



MEMORANDUM

November 11, 2012

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Indianapolis, Indiana 46206
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Shipping/Overnight Address:
1802 Alonzo Watford Sr. Drive
Indianapolis, Indiana 46202

www.ncaa.org

TO: Sports Information Contacts of Qualified Institutions for the 2012 NCAA Division III Football Championship.

FROM: Julie Kimmons
Associate Director of Broadcasting.

SUBJECT: 2012 NCAA Division III Football Championship Television, Internet Video Streaming and Radio / Internet Audio Rights.

PLEASE FORWARD THIS MEMORANDUM TO REGIONAL SPORTS NETWORKS (RSN) / LOCAL TELEVISION STATIONS, INTERNET VIDEO ENTITIES AND RADIO CONTACTS

Congratulations on qualifying for the 2012 NCAA Division III Football Championship. This memorandum is to inform you of the guidelines and procedures for obtaining broadcast rights (i.e., television, Internet video streaming, radio / Internet audio) for various rounds of the Division III Football Championship. All of the information included in this memorandum can be obtained by visiting www.NCAA.com/media and clicking on the “Television Rights Overview” link found under Championship Policies (or you can use the following direct link: <http://www.ncaa.com/content/television-rights>).

TELEVISION RIGHTS

On receipt of this memorandum, qualified NCAA institutions, local television stations and RSN’s may email bids to the NCAA to obtain television rights to the NCAA championship. [A sample television rights bid letter can be found in Attachment A.] The bidding deadline is as follows:

	<u>Competition Day(s)</u>	<u>Competitive Bidding Deadline</u>
First Round	Saturday, November 17	Tuesday, November 13 4 p.m. Eastern time
Second Round	Saturday, November 24	Monday, November 19 4 p.m. Eastern time
Quarterfinals	Saturday, December 1	Monday, November 26 4 p.m. Eastern time

Semifinals / Championship. ESPN, Inc. owns the live domestic broadcast television rights and live Internet video streaming rights to the Division III Football Championship semifinal and national championship games. The semifinal games will take place Saturday, December 8 and will air live on ESPN3. (Kick-off times are TBD.) The national championship game will take place at 7 p.m. Eastern time Friday, December 14, and will air live on ESPNU. No other station, other than ESPN, may air the Division III Football Championship semifinal or national championship games, nor show highlights of these games, until the ESPN broadcast is off the air.

Broadcast networks / television stations may use up to three (3) minutes (per newscast) of video footage from any one game, and five (5) minutes total of video footage from all games played on that particular day of competition for up to 72 hours following the game / broadcast. No media entity (commercial or noncommercial) is allowed to display any game video on its website.

If a commercial broadcast entity wishes to license video footage beyond the previously described time period (72 hours), all requests to obtain clips or copies of NCAA championships / events (e.g., game / program records, melt / highlight tapes) need to go through the NCAA / T3 Media (formerly known as Thought Equity Motion) online footage request system, which can be found at the following website: <http://www.t3licensing.com/video/home/ncaa.do>.

The NCAA and its primary media partners own all television and digital / Internet video streaming rights to all 89 NCAA championships. For championship rounds that do **not** have predetermined national television (i.e., Turner, CBS, ESPN) and/or Turner Sports / NCAA.com digital Internet video streaming coverage, the NCAA will award qualified NCAA institutions, RSN / local television stations television rights (while Turner Sports / NCAA.com will award Internet video streaming rights – see the **INTERNET VIDEO STREAMING RIGHTS** section), based on the following criteria:

1. Television rights fee is a minimum of **\$1,500 per game / per broadcast entity (i.e., per network / station).**
2. All game times will be determined by the NCAA in conjunction with the host institution. Games times may be adjusted, at the NCAA's sole discretion, to accommodate broadcast windows for the entity that wishes to acquire these rights to increase the national, regional or local exposure of the Division III Football Championship.
3. The television entity that is awarded television rights must provide the NCAA with satellite coordinates or a fiber feed for each game(s) [or broadcast window(s)]. Please email the coordinates and satellite details to Frank Rhodes (frhodes@ncaa.org) and Julie Kimmons (jkimmons@ncaa.org) **not later than 4 p.m. Eastern time, the Wednesday prior to game.**
4. The television entity that is awarded television rights must strictly adhere to the NCAA's 24-hour Silent Blackout Policy. The only relief that will be granted with this policy is if the host institution has sold out its competition venue.

BLACKOUT POLICY. The NCAA does **not** implement local blackouts for NCAA championships; however, a "silent" blackout may be implemented until 24 hours prior to the start of the televised championship event for regions within a 50-mile radius of the event. A "silent" blackout restricts the television station from announcing that it has obtained the rights or promoting the broadcast on any medium (e.g., newspapers, television, radio, Internet). If the "silent" blackout is broken, the NCAA maintains the right to cancel the broadcast. The blackout policy does **not** apply to CBS, ESPN or Turner telecasts.

