

LHSAA Media Policies & Procedures

2025-2026



Louisiana High School Athletic Association
Media Policies & Procedures

Our objective is to provide a first class, professional environment for working media and to provide extensive, hospitable services during state tournaments. We recognize the difficulty of covering the state championships, and we acknowledge the rights and responsibilities of bona fide media representatives as they cover and report on these events. The LHSAA appreciates the positive publicity our schools and athletes receive as a result of your work.

Reputable news-gathering organizations will understand the need for the LHSAA to have the following policies and procedures for media attending and covering our state championship events.

Please note that the following policies apply only to competitions conducted by the LHSAA member schools during the LHSAA state championship events. Failure to comply with the following policies and procedures will result in your outlet having its credential privileges revoked by the LHSAA.

Unless otherwise agreed to in writing by LHSAA, LHSAA is the owner of the rights to and the copyright holder of all LHSAA audio-visual work, which includes all still photographs taken of LHSAA events, all film, videotape and audiotape of LHSAA events and the live audio and visual broadcasts of LHSAA-sponsored events. Still photography, filming, videotaping and audio recording is prohibited at LHSAA events, except as expressly and specifically authorized by LHSAA. All video, broadcast and title rights for LHSAA-sponsored events are the exclusive property of LHSAA. The selling or redistribution of photographs, film, videotape, and audiotape from LHSAA events for personal or commercial gain is strictly prohibited without the express written permission of LHSAA, and discovery of any unauthorized distribution will result in the revocation of credentials and/or possible civil damages.

****THE LHSAA OWNS THE RIGHTS TO ALL AUDIO-VISUAL CONTENT AT STATE EVENTS****

Media Credentials for State Championships

All credentials must be worn and displayed at all times and are only to be used by (A) full-time and/or significant part-time employees. Those employees (B) must be 18 years or older and (C) must be in a legitimate working capacity. LHSAA media credentials are not for the use of children, sponsors, friends, family, spouses, parents, or other individuals not representing a legitimate media outlet.

The LHSAA will evaluate several criteria when determining whether to approve state tournament credential applications. Credential requests may be denied for reasons including, but not limited to, the following:

1. Inconsistent or insufficient coverage of high school sports
2. Limited or lacking bona fide news content
3. Absence of established editorial oversight
4. Media presence limited to social media platforms or unverified webpages
5. Content that reflects negatively on game officials or LHSAA student-athletes
6. Affiliation with or promotion of substances or activities such as drugs, alcohol, tobacco, gambling, or any advertising deemed inappropriate or inconsistent with the values of interscholastic athletics, as determined by the LHSAA

For regular season events, the media shall contact the host school's athletic department. For sectional, district, and regional games media shall contact the site manager or the appointed media coordinator. For state tournament/championship games, media credential requests must be submitted to the LHSAA by using the official credential application form. See below for more details on the official credential application.

Note: Please visit LHSAA.org > Media > Media Credential Application. The deadline to apply for media credentials varies per LHSAA State Championship sporting event, **check the credential application form for those deadlines.**

Media Credential Limits

The LHSAA has the right to limit the number of media credentials a media outlet can request for state tournament/championship events depending upon the media outlet's purpose and coverage.

Print Media

The LHSAA will make every effort to provide a phone line for the purpose of filing stories and photos at state tournament events. For questions regarding phone lines for print media, please contact the individual facility manager at the event.

Photography

Please be aware that each LHSAA State Championship venue may have its own policies regarding the use of cameras. If cameras are permitted at a specific venue, the following LHSAA guidelines will apply:

- **Spectators:** We kindly ask fans not to bring cameras to LHSAA State Championship events. *GeauxPreps.com* is the official photography provider for all state tournaments and will have your photography needs covered.
- If you do bring a camera, please note that **professional-grade lenses are not permitted**. This includes any lens that exceeds **5 inches in length when fully retracted or compacted**.

The **sale of photographs taken at LHSAA state tournament events is strictly prohibited**. The LHSAA will not issue media credentials to any photographer whose images are intended for purposes other than legitimate news coverage. Only credentialed members of **recognized news-gathering organizations** may use photography for editorial purposes.

