

AUDIO POLICIES—DIVISION I MEN’S BASKETBALL

These policies are specific to the Division I Men’s Basketball Championship. Policies governing radio and Internet streaming for all NCAA championships may be found at NCAA.com/media.

Westwood One (2020 M Street, N.W., Washington, DC 20036; **202-457-7983**) has exclusive national radio broadcast rights (both terrestrial and satellite rights) to all sessions of the championship, including Internet audio rights. Westwood One will originate live broadcasts via a national network and may syndicate to as many markets as it deems appropriate including the home markets of the participating institutions. In addition, each participating institution’s official radio station or network may purchase rights for terrestrial distribution in its geographic area.

- Broadcast rights will not be granted to the official station or network of the host institution or conference.
- In December, Westwood One or its designee will send a questionnaire to each Division I sports information director seeking information about its originating station or network. In early March, Westwood One or its designee will send to school radio originators a packet that includes a contract, information about ordering telephones and hotel information. All stations desiring to broadcast any game of the championship must complete a radio agreement and submit before the game that will be broadcast.
- By noon on each Monday during the championship, Westwood One or its designee will email or fax to media coordinators the names of the radio personnel who will originate from their sites.

Westwood One has designated **Mike Dodson** and **Cindy Johnson** at IMG to administer the teams’ originations. Dodson can be reached at **859-226-4390**; fax **859-226-4391** or email: mike.dodson@imgworld.com, while Johnson is available at **859-226-4225**; fax **859-226-4391** or email: cindy.johnson@imgworld.com.

- No exclusive rights shall be granted.
- All rights fees must be paid to the NCAA or its designee. Stations will be charged for each game broadcast.

The per-game rights fees are as follows:

Originating commercial station	\$1,200
All affiliates joining a network (per station)	\$250
Noncommercial station that feeds a commercial station	\$750
Noncommercial, university-funded, student station	\$0

Each station or network will be assigned a maximum of four seats. If it is represented by multiple radio originations, the institution shall designate to Westwood One or its designee the priority of stations or networks and the number of credentials distributed to outlets—not to exceed a total of eight seats.

A participating or host institution shall make no additional charge or receive any additional consideration for the rights accorded hereunder to the originating station or network.

The commercial content and format used by radio stations shall conform to acceptable broadcast standards consistent with the promotion and advertising guidelines found at ([ncaa.com/ media](http://ncaa.com/media)). All commercial inventory must adhere to NCAA promotion and advertising guidelines.

Westwood One and the NCAA reserve the right of final approval for all advertising in any championship.

Any station that does not broadcast a game of a championship, after contracting for such space, shall be required to pay a forfeiture fee of 50 percent of the initial rights fee for that particular championship.

Only Westwood One and Turner/CBS television may display banners at tournament sites.

Following are the policies governing live radio originations from the competition venue on both practice days and both game days by agencies other than Westwood One and the institutions' official networks.

- Live or taped play-by-play description of any game is prohibited. "Voicers" or interviews may be fed only after the game has concluded.
- On game days, live programming may originate from inside the venue up to 30 minutes before the first game each day at the site, and after the end of the last game each day at the site. Such programming may originate only from the radio work area inside the media workroom.
- On open practice day, live programming may originate from the radio work area inside the media workroom. Originating stations may broadcast from their courtside position throughout the day on open practice day, but descriptions of other games from the championship that are in progress are prohibited.
- With permission from the head coach, an institution's originating station may have access to their team's locker room prior to the game to conduct interviews for the pregame show.

Radio, television stations and websites are not permitted to use audio highlights from the local (i.e., institution's station or network) broadcast without prior consent of Westwood One and the NCAA.

Radio or television stations, may use audio highlights from the Westwood One national broadcast under the following guidelines:

- Audio clips may not be used until the game is completed;
- Audio clips may not be used on the Internet;
- Such clips for radio should exceed a total of three minutes aggregate for all games in a single day, and should not exceed one minute for a single game;
- Credit for use of audio must be given to "The Westwood One/NCAA Radio Network";
- Non-affiliates of Westwood One must receive prior consent from Westwood One and the NCAA;
- Radio stations may broadcast live feeds of press conferences taken from the audio and video distribution facilities provided by the NCAA.

The NCAA will provide feeds of crowd noise and postgame press conferences to courtside radio broadcast locations.

Westwood One has exclusive Internet streaming rights for every game throughout the championship. Participating institutions and/or its radio rights-holder may not stream its audio via the Internet. Violation of streaming policies could result in revocation of radio rights. Participating institutions' websites, as well as the website of an originating station, may provide a link to the Westwood One Internet stream, which is located at NCAA.com.

The NCAA retains the right to request an audio copy of any game-broadcast originated by a local station. If the NCAA requests a copy, the copy shall be provided free of charge. The NCAA may use the audio from the local broadcast for any purpose it deems necessary including promotional and/or commercial purposes (i.e., within any television production, DVD production, Internet highlights, etc.).

During competition, radio personnel are restricted to an area outside a 10-foot perimeter surrounding the team benches.

Institutions' rights-holders and Westwood One are financially responsible for their own telephone lines, and must order lines through the NCAA Telecommunications Center, 866-474-9244.

Questions regarding these policies may be directed to **Nate Flannery** (317-917-6523, nflannery@ncaa.org), or **David Worlock** (317-917-6120, dworlock@ncaa.org) at the NCAA.