

# Sample High School Athletic Media Policy

**Policy Owner:** [School Name] Athletic Department

**Effective Date:** [Date]

**Applicability:** All regular season home athletic events.

## 1. Credentialing Philosophy

[School Name] welcomes and values the coverage of our student-athletes and teams. To ensure a safe and professional environment, all media members must be credentialed. For **regular season home events**, [School Name] manages its own credentialing process and is not required to honor NCHSAA or other external passes.

**Postseason events are governed by the NCHSAA media policy, which will be enforced.**

## 2. Credential Request Process

- **Requests:** All credential requests for regular season events must be submitted to the Athletic Director, [AD Name], at [AD Email] at least 24 hours prior to the event.
- **Approval:** Credentials are issued at the sole discretion of the [School Name] Athletic Department and are reserved for legitimate working members of the media.
- **Issuance:** Approved media will receive a confirmation email and/or a digital pass, or will be placed on a will-call list at the gate. A physical pass may be issued for the season upon request and approval.

## 3. Media Access & Conduct

- **Credentials:** Your credential must be visibly worn at all times. It grants access only to designated media areas and **does not grant access to the field of play, court, team areas, or locker rooms.**
- **Professional Conduct:** Media are expected to exhibit professional and sportsmanlike behavior. Interference with the game, coaches, officials, or student-athletes is strictly prohibited.
- **Interview Policy:**
  - **No in-game interviews.** Do not approach players, coaches, or officials during competition or halftime.
  - A **10-minute cool-down period** will be observed following the conclusion of the contest before interviews are permitted.

- **All interview requests** must be coordinated through the on-site Athletic Director or game supervisor. Do not approach student-athletes directly.

#### 4. Photography & Videography Guidelines

Media members agree to the following positioning rules. Failure to comply will result in revocation of access.

- **Football:** Sideline access between the 25-yard lines is prohibited for safety.
- **Basketball/Volleyball:** Media must remain outside the court boundary lines. The scorer's table is for official personnel only.
- **Soccer/Lacrosse/Baseball/Softball:** Media must remain in designated areas outside the field of play and away from team benches and dugouts.
- **Live Streaming:** The live streaming of any event (e.g., Facebook Live, YouTube Live, Twitch) by non-approved media is **expressly prohibited**. [School Name] reserves all broadcast rights for regular season contests.

#### 5. Social Media & Usage

- Credentialed media are granted permission to use photographs and video for editorial/news purposes related to the specific event.
- Commercial use of any game footage or photographs is prohibited without the express written consent of the [School Name] Athletic Department.

#### 6. Revocation of Privileges

The [School Name] Athletic Department reserves the right to revoke credentials at any time for non-compliance with this policy, unprofessional conduct, or for any action deemed to compromise the safety or integrity of the event.

#### Contact:

For questions or to request credentials, please contact:

**[Athletic Director's Name]**

**Athletic Director, [School Name]**

**[Email Address]**

**[Phone Number]**