



IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

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MEDIA UPDATE: October 17, 2025

Hello IHSAA media members –

Hard to believe postseason time is already here. This memo is to keep you informed of IHSAA media requests and practices for fall 2025. To stay up to date going forward, please click (and refer interested folks to) the [Media Page](#) on our website.

1. Football Playoffs

Release: Just like over the past few seasons since separating football's smaller school (2A, 1A, A, 8P) and larger school (5A, 4A, 3A) schedules, we will release football's playoff qualifiers and final standings as soon as possible on Friday nights (Oct. 17, Oct. 24), followed by matchups at 10 a.m. on Saturday mornings (Oct. 18, Oct. 25). All this information will be published on our [State Playoff Central page](#) and social media.

Credentials: Your IHSAA credentials are good for access in playoff rounds prior to the UNI-Dome. We still recommend confirming with host schools their media entry processes and reserving any space you might need. There are no radio rights fees for the three football playoff rounds prior to the UNI-Dome.

2. Video Access

Media outlets and schools interested in producing video livestreams during IHSAA postseason lead-up events must follow our [Video Access process](#). There are a few different options for getting this done – please check out the flowchart attached to this memo (below) for a simplified explainer. We are keeping policies and fees the same as last school year. We are also working to streamline embeds for Showcase applicants who utilize Hudl/VCloud.

3. State Cross Country

Media registration for the two-day state meet in Fort Dodge will be managed by IGHSAU, as they also manage ticketing and entry for the event. Stay tuned for their registration process. We will share it on our website and with our media list.

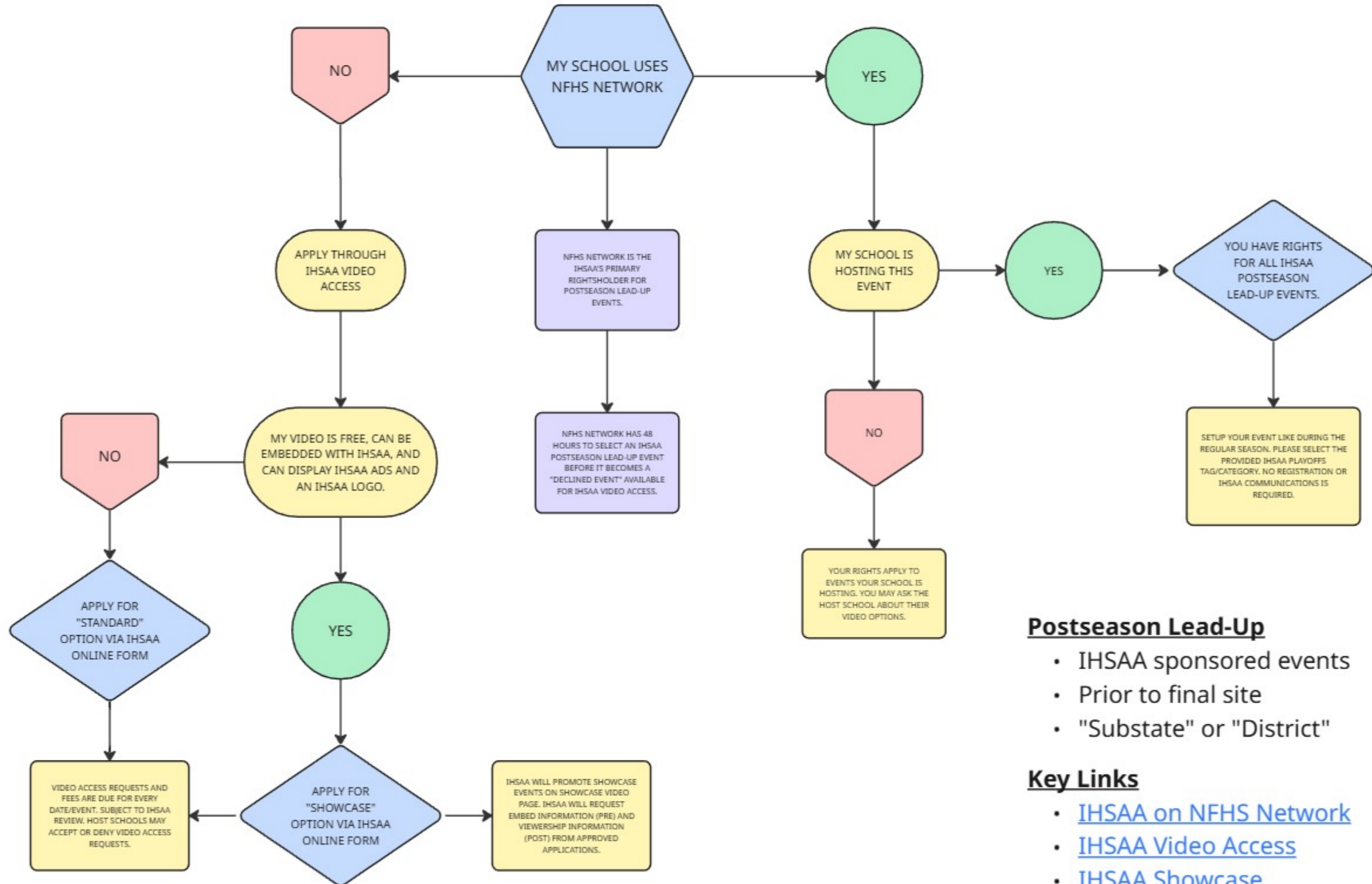
4. Radio Partner Information

Friendly reminder that [registration for Radio Partners](#) is open as a new IHSAA feature. This new option allows radio/audio outlets to cover state tournament events at a set rate. The Radio Partner option is \$500 per station/signal and includes two seats at any and all IHSAA state tournament (final site; e.g., UNI-Dome for football) events your team(s) participate in. The per-event option is still available at \$150 per game/session for two seats. Corporate or multi-station packages and additional seating requests will be handled directly by the IHSAA communications team. All registrations and payments are subject to review.

Good luck with your coverage over the next few busy weeks!



IHSAA POSTSEASON VIDEO ACCESS 2025-26 FLOWCHART FOR VIDEO PRODUCERS



Postseason Lead-Up

- IHSAA sponsored events
- Prior to final site
- "Substate" or "District"

Key Links

- [IHSAA on NFHS Network](#)
- [IHSAA Video Access](#)
- [IHSAA Showcase](#)