

General NISD Athletic Media Policy

It is the goal of the Northside Independent School District to provide the media with comprehensive, hospitable services during NISD Athletic events. We appreciate the positive publicity our schools and athletes receive as a result of your work. Collaboration between the athletic office, communications office and campuses has formulated a NISD media policy. We have tried to address as many media groups as possible. We understand that different media outlets have different needs, and we strive to meet the needs of everyone involved. This policy applies to media outlets interested in covering NISD athletic events held at NISD athletic facilities. Request for campus interviews should be vetted through the NISD Communications Department.

Only individuals with NISD issued media credentials will have access and protocol must be followed.

- To request media credentials, you must fill out the online credential request form.
- Media outlets must identify school(s) they are covering in their credential request.
- Each person, along with his or her duties (reporter or photographer), must be listed in the request.
- **Requests via telephone or email will NOT be accepted.**
- **REQUESTS MUST BE RECEIVED 48 HOURS PRIOR TO THE EVENT. LATE REQUESTS MAY NOT BE CONSIDERED.**
- The NISD makes the final determination of whether or not media credential requests are granted. If your request is denied, the NISD will make every attempt at contacting your media outlet via the email provided in the credential request. It is your responsibility to assure your credential request has been successfully received. All credentials will be placed on reserve at the event site and will not be mailed.
- You may check the status of your credential request via e-mail at: nisd.athletics2020@gmail.com

PLEASE NOTE

Credentials or tickets for spouses, friends, children, etc. will not be provided.

Acceptance of the media credentials to an NISD event constitutes an agreement by the individual to abide by all media regulations of the Northside Independent School District.

FLASH PHOTOGRAPHY: The use of electronic flash equipment, other than remote off-camera strobe flash, is prohibited at all indoor UIL events including volleyball and basketball.

Newspapers

Credentials will be provided only to reporters covering hometown or circulation-area teams. **NEWSPAPERS MUST IDENTIFY 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. The NISD must have names for all persons claiming passes, and all persons must bring photo identification.

NEWSPAPERS WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS.

Radio Stations

Radio stations providing a live broadcast of the event will be limited to space available in all sports.

Radio stations not doing a broadcast of the event will be limited to one credential. **STATIONS WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS.** Radio stations must identify school(s) they are covering in their online media credential request.

Radio stations must be in good standing with the school they are covering and should have permission from that school to broadcast its game. The NISD Athletic Office and Communications Department will handle any disputes.

Television/Internet Streaming

TV stations will be limited to space available in all sports **STATIONS WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS.** Per district approval, games can be filmed in its entirety and within the UIL guidelines. Television stations must identify school(s) they are covering in their online media credential request.

Per UIL policy, highlight footage should be no more than three minutes long.

Internet Sites

A representative from Internet sites interested in covering games should request credentials prior to the deadline 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 specifications outlined below:

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

No credentials will be issued to any website that is not deemed by the NISD Athletic Department to have adequate editorial oversight.

The following Internet sites will not be granted credentials:

- **Personal page Internet site publishers**
- **Agate Internet sites**
- **Internet sites associated in any way with the promotion of alcohol, tobacco, gambling, political election issues/candidates or lewd subject matter as determined by the NISD**
- **Any other Internet site deemed in poor taste or not in compliance with the mission of Interscholastic athletics as determined by the NISD**

Magazines

A representative from magazines interested in covering NISD events should request credentials prior to the deadline 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 the promotion of alcohol, tobacco, gambling, political election issues/candidates or lewd subject matter as determined by the NISD**
- **Any other magazine deemed in poor taste or not in compliance with the mission of Interscholastic athletics as determined by the NISD**

Magazines must furnish, upon request, samples of previous issues. Samples would need to be received before the deadline to request a credential.

High School Student Media

Administrators of schools participating in the tournament should request credentials prior to the deadline following the same protocol as other media outlets (see above). **SCHOOLS WITH NO VESTED INTEREST IN THE EVENT WILL BE DENIED CREDENTIALS**—If your school is not participating at the event, you will not be granted credentials.

Each school will be issued three student media credentials in all sports except football. Football may have seven media credentials. Credentials are intended for use by students in their school's journalism program and should include newspaper, yearbook and broadcast journalism on a single request. Only individuals with NISD-issued media credentials will be allowed access. Students must show a valid student identification card from a high school participating in the event in order to obtain NISD media credentials – no exceptions.

