

## **Sports and Special Events Media Coverage** (Commercial and Instructional Television)

### **Commercial television**

1. Application for rights to televise a school-sponsored event whether live or delayed must be approved by the designated district administrator.
2. An application must be submitted in advance for superintendent or designee approval. Each event or regular season will be considered individually.
3. An application for a telecast must list the sponsors at the time that the application is submitted. The district retains the right of approval. A reasonable rights fee in an amount to be decided on for each event or season may be charged for televising an event originating in district facilities.
4. The request for permission to televise must include a certificate of liability insurance in the amount of \$1 million per occurrence and a hold harmless agreement on the television station's letterhead signed by the general manager of the station. The hold harmless agreement will read:

“The undersigned station hereby promises and agrees to indemnify and hold the St. Vrain Valley School District RE-1J, its directors, its officers and its employees free and harmless from any and all loss, cost or expense including attorney's fees on account of any claim for injury or damage either to person or property on account of or in any way connected with the operation, performance or activities of the station under this agreement.”

5. Scheduling of events to be telecast and times of day will be by mutual consent to avoid the cablecast competing with other district events. All airings will be delayed unless express written permission is granted for a live telecast.
6. All expenses involved in preparing to telecast any event will be borne by the cable company. Any permanent or temporary modification to be made to any district facility will require the prior written consent of the district. The amount of space in any district facility that may be used for telecast purposes will be allocated in advance by the district.
7. Any breaks during a live telecast must be scheduled in advance with the district and must be for accommodating applicable regulations imposed on the cable company.

### **School district**

1. Any production that is produced using district time and facilities remains the property of and within the control of the district.

2. It will be the responsibility of a district staff member requesting the televising of a school-sponsored event to submit a request to the building administrator. If the building administrator approves, the request will be submitted to the designated district administrator.
3. Any production approved for televising must not infringe upon any copyright.
4. The designated district administrator may require submission for copyright on any production. Copyright applications will be submitted in the name of the St. Vrain Valley School District.

Approved prior to 1993