



LHSAA Media Policy

The goal of the Louisiana High School Athletic Association 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 championship events. Failure to comply with the following policies and procedures will result in your outlet having its credential privileges suspended by the LHSAA.

New LHSAA Penalty Ruling Media Policy

In order to better accommodate the media for information on penalty rulings, the Executive Committee chose to adopt a concrete policy on how the LHSAA will issue information to media outlets and the public.

Each penalty ruling will be released to the media 24 hours after the LHSAA has notified the school(s) involved in the infraction. This will allow schools adequate time to inform and notify whomever they need to about the violation before it is open to the public.

Due to liability issues and potential legal ramifications with information involving minors, the Association will not release any individual's name or personal information.

Media Credentials:

The LHSAA Championship events are a once-in-a-lifetime experience for most of the participants and as such, the LHSAA and its site management personnel must demand stricter clearance and behavioral standards.

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.

Media Credential Limits:

The LHSAA establishes a limit on the number of media credentials a media outlet can request for championship events depending upon the media outlets purpose and coverage.

- Weekly Newspapers will be limited to **two** (one writer and one photographer) media credential.
- Bi-Weekly Newspapers will be limited to **one** media credential.
- Television News Stations will be limited to **two** media credentials.
- Radio Stations will be limited to **two** media credentials.
- Daily Newspapers will be limited to **three** (two writers and one photographer) media credentials.

Print Media:

The LHSAA will make every effort to provide a phone line for the purpose of filing stories and photos at State Championship Events. For questions regarding phone lines for print media, please contact Becky French, LHSAA Media Coordinator, at (225) 296-5882 or the individual facility manager at the event.

Photography:

The LHSAA prohibits the sale of photographs from LHSAA State Championship 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. **Musemeche Photography** is responsible for distributing and selling photos at State Championship events.

Radio Stations:

The LHSAA will provide phone lines and arrange for press box space for radio personnel for LHSAA State Championship Events. Press box space may be arranged by contacting Becky French, LHSAA Media Coordinator at (225) 296-5882 or the individual facility manager at the event. A radio broadcast agreement must be completed and turned in to Becky French before your station will be allowed to broadcast. Radio agreement may be found on the LHSAA website.

Television Stations:

Television stations must make prior arrangements with the LHSAA Marketing Director (Mitch Small) when setting up a live remote or stand-up shots at all Championship Events. We appreciate and encourage such shots, but want to ensure the easiest arrangements for all parties involved. This will save everyone time and help alleviate potential problems with event security.

For delayed TV broadcasts please make prior arrangements with the LHSAA Marketing Director (Mitch Small). The LHSAA TV/INTERNET broadcast agreement form must be completed, and the appropriate rights fee must be paid before you go on the air. A delayed television broadcast is also available at a reduced rate. Please contact the LHSAA for specific rates and more information.

Note: All footage shot at the LHSAA state championships will be used for highlights only, unless proper arrangements have been made prior to the event and the LHSAA TV/INTERNET broadcast agreement has been completed and turned in to Mitch Small, Marketing Director. Any other use is strictly prohibited.

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. **Commercial for-profit internet sites will not be issued credentials. Paid membership-only sites will not be issued credentials.**

School Yearbook/ Newspaper Personnel:

A letter must be submitted to the LHSAA (Attn: Becky French) from the school's principal (at least three calendar days prior to the beginning of the tournament) requesting one tournament pass for a yearbook and/or newspaper staff member with proper school identification. The media credential may not be used by a parent or friend. 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 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 the **Musemeche Photography**.

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 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.

Parking, Food, Drinks:

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.

Contact Information:

Louisiana High School Athletic Association

Main Phone: 225.296.5882 **Main Fax:** 225.296.5919