



MEDIA GUIDELINES POLICIES & PROCEDURES 2026-2027



Louisiana High School Athletic Association

Media Policies & Procedures

The LHSAA's objective is to provide a first-class, professional environment for working media and to extend extensive, hospitable services during state tournaments. We recognize the challenges of covering state championships and respect the rights and responsibilities of accredited media representatives as they report on these events. The LHSAA appreciates the positive exposure our schools and student-athletes receive as a result of your work.

To maintain fairness, consistency, and the integrity of our events, the following policies and procedures apply to all media attending and covering LHSAA state championship competitions. These policies apply only to competitions conducted by LHSAA member schools during LHSAA state championship events. Failure to comply with these guidelines may result in the immediate and indefinite revocation of media credentials at the discretion of the LHSAA.

Unless otherwise agreed to in writing, the LHSAA retains control of the broadcast, streaming, commercial and other event media rights associated with LHSAA-sponsored events. This includes, but is not limited to, still photography, film, video, audio and live broadcasts. Professional recording, filming or photography is permitted only with prior authorization from the LHSAA.

All broadcast, video and title rights for LHSAA-sponsored events are the exclusive property of the LHSAA. The sale or redistribution of photographs, video, film or audio recordings for personal or commercial gain without written consent is strictly prohibited. Any unauthorized use or distribution may result in credential revocation and/or civil action.

We value the partnership of the media in highlighting the accomplishments of Louisiana's student-athletes. Your cooperation in respecting these policies helps us create the best possible championship experience for schools, athletes, fans and media alike.

****LHSAA CONTROLS THE BROADCAST, STREAMING AND COMMERCIAL MEDIA RIGHTS AT STATE EVENTS****

Media Credentials for State Championships

All credentials must be worn and displayed at all times and may only be used by full-time and/or significant part-time employees who are 18 years or older and working in a legitimate media capacity. LHSAA media credentials are not for the use of children, sponsors, friends, family members, 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. Freelancers will only be credentialed under special circumstances. Credential requests may be denied for reasons including, but not limited to:

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 is threatening, harassing, defamatory or otherwise inappropriate toward game officials, LHSAA personnel or student-athletes.
6. Affiliation with or promotion of drugs, alcohol, tobacco, gambling or any advertising deemed inappropriate or inconsistent with the values of interscholastic athletics, as determined by the LHSAA

Regular season: Media should contact the host school's athletic department.

Sectional, district and regional games: Media should contact the site manager or appointed media coordinator.

State tournament/championship games: Media credential requests must be submitted to the LHSAA using the official credential application form.

Please visit [LHSAA.org](https://lhsaa.org) → Media → Media Credential Application. Application deadlines vary by state championship event; refer to the credential application for the applicable deadline.

Media Credential Limits

The LHSAA has the right to limit the number of media credentials a media outlet may request for state tournament and championship events based on the outlet's purpose and coverage.

Photography

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 apply.

Official championship photography: GeauxPreps.com serves as the LHSAA's contracted championship photography service provider. Complete event galleries will be made available following championship events to expand access to championship photography for participating schools, families, fans and media.

Spectators: Spectators may bring cameras provided they comply with the policies of the host facility. Professional-grade lenses are not permitted, including any lens that exceeds 5 inches in length when fully retracted or compacted.

Credentialed media: Only credentialed members of recognized news-gathering organizations may use photography for legitimate editorial coverage unless otherwise authorized in writing by the LHSAA.

Commercial use: Photos taken by credentialed media or spectators at LHSAA state championship events may not be sold, licensed or otherwise distributed for commercial gain without prior written authorization from the LHSAA.

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.

Videography

Footage recorded at LHSAA state championships by credentialed media may be used for editorial highlights and delayed or edited coverage only. Any other use is prohibited unless approved in writing by the LHSAA.

Per NFHS Network policy, video content is limited to a maximum of five minutes per event unless prior written approval is obtained from the LHSAA.

Footage from state championships taken by credentialed media or spectators may not be sold, licensed or otherwise distributed for commercial gain without prior written authorization from the LHSAA.

Broadcasting & Streaming

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."

NFHS Network Rights

The NFHS Network provides exclusive live streaming for volleyball, football, wrestling, boys' and girls' soccer, boys' and girls' basketball, softball, track and field, and baseball. Sports not included on this list may be streamed or televised if the NFHS Network declines coverage.

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.

School-Based Productions

Schools may elect to produce Declined Events for streaming on the Network. Fees for internet-streamed events produced by a LHSAA member school will be waived as long as the event is exclusively distributed 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 the school uses 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, be supervised directly or indirectly by a school administrator, and use broadcast equipment under the control of the school.

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

Championship	Radio	Internet Stream		Television Broadcast	
		Live	Delayed/On Demand	Live	Delayed/On Demand
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

Event Matrix

The following limitations apply to schools that have a team participating in an event produced by the NFHS Network and request to produce the event with a school-staffed production group:

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

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

Live Streaming

The LHSAA and its broadcast partner, the NFHS Network, own all playoff and championship broadcast and streaming rights.

The use of live-streaming applications, including Facebook Live, Instagram Live, X/Twitter, GameChanger or similar services, by any person is prohibited unless prior written permission has been obtained from the LHSAA.

Any request to livestream an LHSAA playoff or championship event must be submitted to the LHSAA for approval and may also require coordination with the host school's Athletic Director.

Internet Sites, Magazines and Specialty Publications

Requests will be considered on an individual basis.

Member School Yearbook/Photography/Videography Personnel

Member schools competing in a state championship event will receive one media credential allocation for school yearbook, photography or videography personnel.

The school administration shall determine who receives the credential, and the principal or athletic director must complete the credential application and designate the individual representing the school.

Additional credentials for student media personnel may be considered upon request and are subject to available space and LHSAA approval.

School administrators may apply through the LHSAA website each sports season for each state championship.

LHSAA.org → Media → Media Credential Application

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 runner-up team will precede the winning team in the rotation. All immediate postgame interviews must take place in the interview room. One-on-one interviews may take place after the formal press conference.

Postgame interviews must be conducted off the playing court or field and may not begin until the official trophy presentation has concluded.

Only the LHSAA's television and/or streaming partner(s) have the right to conduct postgame interviews on the court or field.

Parking, Meals, Refreshments & Wi-Fi

Parking at most LHSAA Championships is at a premium, and media-specific parking is available only 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 accessible concession stands or vending areas; please plan food needs accordingly.

Most facilities have Wi-Fi capabilities; however, the LHSAA cannot guarantee reliable or efficient Wi-Fi. Media representatives should be prepared to have necessary documents saved on their personal devices.

Radio Stations

The LHSAA will make every effort to provide a phone line and arrange press box space for radio personnel at LHSAA state tournament events.

Press box space may be arranged by contacting the LHSAA for state tournaments or the individual facility manager at other events.

Stations must agree to the terms and conditions presented in the credential request procedure before being permitted to broadcast.

All postseason broadcast fees must be paid by the championship date.

Radio fees are \$150 per game, except football, which is \$500 per game. All broadcasts must include required LHSAA sponsor reads.

For the Prep Classic, payment should be submitted to the LHSAA office prior to the championship.

LHSAA Contact Information

Louisiana High School Athletic Association
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Media Contact:

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