5. Since ESPN is the NCAA primary media partner for domestic television rights of the Division III Football Championship, the NCAA will allow any ESPN network (e.g., ESPN, ESPN2, ESPN Classic, ESPNNews, ESPNU, ESPN3) to do a "live cut-in" to any Division III Football first-round, second-round or quarterfinal games for up to 10 minutes per hour. ESPN may also show highlights before the completion of the contest.
6. If a television or broadcast entity (i.e., television station, NCAA conference, NCAA institution) is **not** willing to meet the aforementioned criteria, the NCAA broadcast rights will **not** be granted.

Additional Television Rights Criteria That Will Be Considered Are As Follows:

1. Financial package.
2. Coverage area (how many households delivered).
3. Relationship with the institution (e.g., produced five regular-season Division III football games and 10-Division III football coaches' shows during the regular season).
4. Production quality (e.g., number of manned cameras, number of videotape replay machines, layout of television production truck, number of announcers, type of graphics looks).
5. Prior bidding in current championship.
6. Live broadcast or tape-delay broadcast.

All television rights bids should be submitted to Julie Kimmons (jkimmons@ncaa.org). Competitive bidding deadlines are put in place so television stations that are serious about producing NCAA championship game(s) get adequate notice to plan production details and promotion of telecasts. The minimum bid for commercial stations is **\$1,500 per game / per station**. Local campus and/or noncommercial television stations may have the rights fee waived.

The NCAA **will not** produce any Division III Football Championship games for television syndication. Stations that obtain television or Internet video streaming rights to the remaining games from the NCAA must produce games at their own expense. In most cases, the NCAA **will not** allow more than two television production trucks into the same facility. The NCAA will work to get multiple television outlets to work together in sharing production facilities, crew and announcers. [In this situation, the multiple television outlets involved must all submit to the NCAA a television rights bid letter.] Finally, if requested in your television rights bid letter, the NCAA will send local stations the NCAA Productions generic open animation, NCAA microphone flags, NCAA graphics look and selected production elements.

Television stations awarded rights will be given all local commercial time to sell in accordance with NCAA advertising policies. The NCAA reserves the right to keep four 30-second spots for NCAA public service announcements per game. In some cases, the NCAA will waive this option unless a particular game is carried to a large number of households. The NCAA's advertising and promotional standards can be found at <http://www.ncaa.com/media> and clicking on the "NCAA Promotion and Advertising Guidelines" link found under Broadcast Information (or by using the following direct link: <http://www.ncaa.com/content/ncaa-promotion-and-advertising-guidelines>).

The NCAA also requires a BETACAM SP copy and ISO MELT / clean highlights of each game for the NCAA Video Library delivered within four business days after the telecast. Local stations must pay for the cost of the dub and the shipping charges to the NCAA. The NCAA will accept DIGITAL BETA, DVCAM or HDCAM, DVC Pro HD and HD-SR tapes. If your master is on any other format, you must transfer it to new HD or BETACAM SP tape stock for the NCAA at your expense. ***All game record tapes and ISO MELT tapes should be shipped to the NCAA Video Library:***

T3 Media

Attn: Eric Sproat

3001 East Pershing Boulevard, Suite 135

Cheyenne, WY 82001

Phone: 610/329-1425

[Please Note: There has been a change to the contact information / mailing address to where you will need to send your game records.]

INTERNET VIDEO STREAMING RIGHTS

In accordance with the NCAA's digital rights agreement with Turner Sports Interactive, Inc. (Turner), Turner owns the exclusive rights to stream all NCAA championships live via the Internet, mobile applications, and related devices, except for those championships, which fall under a prior national television and/or digital rights agreement (i.e., CBS, ESPN).

If Turner elects to exercise its right to distribute an NCAA championship event via live video streaming, **NO SECONDARY STREAMING RIGHTS WILL BE GRANTED** to university athletics departments, university television networks, student-operated television networks, local / regional television networks or other media outlets (collectively, "Third-Parties").

