

## ***Policies and Procedures***

<b>SECTION:</b> <b>Administration</b>	<b>NO.</b> <b>2.1.5.</b>		
<b>CHAPTER:</b> <b>General</b>	<b>ISSUED:</b> 7/7/82	<i>REV. A</i>	<i>REV. B</i>
<b>POLICY:</b> <b>Telecast of Athletic Events</b>	<b>PAGE 1 OF 1</b>		

Creighton University's purpose in permitting telecasts of competition in which its athletic teams engage is to (1) achieve exposure for the University and its athletic programs and to (2) generate reasonable income.

Ordinarily, telecasts will not be permitted if tickets sales will be adversely affected.

Creighton University considers its athletic programs to be a significant part of its composition and of its primary mission of education.

Therefore, the University insists that there be a reasonable balance between major and minor, men's and women's athletic events allowed to be televised.

Creighton also recognizes that its students in communications and broadcasting curriculum should have the opportunity through the telecasts for laboratory production experience in remote sports productions.

The University wants the opportunity on occasion to help fulfill its obligation to participate in the programming of the Omaha Educational Consortium System by telecasts of selected Creighton athletic events. Telecasts of Creighton athletic events on this system may at times be given priority to fulfill the University's obligation to the consortium and its concomitant educational mission. However, Creighton recognizes the special needs, attractiveness, and potential of commercial television enterprises.

Accordingly, in the spirit of cooperation to meet their needs, Creighton University on a regular basis will supply interested television companies with schedules of all athletic events that the University will allow to be televised. The television company will then select those contests that it wants to originate for its own programming on its own channel, at its own expense and time, by a predetermined deadline. There must be a commitment at an agreed upon date. The University will do its best to honor these requests and confirm rights to specific event telecasts.

Following determination of what events the television system will be permitted to telecast, the units of the University responsible for programming the Educational Consortium channels will arrange for telecasts of other specific events with the Athletic Department of the University. Assignment of rights to telecast specific events will rest primarily with the Athletic Department, but what best serves the long-range interests of the University in its total context as an institution of higher learning in the judgment of its administration always must be the primary consideration.

Post-season events (not pre-scheduled) are governed by the same policy.

The University expects the television system to advertise and promote those Creighton University athletic events that it is granted the right to telecast.