

SPORTS AND SPECIAL EVENTS MEDIA COVERAGE

I. RADIO BROADCASTS

Radio broadcasts of athletic contests are permitted under the conditions listed in Section III. Broadcasts of other school activities may be permitted by the Superintendent of Schools.

II. TELEVISION BROADCASTS

A. Video Tape: Delayed broadcasts of athletic events are permitted under the conditions listed in Section III. Broadcasts of other school activities may be permitted by the Superintendent of Schools.

B. Live Coverage

1. Live coverage of athletic events and activities to which admission is not charged will be permitted in the same manner as "A" above.
2. Live coverage of athletic events and activities where admission is charged will not be allowed, except on occasions when, in the judgment of the appropriate Principal and the Superintendent of Schools, such broadcasts will be of benefit to the students involved or the School Department. Requests for permission to televise such events must be submitted in writing at least two (2) weeks in advance of the school involved. Any approval granted under this section shall be subject to the conditions outlined in Section III of these policies.

III. CONDITIONS FOR BROADCASTING

- A. All sponsors and types of products advertised must be approved by the Superintendent of Schools.
 - B. Stations are responsible for all arrangements and costs involved for hook-ups and necessary equipment related to the broadcast.
 - C. Any costs incurred as a result of damage to school owned property are the responsibility of the broadcaster.
 - D. Broadcasters assume liability for any personal or property damage caused by any act of their employees or persons under their supervision on school property for the purpose of broadcasting events or for any conditions created by the presence of their equipment or material while on school property.
 - E. The Brunswick School Department will assume no liability for any injury sustained by an employee or person under the supervision of the broadcaster or for any damage to equipment or material placed on the property by the broadcaster.
 - F. The Superintendent may require, at his discretion, proof of liability insurance from any and all broadcasters.
- IV. This policy in no way affects the broadcast or telecast of school events and affairs which are sponsored by the School Department or the Brunswick CATV Committee over the public access channels.

Adopted: Prior to 1974
Revised: 8/9/77
Statutory Reference: 1:404