All official LHSAA state tournament photos are distributed and sold exclusively through the **GeauxPreps.com Photography Team**. To purchase championship photos, visit: GeauxPreps.com/Photos.

Important Restrictions for Credentialed Media & Spectators:

- Photos taken by credentialed media or spectators **may not be sold** under any circumstance.
- Credentialed photographers **may not give photos** to current student-athletes or their families, nor may they post galleries from state events on personal websites or social media.
- If a credentialed photographer posts a photo on a personal website, **it may not be made available for high-resolution download**.
- Photo gallery size and usage limits vary by sport and team coverage.

During the regular season, **host schools** determine which media and photographers may have sideline access. For state tournament events, **all media credentials and photography access are handled by the LHSAA Communications Department**.

LHSAA Bylaw 6.25

"BROADCASTS 6.25.1 During the regular season, the home team shall have the sole authority to allow a radio broadcast, a telecast or the transmission of a play-by-play account of a game over the internet.

6.25.2 During a state playoff game, both schools shall mutually agree before a play-by-play account of the game can be transmitted by a radio broadcast, a telecast or over the internet. This rule shall apply only to the sports of baseball, boys' and girls' basketball, football, and softball.

6.25.3 Only the LHSAA Executive Director shall negotiate and approve radio, television, and internet broadcasts for all state championships. Broadcast fees for all state championships shall be set by the Executive Director."

Television Stations

All footage shot at the LHSAA state championships shall be used for highlights/tape delay only by credentialed media. Any other use is strictly prohibited.

The NFHS Network provides exclusive live streaming for the sports of volleyball, football, wrestling, boys and girls soccer, boys and girls basketball, softball, track and field, and baseball. Sports not included in this list are available to be streamed or televised if the NFHS Network declined coverage.

NFHS NETWORK DECLINED EVENT PRODUCTION AND FEE STRUCTURE

Third Party Productions: Terms and Requirements.

The below fees represent the minimum amounts LHSAA must charge for a NFHS Network Declined Event. LHSAA is not required to allow a commercial third party to broadcast a Declined Event and the granting of permission is at the discretion of LHSAA.

LHSAA may choose to increase these fees and add in other restrictions pursuant to their current media policies.

(Postseason) PLAYOFFS	Radio	Internet Stream		Television Broadcast	
		Live	Delayed/On Demand	Live	Delayed/On Demand
Football	\$150	\$500	\$250	\$1,500	\$750
Basketball	\$150	\$250	\$150	\$1,000	\$500
Baseball	\$150	\$250	\$150	\$1,000	\$500
All other sports	\$150	\$150	\$100	\$500	\$250

<i>(Postseason) CHAMPIONSHIP</i>	<i>Radio</i>	<i>Internet Stream</i>		<i>Television Broadcast</i>	
		<i>Live</i>	<i>Delayed/On Demand</i>	<i>Live</i>	<i>Delayed/On Demand</i>
Football	\$500	\$1,000	\$500	\$3,000	\$1,500
Basketball	\$150	\$750	\$250	\$2,000	\$1,000
Baseball	\$150	\$750	\$250	\$2,000	\$1,000
All other sports	\$150	\$300	\$150	\$1,500	\$750

1. **School-Based Productions: Terms and Requirements.** Schools may elect to produce Declined Events for streaming on the Network. The following terms and requirements shall apply to those circumstances. Fees for Internet streamed events produced by a LHSAA member school will be waived as long as the event is exclusively distributed either live or delayed on the Network using the Network video streaming infrastructure. Streaming software and access to the Network will be made available to schools at no cost, provided that the school utilizes both the consumer subscription platform and video player offered by the Network as its sole means of distribution.

School-based productions must include students on the production crew, must be supervised either directly or indirectly by a school administrator, and use broadcast equipment under the control of the school.

2. **Event Matrix.** The following table and footnotes illustrate the different scenarios (**ability to produce** and **fee requirements**) for Schools and third-party companies to produce content for Network Rights-held events.

