



# IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

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## MEDIA POLICY UPDATES: SCHOOL MEDIA

August 2025

Hello member school ADs and staff –

This message is to keep you on top of IHSAA media policy for the start of the 2025-26 school year. We have a few major changes, so please review these items before hosting that first big event and wondering what to do.

To stay up to date going forward, please click (and refer interested folks to) the **Media page** on our website.

### 1. New School Credentials

Included in this packet are new IHSAA credentials for school media members. We have two categories for these passes:

1. STUDENT: Active students using the passes for school media (newspaper, yearbook, website) purposes;
2. STAFF: Active educators or district staff members responsible for media and communications.

Each school may distribute or manage their Student and Staff passes as they see fit. These IHSAA credentials can be identified with a blue patterned design. Please maintain these passes -- we plan to provide annual stickers in the future.

### 2. New Professional Credentials

We will be sending new IHSAA credentials to approved professional media organizations (newspaper, radio, TV, website) for regular season and postseason lead-up coverage. Our new Media Advisory Committee has requested these passes include names and photos of these media members, as possible. These IHSAA credentials can be identified with a red patterned design, similar to the school credentials.

### 3. Credentials At Your Events

With the understanding that every school, sport, facility, and event is different...

We recommend requesting media members identify themselves at your school's IHSAA events by wearing these red and blue credentials. This can simplify your process for determining "who is media?" at events. A media check-in list at your ticket entry can help with this as well. Questions on this? Check out our Media Policy Manual or contact us directly.

### 4. State Tournament Credential Registration

Starting this fall, all school and professional media members will be required to register for credentials in advance of IHSAA state tournament events. The new blue credential by itself will NOT guarantee entry at state tournaments.

Stay tuned: We will have a new form and process announced this fall for these state tournament registrations.

Thank you!

