

January 20, 2023

Testimony before the Senate Committee on Education

RE: Senate Bill 13

Bill Faflick, Executive Director

Respectfully submitted on behalf of the Kansas State High School Activities Association

Chairman Baumgardner and Members of the House Committee on Education:

Thank you for the opportunity to provide perspective regarding Senate Bill 13.

On behalf of the 355-member senior high and 404-middle/junior high schools, the membership of the Kansas State High School Activities Association oppose the proposed amendment to current statute as noted in Senate Bill 13. Thank you for the opportunity to provide perspective on this request for the designated amendment.

Considerations for SB 13:

- The KSHSAA started video media rights agreements in 2011.
- The media rights contract has been held by three different entities over the 12 years.
- In the 2021-22 school year we had 208 NFHS Network accounts in the state of Kansas that equaled 10,241 events streamed on line that year by our member schools. That does not count the postseason events. Those events are being done at the free will of the member schools as they own the media rights to their regular season contests.
- An exclusive agreement with a media partner allows for the KSHSAA guarantee that an event will be streamed. We have been able to stream bowling, gymnastics and cross country recently. Those events would not have been available online for viewers to watch without the NFHS Network.
- The NFHS Network broadcasted 352 KSHSAA postseason events in 2021-22. That is \$127 per event based on rights fee. They had the option to many more if you count all KSHSAA postseason events.
- The NFHS Network contracts with local broadcasters and production in Kansas to execute the production of an event.
- NFHS Network is \$11.99/month unlimited viewing. The KSHSAA does not receive the \$11.99
- KSHSAA has never charged for Radio (audio only) broadcasts.
- School broadcasts are no charge.

-When an event is not picked up by the NFHS Network for broadcast that event/game is available for other media entities to purchase the media rights. (See broadcast agreement forms. Mindy should have submitted with testimony)

-Missouri = Radio is \$25-50

TV LIVE is \$3000

Media entities wishing to video webcast must stream to MSHSAA platform only.

Pay per view fee = \$15.00 for one tournament.

-Nebraska is an NFHS Network state

TV LIVE is \$1,500

Live video webcast \$150-\$250/ Schools not on NFHS is \$100

-Colorado is an NFHS Network state

Live TV is \$3,000

Live video webcast is \$500-1,000 depending on level and sport

Radio is \$20-\$100 depending on level and sport

-The KSHSAA has worked with the Kansas Association of Broadcasters when concerns have been raised. We feel there is a mutual respect for what each association must do to conduct business.

-The KSHSAA works with the NFHS about what events to cover. If the KSHSAA feels that covering one event over another prohibits local media entities we typically leave it available for the local broadcaster. Not all cases but we do our best.