Individuals issued student media credentials are not required to purchase a ticket to enter the event.

Contests may not be filmed in their entirety and footage should be used for highlight purposes only.

Highlight footage should be no more than three minutes long.

High School media credentials will not be considered for parents, booster clubs, spirit groups, team photographers or other coaches to take pictures or footage of the contest.

Commercial Photographers

The NISD does not issue media credentials to commercial photographers. Media credentials are intended for media purposes only. The UIL prohibits the sale of photographs from NISD athletic events.

Recruiting Services

The NISD does not issue media credentials to recruiting services or scouts.

Additional Information

The NISD's goal is to provide the best service possible to the working media. Part of this responsibility is guaranteeing that services are available only to the working media. To request media credentials, please follow the protocol listed above by filling out the online credential request form.

We welcome your questions or comments regarding this matter.

COVID-19 Addendum

Due to evolving COVID-19 guidelines the Northside ISD athletic department will limit sideline/court media access at each of the district athletic venues. Media request can be made to cover an athletic event utilizing the online credential request form 48 hours prior to the event. **If approved, a pass will be issued from the athletic office to cover the game from the stands.** Request made 48 hours or less will NOT be approved.

- Campus administration and athletic coordinator will inform the athletic department up to 2 media/photographers per school to cover their event. Request can be made utilizing the online credential request form 48 hours prior to the event. A pass will be issued from the athletic office.
- Campus administration and journalism will inform the athletic department of 2 student photographer per school to cover the event.
- The following media personnel approved for sideline/courtside access:
 - Campus Journalism
 - Major Media Affiliates (ABC, CBS, NBC, FOX, ESPN)
 - Express News
 - MaxPreps endorsed by Texas High School Coaches Association

Notice of Credential Use Conditions

All individuals granted media credentials agree to the following conditions.

The Bearer of this Credential acknowledges receipt and review of, and agrees to be bound by, the conditions stated below. This credential is issued for the sole purpose of providing access to accredited media who have a legitimate working function in connection with the NISD. This credential is non-transferable and may be revoked at any time without cause. Any unauthorized use of credentials subjects the bearer to ejection from the venue and prosecution for criminal trespass.

Any photograph or video taken at an NISD event may not be reproduced displayed or used for personal purposes or financial gain. This credentials authorizes the use, solely by the assigning news organization and solely for news and editorial coverage of the Event, of the descriptions accounts, photographs films, audio or video recordings, or drawings of or relating to the Event (including, without limitation, any interviews, press conferences or other venue activities related to the Event) taken, made, created, or compiled by the Bearer while attending the Event (collectively, "Materials"). For the avoidance of doubt, Materials may not be exploited by the assigning news organization at any time for any purpose other than news and editorial use. Any other use or attempted use by the Bearer or the assigning news organization at any time and for any

purpose is expressly prohibited, unless the organization has obtained the advance, written permission of the Northside Independent School District.

As between the Bearer and the assigning news organization and the NISD, The NISD is the exclusive owner of all copyright's trademarks, and other proprietary rights in its names and logos, and in the Event and all Materials (in any and all media) related thereto, except for the assigning news organization's materials created pursuant to and authorized by this credential.

The Bearer and the assigning news organization assume all risk related to or incidental to, and hereby release the NISD, its officers, employees, and agents from any and all liability arising in connection with, attending the Event or creating or using Materials. The assigning news organization agrees to indemnify and hold harmless the NISD, its officers, employees and agents from and against all liability, loss, damage or expense arising out of the issuance of this credential, the Bearer's presence in the venue, or any other activity of the Bearer or assigning news organization in connection with the Event (including, without limitation, any claims that Materials infringe the intellectual property rights, publicity rights or other rights of any third party).

Live Event Distribution: Live event coverage of University Interscholastic League Athletics is subject to contractual agreements with the League's broadcast partners and multi-media agencies.

Note to Television Stations Regarding Use of Game/Competition Video: The University Interscholastic League media policy permits television entities to use up to three (3) minutes of Event video highlights on air (whether taken from the network feed or shot themselves).

Attendance at the Event constitutes agreement by the assigning news organization and the Bearer to abide by the foregoing conditions.