

**WESTERN NEBRASKA COMMUNITY COLLEGE
POLICIES AND PROCEDURES**

SECTION: External Relations 100.0000.83
SUBSECTION: College-Community Relations 115.0000.98

Proprietary Rights
Policy Number: 115.0500.98

POLICY

The Board is desirous to protect its proprietary rights and licensing rights of all of its intercollegiate athletic programs; and, the Board hereby establishes the following rights, practices, and procedures concerning games and sporting events wherein the College is a participant:

- 1) The College has the exclusive right and ownership to all sporting events conducted on the property of the College, or property controlled by the College, wherein the College is a participant, which shall include, but is not limited to, all rights concerning the transmission or aid in the transmission of any description, account, picture, representation or results of the game or related events;
- 2) The College has all exclusive rights concerning the College logo, or any other official college logo and mascot normally associated with the College's intercollegiate sports, such as the Cougar mascot, the term "Cougarball" and other such generally accepted related terms, phrases, logos, and designs;
- 3) Games broadcast wherein the College is a participant in intercollegiate sports is a protected property right and proprietary right of the College. The broadcast, rebroadcast, or recording in any form from the property of the College of an intercollegiate athletic even wherein the College is a participant without the expressed written consent of the College is strictly prohibited;
- 4) The College may enter into an agreement with a third party for the radio broadcast of home and away games of any of the College's intercollegiate athletic programs, the terms of which shall be agreed to by the Board;
- 5) If a visiting team broadcaster wishes to broadcast a game from the property of the College, then in that event the broadcaster shall enter into an agreement under the terms of which the broadcaster agrees that he shall not allow the broadcast or rebroadcast of its signal to be received in the following counties in Nebraska: Scotts Bluff, Cheyenne, or Box Butte. This restriction shall not apply to the visiting team broadcast of games between the College and Eastern Wyoming Community College;
- 6) As a condition of allowing visiting teams to broadcast games from the property of the College, the visiting team broadcaster shall enter into an agreement which incorporates the terms as set forth in the preceding paragraph. If visiting teams or their broadcasters shall allow their signal to be broadcast in Scotts Bluff County, Cheyenne County, or Box Butte County in the state of Nebraska, the visiting team broadcast shall be immediately terminated and the broadcast rights to broadcast shall be forfeited.

DEFINITIONS

N/A

APPLICABILITY

N/A

Adoption Date: 1998

Revision Date (and Board of Governors' Minutes Item Number):

Prior Policy/Procedure Number:

Schedule for Review:

Divisions/Department Responsible for Review and Update:

Sponsoring Division/Department:

Rescinded Date:

Cross Reference:

Procedure(s) for Policy:

Related Policies/References: