Missouri State High School Activities Association
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2026-27 MSHSAA Media Policy Changes

NEW: Year-Round Media Credentials

During the annual Media Advisory Committee meeting this past April, committee members recommended that our office explore implementing a Year-Round Media Credential. They shared feedback from several media outlets expressing concerns that on-site media procedures were not always being enforced consistently, particularly at non-championship host sites. Committee members believed a more visible identification system would help schools quickly distinguish credentialed media members from non-media personnel.

The MSHSAA Board of Directors approved this recommendation during its June meeting. As a result, MSHSAA will introduce a new Year-Round Media Credential for the 2026-27 academic year, allowing select media outlets to apply for year-round access to MSHSAA postseason events.

For the inaugural year, eligibility will be limited to media outlets classified as Radio, Newspaper, Website, or Television within the MSHSAA Media Credentialing System that were approved for at least one media credential during each of the three championship seasons—fall, winter, and spring—of the previous academic year.

Following the conclusion of the 2026-27 academic year, our office will evaluate the program and determine how to move forward.

NEW: Linear/Cable TV Broadcast Pricing Model

Linear/Cable TV stations wishing to broadcast a MSHSAA postseason contest may do so. The following fees apply:

Linear/Cable TV Live Broadcast		
	Individual Contest	**Annual Fee**
All Levels/Classes (Non-Final Site)	Contact MSHSAA (andrew@mshsaa.org)	Contact MSHSAA (andrew@mshsaa.org)
All Levels/Classes (Final Site)	Contact MSHSAA (andrew@mshsaa.org)	Contact MSHSAA (andrew@mshsaa.org)

Linear/Cable TV Delayed Broadcast (must air 24 hours after start of contest)		
	Individual Contest	**Annual Fee**
All Levels/Classes (Non-Final Site)	$250/contest	$750
All Levels/Classes (Final Site)	$500/contest	$1,500

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Audio-Only Broadcast Fees Eliminated, Must Join MSHSAA Audio Network

The MSHSAA Board of Directors has eliminated the $100 fee to the MSHSAA Audio Network (formerly known as the Audio Affiliate Program), and all per-game audio-only broadcast rates. Media outlets who wish to conduct an audio-only broadcast may do so provided they join the MSHSAA Audio Network and agree to the terms and conditions, which include:

- Offer a free broadcast to the public.
- Identify themselves as a part of the MSHSAA Audio Network whenever possible.
- Air or read a minimum of two MSHSAA PSA's per event.
- Promote MSHSAA sports and activities regularly throughout daily programming.
- Provide live or delayed audio feed to MSHSAA, upon request.

MSHSAA's Right to Access 10 Freelance Photographer Photos Free of Charge Eliminated

This was a policy the MSHSAA Board of Directors originally adopted in 2019, but it has never been used by the MSHSAA office. We also received feedback from several media members who have misinterpreted the policy, leading to confusion. Given these concerns, this policy was removed to eliminate unnecessary misunderstandings.

Venue Curfews

A 60-minute venue curfew will be implemented for all media at a final site starting from the last operational activity (final press conference, trophy presentation or contest) at the venue. The 60-minute venue curfew is also recommended (not mandated) for all other postseason sites.

MSHSAA has never had any written policies on this matter, and this clearly defines our expectations. In addition, this aligns us with the practices of other state associations. The Media Advisory Committee agreed that a 60-minute window is a fair and reasonable compromise for all stakeholders. In addition, setting this curfew will provide future championship hosts with clear expectations for how long their facility should remain open at the end of the night.