Conference or any member institution to broadcast on national and international over-the-air and satellite radio. (Adopted April 2006)
- d. The Assistant Commissioner for Communications shall serve as the contact for national radio broadcast arrangements. All agreements for national radio broadcasts shall be

negotiated and coordinated through the Assistant Commissioner for Communications. There shall be no agreements for national radio broadcasts in basketball and/or football entered into at the institutional level.

- e. In the event of a non-conference home game, the Conference office shall collect the rights fee from the broadcast entity and distribute the fee to the member institution.
- f. Protection of institutional radio markets shall be a part of all negotiations. (Revised April 2002)