

## **Flour Bluff ISD Media Credential Guidelines**

Flour Bluff Independent School District welcomes media outlets to provide coverage of any and all athletic events. Due to the rising number of media requests, Flour Bluff ISD is following the UIL Media Guidelines. To ensure the safety of student-athletes, staff, spectators, and media groups, FBISD requires all media to submit a media credential request. The request will be reviewed, and an appropriate media pass will be issued once the media outlet has been approved.

Only individuals with a Flour Bluff ISD-issued media pass will be allowed access to designated areas in the Press Boxes and/or the playing fields of Flour Bluff ISD Athletics. Areas include Hornet Stadium, Athletic Field House, Baseball Field, Softball Field, Tennis Courts, Natatorium, Varsity Gym, and Wranosky Gym.

### **General Criteria to receive media credentials for Flour Bluff ISD Athletic events include:**

- Media outlet must be a publication or broadcast program that regularly covers Flour Bluff ISD students, staff, and the district via original content and featured stories. Media outlets include radio, television, newspapers, magazines, and the Internet.
- Requester must be employed (full-time or part-time) with the media outlet requesting credentials. Only individuals who freelance with an approved media outlet will be granted a media pass.
- Any media outlet requesting credentials must have been in business for at least one full calendar year.
- Flour Bluff ISD student-led organizations or classes whose purpose is to provide coverage for the district.

### **Individuals who receive media credentials for Flour Bluff ISD Athletic events must adhere to the following:**

- Remain in areas designated for Media/Press only.
- Individuals granted sideline access to the football field must stay at least 5 yards from the sideline to allow coaches, umpires, and players room to maneuver. In addition, individuals with sideline access must stay between the 25-yard line and the end zone of either end of the field.
- Flour Bluff ISD must pre-approve all live-streamed or telecast events.
- Broadcasting or streaming of any sports game should be no more than three minutes long and be used for highlight purposes only.
- Any interview with either team's coaches or players will occur before or after the game. All requests for interviews must be preauthorized through FBISD athletic staff.
- All media are expected to remain outside of the team areas. Athletes and Coaches should not be approached before, during, or after a game unless prior approval from the athletic staff has been granted.

- All media are expected to remain off the court during Volleyball or Basketball games.
- Credentials should always be worn and visible.
- Press box access is limited and reserved on a first come, first serve basis. This area is dedicated to radio, a general media area, and a room for scouts.
- No flash photography.

### **Newspapers**

Credentials will be provided only to reporters covering hometown or circulation-area teams. NEWSPAPERS MUST IDENTIFY THE SCHOOL(S) THEY ARE COVERING IN THEIR ONLINE MEDIA CREDENTIAL REQUEST.

Daily newspapers, weekly newspapers, and publishing companies will have different limits on the number of credentials they may be granted, these numbers differ by sport. NEWSPAPERS WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS.

### **Statisticians and Commercial Photographers**

Flour Bluff ISD does not issue media credentials for statisticians or commercial photographers.

### **Radio Stations**

Radio stations must be in good standing with FBISD and should have permission from the Public Information Office to broadcast the games. The Executive Director of Communications will handle any disputes.

### **Television**

STATIONS WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS. Television stations must identify school(s) they are covering in their online media credential request.

Contests may not be filmed entirely, and footage should be used for highlight purposes only.

### **Internet Sites**

A representative from Internet sites interested in covering FBISD events should request credentials prior to the deadline established by FBISD, following the same protocol as other media outlets (see above).

Requests will be considered on an individual basis. Internet sites may have up to two credentials. INTERNET SITES WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS. Sites must identify school(s) they are covering in their online media credential request.

Websites will not be credentialed unless they meet the specifications outlined below:

1. Must be a legal corporate entity that has been in business for at least one full calendar year.
2. Must provide original regular coverage of FBISD athletic teams with its own staff of full-time reporters, photographers, and equipment.

**The following Internet sites will not be granted credentials:**

- **Personal page Internet site publishers**
- **Agate Internet sites**
- **Sites that do not produce original content on a daily basis.**
- **Internet sites associated in any way with the promotion of alcohol, tobacco, gambling, political election issues/candidates or lewd subject matter.**
- **Any other Internet site deemed in poor taste or not in compliance with the mission, vision, and goals of FBISD.**

## **Magazines**

A representative from magazines interested in covering the games should request credentials prior to the deadline established by FBISD for each event, following the same protocol as other media outlets (see above).

Requests will be considered on an individual basis. Magazines may have up to two credentials. MAGAZINES WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS. Magazines must identify school(s) they are covering in their online media credential request.

**The following Magazines will not be granted credentials:**

- **Magazines associated in any way with promoting alcohol, tobacco, gambling, political election issues/candidates or lewd subject matter as determined by FBISD.**
- **Any other magazine deemed in poor taste or not in compliance with the mission, vision, and goals of FBISD.**
- **Magazines must furnish, upon request, samples of previous issues. Samples would need to be received before the deadline established by FBISD for each event to request a credential.**

Flour Bluff ISD reserves the right to refuse or revoke media credentials for any noncompliance with the District's media credential guidelines, for causing a disturbance, or for any conduct unfitting for a school-sanctioned event.