
LHSAA Media Policies & Procedures

2020-2021



Louisiana High School Athletic Association

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The goal of the Louisiana High School Athletic Association (LHSAA) is to provide the media with a credentialing process that is easy to follow. 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 tournament events.

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

Media Credentials for State Tournaments

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. Unprofessional conduct or “cheering” in the working news media area at LHSAA tournament contests is not permitted. 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 use a number of criteria to determine if state tournament credentials will be granted. Reasons for a denied credential application include, but are not limited to

1. Lack of sustained coverage of high school sports,
2. Lack of sufficient bona fide news content,
3. Lack of editorial oversight or an emphasis on recruiting,
4. Social media webpages,
5. Internet sites associated in any capacity with drugs of any kind, alcohol, tobacco, gambling of any kind, and any advertising considered in poor taste or not in compliance with the mission of interscholastic athletics as determined by the LHSAA.

For regular-season events, 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 games, media credential requests must be submitted to the LHSAA by using the official credential application form.

Note: Please visit www.lhsaa.org → News & Media → Media Information, for the credential application. The credential application is to be filled out by the sports editor/director. 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 events depending upon the media outlets purpose and coverage. Below are general guidelines the LHSAA follows when approving media credentials.

- Weekly Newspapers will be limited to two (one writer and one photographer) media credential.
- Television News Stations will be limited to three media credentials.
- Radio Stations will be limited to three media credentials.
- Daily Newspapers will be limited to three (two writers and one photographer) media credentials.
- Websites/internet news outlets are considered on a case-by-case basis.

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

The LHSAA prohibits the sale of photographs from LHSAA state tournament events, and will not credential any photographers whose photos will be used for any purpose other than legitimate media coverage. Photography is only to be used by legitimate news gathering agencies. RomaPics is responsible for distributing and selling photos at LHSAA state tournament events.

During regular-season events, the host school is responsible for determining which media and photographers can have sideline access. During postseason LHSAA contests, the site manager or media coordinator are responsible for determining access. For state tournaments, the LHSAA's communications department is responsible for credentialing and determining access.

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 postseason 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, for the broadcast and must include the LHSAA sponsor reads. No exceptions.

LHSAA Bylaw 6.26

"BROADCASTS 6.26.1 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.

6.26.2 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.

6.26.3 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 will be used for highlights/tape delay only. Any other use is strictly prohibited.

The NFHS Network and/or Cox Sports Television (CST) provide exclusive live streaming and TV broadcast 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 and CST decline 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 |

| (Postseason) CHAMPIONSHIP | Radio | Internet Stream | | Television Broadcast | |
|------------------------------|---------------------------|-----------------|-------------------|----------------------|-------------------|
| | | Live | Delayed/On Demand | Live | Delayed/On Demand |
| Football | \$500 (in the Dome) | \$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 and technology 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 ⁽¹⁾ <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 partners (CST and NFHS Network) own all playoff broadcast and streaming rights. The use of any live streaming apps, such as Periscope, Meerkat, Facebook Live, Instagram, Twitter Live etc. by any person is expressly prohibited unless written permission has been obtained from the LHSAA. Request to live-stream must be approved by the host school's Athletic Director during regular-season games.

Internet Sites / Magazines / Specialty Publications:

Request will be considered on an individual basis.

Recruiting Services / Scouts

The LHSAA **does not** issue media credentials to college coaches, recruiting services or scouts.

School Yearbook / Newspaper Personnel

A letter signed by the school's principal on school letterhead must be submitted to the LHSAA (see contact information at the bottom of this page) at least three calendar days prior to the beginning of the tournament requesting a tournament pass for its yearbook and/or newspaper staff member. The individual must have proper school identification to receive credentials to enter the event. Each member school shall be limited to ONE media credential per event. The media credential may not be used by parents or friends nor is the credentialed person allowed to take pictures for parents and/or friends with the parents' and/or friend's camera. The purpose of the "School Yearbook/Newspaper" credential is to permit a complimentary entrance into the event for which the person is gathering information.

Photos shall be limited to only the school's team members while in competition and/or presentation of awards. Photos taken during an event may not be sold or used in any capacity outside of the purpose(s) of their school's yearbook and/or newspaper. The LHSAA has an exclusive photography contract with RomaPics.

Postgame Press Conference Interviews

At the LHSAA State Volleyball, 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 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 partner(s) have the right to conduct postgame interviews on the court or field. NO EXCEPTIONS

Parking, Food, Drinks & Wi-Fi

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

Drink 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, so be prepared to plan your food needs around the event itself.

Most facilities have Wi-Fi capable access, however we cannot guarantee the Wi-Fi will be efficient. Please be prepared to have documents saved on "the cloud" or another way of accessing the internet.

LHSAA Contact Information

Louisiana High School Athletic Association
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Baton Rouge, LA 70816

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