Entity	NFHS Network Produced Event	NFHS Network Declined Event
School streaming <u>exclusively</u> to the NFHS Network/State Portal	Limitations Apply(I) <u>No</u> Rights Fee	Yes, with <u>No</u> Rights Fee
School <u>not</u> streaming to the NFHS Network/State Portal	No	Yes, with Rights Fee
Third Party Media Company	No	Yes, with Rights Fee

Note (1): For schools that have a team in an event that the NFHS Network is producing, and requests to produce the event with a school-staffed production group as defined above, the following limitations apply:

- a. Space permitting; The NFHS Network has location priority for booth, camera locations, talent, and technical support.
- b. No live streaming
- c. No live television
- d. On-demand (delayed) streaming is permitted, with no restriction on airing after the event concludes.
- e. Only team vs. team events are allowed; no events or meets with multiple participating schools in the same event.
- f. The event is not the State final or championship of a state sport.

STREAMING

The LHSAA and its broadcast partner, The NFHS Network, own all playoff and championship broadcast and streaming rights. The use of any live streaming apps, such as Facebook Live, Instagram Live, Twitter, Game Changer etc. by any person is expressly prohibited unless written permission has been obtained from the LHSAA. The request to live-stream must be approved by the host school's Athletic Director.

Internet Sites/Magazines/Specialty Publications:

Requests will be considered on an individual basis.

Member School Yearbook/Photography Personnel

Faculty and/or parent school photographers **WILL NOT** be granted media credentials to LHSAA State Championship events. Students may be approved on a case-by-case basis. Student Yearbook Photographers will only be credentialed if they are approved by their principal and will be accompanied by a faculty member at all events.

If a school media department would like to request state championship photographs for yearbook/ media purposes, please email Michael Odendahl of GeauxPreps or text/call (225-921-6263) for five **complimentary** state championship photos.

Member School Videographer Personnel

Member school videographers **WILL** be granted media credentials to LHSAA State Championship events with proper school identification and approval from the principal. Please apply at LHSAA.org--> Media--> Media Credential Application.

LHSAA member schools will have the opportunity to apply for two (2) **student** videographers/photographers at each state championship event.

Postgame Press Conference Interviews

At the LHSAA State Football and Basketball Championships, a formal postgame press conference will take place in an interview room. In most instances, the losing coach will precede the winning coach in the rotation, and all immediate postgame interviews must take place in the interview room. All one-on-ones, etc. must take place after the formal press conference.

Postgame interviews must be conducted off the playing court or field. These interviews may not begin until the official trophy presentation has concluded. Only the LHSAA's TV and or streaming partner(s) have the right to conduct postgame interviews on the court or field. NO EXCEPTIONS.

Parking, Meals, Refreshments & Wi-Fi

Unfortunately, parking at most of the LHSAA Championships is at a premium, and media specific parking is only available at select venues.

Refreshments and food are available at some events, when possible, but representatives should be prepared to provide their own meals. All LHSAA Championship Events have easily-accessible concession stands or vending areas, please be prepared to plan your food needs around the event itself.

Most facilities have Wi-Fi capabilities; however, we cannot guarantee the Wi-Fi will be efficient. Please be prepared to have documents saved on your personal device.

Radio Stations

The LHSAA will make every effort to provide a phone line and arrange for press box space for radio personnel for LHSAA state tournament events. Press box space may be arranged by contacting the LHSAA for state tournaments or the individual facility manager at all other events. You must agree to the terms and conditions presented in the request credentials procedure before your station will be allowed to broadcast.

All post-season play broadcast fees must be paid by the championship date. All checks can be made payable to LHSAA. All radio fees are \$150 per game, with the exclusion of football, which is \$500 per game, all broadcasts must include the LHSAA sponsor reads. No exceptions. For the Prep Classic, please mail all checks to LHSAA headquarters. 12720 Old Hammond Highway, Baton Rouge LA, 70816. Attn: Ethan Anderson

LHSAA Contact Information

Louisiana High School Athletic Association
12720 Old Hammond Hwy
Baton Rouge, LA 70816

Media Contact:

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