If Turner elects **NOT** to exercise its Internet video streaming rights, certain Third Parties MAY REQUEST PERMISSION TO VIDEO STREAM selected NCAA championship events (the "Event Coverage") from Turner. **All requests must be submitted to Turner online at www.ncaa.com/rights-request.**

If you are awarded Internet video streaming rights, then you must provide the link to ncaa-desk@turner.com and Dustin.Ovitz@turner.com **not later than 4 p.m. Eastern time, the Wednesday prior to the game.**

RADIO / INTERNET AUDIO STREAMING RIGHTS

The NCAA championship radio rights (radio and/or internet audio streaming) must be obtained from IMG College. All stations broadcasting any round of an NCAA championship shall be required to fill out the NCAA Championship Radio / Internet streaming online form. [Click here to access the form](#) or to view the NCAA's Audio Policy (<http://www.ncaa.com/content/audio-policies-0>)! Questions may be directed to IMG College's Mike Dodson (mike.dodson@imgworld.com; 859/226-4390). [The online radio agreement](#) must be fully completed including the I.P. address of the audio player if the broadcast is going out via the Internet and submitted by fax in advance of the round to be broadcast. [Please note: radio / internet audio streaming rights will **not** be granted until the online form is completely filled out.] Any satellite radio questions should be directed to Julie Kimmons (jkimmons@ncaa.org) at the NCAA national office.

The NCAA reserves all rights and final decisions regarding NCAA championships, broadcast rights or related television, Internet video or audio streaming, radio and satellite radio matters.

Thank you for your interest in the 2012 NCAA Division III Football Championship.

JNK:als

Attachments

cc: Selected NCAA Staff Members

November 13, 2012

VIA EMAIL (jkimmons@ncaa.org)

Ms. Julie Kimmons
Associate Director of Broadcasting
NCAA Championships and Alliances, Media Services
P.O. Box 6222
Indianapolis, Indiana 46206-6222

Dear Ms. Kimmons:

<WXYZ-TV> wishes to obtain the NCAA championship broadcast rights to televise the 2012 NCAA Division III Football Championship <first-round> game between <University A> and <University B> at <1 p.m.> Eastern time <Saturday, November 17>, from <Anytown, State>. In addition, should <University A/B> win the <first-round game>, <WXYZ-TV> wishes to obtain the broadcast rights to the <second-round game>.

<WXYZ-TV> wishes to televise the game live. <WXYZ-TV> bids <AMOUNT> to the NCAA for the rights to televise the <first-round> game. <WXYZ-TV> also wishes to Internet video stream the game live on <WXYZ-TV website> and has applied for the Internet video streaming rights with Turner Sports.

<WXYZ-TV > production will consist of <describe production elements here>. <WXYZ-TV> reaches <number> households in the <City, State / Region> DMA(s). <WXYZ-TV> televised <number> regular-season Division III football games this past year featuring <University A/B>. In addition, <WXYZ-TV> has also produced and aired <number> Division III football coaches' shows of <University A/B>.

If awarded the bid(s), <WXYZ-TV> will follow all NCAA promotion and advertising guidelines, which include no use of professional football players, no state lottery or casino ads, no tobacco products and limited sale of alcohol ads per hour. <WXYZ-TV> will provide the NCAA a HDCAM game record and ISO highlight clean melts of the game for the NCAA videotape archives within four business days of the game. <WXYZ-TV> will pay for the cost of videotape stock and shipping to T3 Media. **[Please Note: On Page No. 4 of the bid memorandum, there is new contact information / mailing address to where all game records need to be sent.]**

Finally, <WXYZ-TV> will provide the NCAA the backhaul satellite coordinates by **4 p.m. Eastern time <Wednesday, November 14>**.

<John Smith>, <Title>
<WXYZ-TV>
<Station billing address>
<Direct work phone number>
<Cell phone number>
<Email address>

NCAA LOGO LIBRARY INSTRUCTIONS

The NCAA has a Digital Library that now houses all NCAA logos. This system replaces the NCAA Logo Library system. The new address is <https://sportgraphics.widencollective.com/Login.html>.

To access the new system, you will need to create a "Login". To create a login:

1. Click on "New user?" below the Login button.
2. At the next screen, it asks for a passcode.
3. If in the old Logo Library you signed on as a:
 - Licensee, type licensee in the passcode field
 - **Media, type media in the passcode field**
 - Corporate Champion/Partner, type corporate in the passcode field
 - Member Institution, type membership in the passcode field
4. Fill in all other fields.
5. Click on request and you are finished.

Once you register as a "new user", a notification will be sent to your e-mail address permitting you to access the site. This process takes approximately 24 hours to receive permission to access the site.

Once you receive access, you will be able to search for logos by several categories such as gender, division, sport, and year. After finding your images, you will need to add them to your "cart" and proceed to the "checkout". You will be asked for some information such as name, e-mail and how the image will be used. On completion, NCAA brand management will be notified of your request. Approval of the request will follow within 24 hours, and you will receive an e-mail with a link allowing you to download the image(s).

We recommend that you visit the site to create a "Login" well in advance of needing the images to allow appropriate time for the permission process.

Please contact Julie Kimmons (jkimmons@ncaa.org; 317/917-6047) with any questions.