

WVSSAC Media Rights Policies

(Updated February 12, 2026)

Media Rights

- The host school for any athletic competition shall own and manage the media rights (radio, television, streaming) and copyrights, or as mutually agreed upon by the participating schools, for any regular season event.
- The WVSSAC shall retain the media rights and copyright rights to all postseason athletic competitions sponsored by the WVSSAC and have the right to license its rights to a third-party.

Media Rights and Commercial Content Use Policy

- **“Regular Season”** includes all WVSSAC competitions that occur prior to the start of postseason competition.
- **“WVSSAC Events”** includes state championship postseason competitions, including Preliminary Rounds and Final Sites.
- **“Preliminary Round(s)”** include sectional and regional rounds of competition, and the first/second/third rounds of the football playoffs before schools advance to the Final Sites in a WVSSAC Event.
- **“Final Site(s)”** include the final rounds of competition in WVSSAC state championship competitions held at one venue or city. For instance, the final two days of competition in golf championships, quarterfinals/semifinals/finals in basketball and baseball championships, semifinals/finals in soccer championships, and/or finals in football championships.
- **“Media Partners”** are media organizations or businesses licensed by the WVSSAC and include the NFHS Network and MetroNews.

Media Rights for regular season athletic competitions are owned and managed by the Host School or mutually agreed upon by the participating Schools. The School has the right to determine the media outlet and rights fees, if any, and retain any and all media rights fees and copyrights associated with Regular Season games.

The intellectual property, corporate, broadcasting, streaming and media rights to all WVSSAC Events are the exclusive property of the WVSSAC, including titling agreements and sponsorships.

Media Rights for all postseason athletic competitions, including Preliminary Rounds and Final Sites, are owned and managed by the WVSSAC.

The WVSSAC has licensed the NFHS Network to own the postseason video streaming and television rights for all postseason Events in all sports, except as defined herein.

The WVSSAC has licensed WV MetroNews, a division of WVRC Media, as the video/television rights holder for the football championship games, the basketball championship games, and the baseball championship games. These games shall also stream on a non-exclusive basis on the NFHS Network.

The WVSSAC has licensed WV MetroNews, a division of WVRC Media, as the audio/radio rights holder for the football championship games, the basketball Final Site games, the baseball Final Site games, and softball Final Site games. WV MetroNews has first right to broadcast other WVSSAC Final Site Events.

Special consideration for student produced live audio and video coverage of WVSSAC Events when media rights are available. The WVSSAC may, at its sole discretion, waive any right fee if the production is a part of the school's recognized academic program with emphasis on communications or recognized student organization with emphasis on communications and is staffed by students (no more than one non-student or faculty member). The academic program or student organization must be represented by a faculty member who assumes responsibility for the production, including the students' safety. In addition, the live stream must reside exclusively on a school owned and branded site which is available to the public at no cost. This opportunity is not available to an individual student or students that wish to stream the game(s) outside of the abovementioned criteria.

Video Streaming/Television Rights

The WVSSAC shall have the right to grant non-exclusive broadcast licenses to local television stations and video streaming producers for Preliminary Rounds of WVSSAC Events under terms and conditions established by the WVSSAC. These include, but are not limited to:

The NFHS Network has first-right to video stream or televise any Preliminary Round competition of any WVSSAC Event on an exclusive basis. The NFHS and/or MetroNews have the exclusive right to video stream and televise any Final Site competition of any WVSSAC Event.

The license granted by the WVSSAC includes the right to transmit by means of online video streaming or television (VHF, UHF, microwave, satellite, closed circuit, cable television, or other conventional television broadcast or transmission).

In the event that the NFHS Network declines to produce any Preliminary Round competition for any reason, the WVSSAC has the option to grant a non-exclusive media rights license to the competition.

Licensee shall register and pay to the WVSSAC the rights fee in advance of the competition via wvssac.online. Rights fees are specific to video streaming and television as defined herein and any additional terms and conditions posted on the registration site. The WVSSAC has the right to designate management of any available video streaming rights to the Host School (not including football or basketball playoffs).

License fees for School-owned media outlets may be waived at the discretion of the WVSSAC. The school owned outlet will not be permitted to video stream a WVSSAC Event if the NFHS Network has selected the competition on an exclusive basis.

By video streaming or televising any WVSSAC Event, Licensee is required provide its feed of the Event at no cost to the NFHS Network, MetroNews and the WVSSAC. Licensee will be provided a RTMP URL and stream key for the feed upon execution of its rights agreement.

Licensee is required to broadcast four (4) 30-second commercials in each postseason game broadcast for the official WVSSAC presenting sponsor of the WVSSAC Event at no cost to the WVSSAC or its Event presenting sponsor.

Licensee shall cause its on-air announcers to use the WVSSAC Event's presenting sponsor name within the official name of the WVSSAC Event during each postseason broadcast or stream and any on-air promotion of the broadcast or stream at no cost to the WVSSAC or its Event presenting sponsor. In addition, the WVSSAC will provide promotional commercials to air if time permits.

Licensee shall cause its on-air announcers to read a minimum of one (1) time per game promotional announcements and/or public service announcements (PSAs) provided to Licensee by the WVSSAC at no cost to the WVSSAC or its sponsors.

The copyright to all audio produced at the WVSSAC Event is owned by the WVSSAC. The right to any future use, reproduction or distribution of the accounts and descriptions of the WVSSAC Event, or any films, videotapes, audiotapes, or other recordings thereof, for commercial purposes, together with all rights and privileges under the United States copyright laws, hereby are reserved to the WVSSAC, and express written permission shall be obtained from WVSSAC prior to any such use thereof. The Licensee shall incorporate into each production the disclaimer provided by the WVSSAC establishing its rights as granted by the WVSSAC.

Political, tobacco products, firearms, sports betting, gambling or alcohol beverage (including non-intoxicating beer, intoxicating beer, wine, wine coolers, distilled whiskey or liquor or other spirits, or any other alcoholic or intoxicating beverage or drug including bar and clubs) advertising in WVSSAC Event broadcasts or streams is PROHIBITED. Any other business, product, service or ideal that is incompatible with the educational dignity and propriety of the WVSSAC, and its member schools is also prohibited.

Licensee shall hold the WVSSAC and its member schools harmless due to any injury to person or property on the premises of the WVSSAC Event. Licensee agrees to assume all responsibility for any damages which are a direct result of the activities of Licensee or its personnel. Licensee agrees to defend all claims made against the WVSSAC or its member schools from any and all damages related to the WVSSAC Event incurred by the Licensee.

Radio/Audio Broadcast Rights

The WVSSAC shall have the right to grant non-exclusive broadcast licenses to local radio stations for Preliminary Rounds of WVSSAC Events under terms and conditions established by the WVSSAC. These include, but are not limited to:

Licensee shall register and pay to the WVSSAC the rights fee in advance of the competition via wvssac.online.

Political, tobacco products, firearms, sports betting, gambling or alcohol beverage (including non-intoxicating beer, intoxicating beer, wine, wine coolers, distilled whiskey or liquor or other spirits, or any other alcoholic or intoxicating beverage or drug including bar and clubs) advertising in WVSSAC Event broadcasts or streams is PROHIBITED. Any other business, product, service or ideal that is incompatible with the educational dignity and propriety of the WVSSAC, and its member schools is also prohibited.

License fees for School-owned media outlets may be waived at the discretion of the WVSSAC.

Licensee is required to broadcast four (4) 30-second commercials in each postseason game broadcast for the official WVSSAC presenting sponsor of the WVSSAC Event at no cost to the WVSSAC or its Event presenting sponsor.

Licensee shall cause its on-air announcers to use the WVSSAC Event's presenting sponsor name within the official name of the WVSSAC Event during each postseason broadcast or stream and any on-air promotion of the broadcast or stream at no cost to the WVSSAC or its Event presenting sponsor.

Licensee shall cause its on-air announcers to read a minimum of one (1) time per game promotional announcements and/or public service announcements (PSAs) provided to Licensee by the WVSSAC at no cost to the WVSSAC or its sponsors.

The copyright to all audio produced at the WVSSAC Event is owned by the WVSSAC. The right to any future use, reproduction or distribution of the accounts and descriptions of the WVSSAC Event, or any films, videotapes, audiotapes, or other recordings thereof, for commercial purposes, together with all rights and privileges under the United States copyright laws, hereby are reserved to the WVSSAC, and express written permission shall be obtained from WVSSAC prior to any such use thereof. The Licensee shall incorporate into each production the disclaimer provided by the WVSSAC establishing its rights as granted by the WVSSAC.

Licensee shall hold the WVSSAC and its member schools harmless due to any injury to person or property on the premises of the WVSSAC Event. Licensee agrees to assume all responsibility for any damages which are a direct result of the activities of Licensee or its personnel. Licensee agrees to defend all claims made against the WVSSAC or its member schools from any and all damages related to the WVSSAC Event incurred by the Licensee.

Commercial Content License

The WVSSAC shall have the right to grant a non-exclusive, limited rights license to a content creator to acquire and distribute Commercial Content from the WVSSAC Event (**Final Site only**). Commercial Content ("Content") includes non-news gathering material, including but not limited to photo images, video, audio, written or verbal accounts of participants or events, awards/superlatives for commercial purposes. These terms and conditions include, but are not limited to:

Freelance photographers and videographers not affiliated with an established news media outlet who are providing professional services for commercial use are defined as "Content Creators". Online outlets that use content for commercial purposes are defined as Content Creators.

Licensee shall register and pay to the WVSSAC the license fee in advance of the competition via wvssac.online.

One (1) credential will be provided for the Licensee to produce the content of the Event. Additional credential requests are at the discretion of the WVSSAC and/or Game Director and will require a separate Commercial Content license.

Licensee is permitted use of Content for commercial purposes provided (a) the Content is not branded with WVSSAC logos and marks, (b) the Content is not used in or with commercial logos, advertisements or endorsements, (c) the Licensee adheres to WVSSAC intellectual property and name/image/likeness (NIL) policies, and (d) the Licensee complies with all WVSSAC policies regarding professional conduct.

Licensee is solely responsible for securing any permissions or approvals, including the use of school logos and marks, and individuals, including student-athletes, coaches, and staff, prior to the commercial use of photos and images.

Political, tobacco products, firearms, sports betting, gambling, or alcohol beverage (including non-intoxicating beer, intoxicating beer, wine, wine coolers, distilled whiskey or liquor or other spirits, or any other alcoholic or intoxicating beverage or drugs including bars and clubs) advertising associated in any way with content obtained by Licensee is PROHIBITED. Any other business, product, service or idea that is incompatible with the educational dignity and propriety of the WVSSAC, and its member schools is also prohibited.

The copyright to all video and audio produced at a WVSSAC Event is owned by the WVSSAC. The right to any future use, reproduction or distribution of the accounts and descriptions of the WVSSAC Event, or any films, videotapes, audiotapes, or other recordings thereof, for commercial purposes, together with all rights and privileges under the United States copyright laws, hereby are reserved to the WVSSAC, and express written permission shall be obtained from WVSSAC prior to any such use thereof. While content creators, photographers and videographers own the intellectual property rights to individual images, the WVSSAC owns the intellectual property rights to all WVSSAC Events. Therefore, images secured during WVSSAC Events must adhere to the Commercial Content license policies