



**FORT BEND INDEPENDENT SCHOOL DISTRICT  
ATHLETICS DEPARTMENT**

**FBISD ATHLETICS MEDIA CREDENTIAL  
GUIDELINES  
2025-2026 EDITION**

Prepared by: FBISD Athletics

## Definitions

**Accredited Media:** A recognized media outlet such as newspapers, magazines, TV, or radio with professional staff or press credentials.

**Freelance/Social Media Contributor:** An independent creator, blogger, or videographer not affiliated with a major outlet but seeking access for coverage.

**Student Media:** Any FBISD student or student-led group producing content under faculty supervision for school publication or educational purposes.

**Teacher/Advisor:** An FBISD staff member supervising student media or responsible for coordinating coverage at school events.

**Registered Vendor:** An individual or business officially approved through FBISD's procurement system authorized to transact with students or the district.

**Credential Holder:** Any person approved and issued an official FBISD media credential badge or pass.

**Event Staff / Media Liaison:** FBISD employee responsible for managing media access and compliance on-site.

**Restricted Areas:** Any area designated for team personnel, locker rooms, training facilities, or non-public spaces during events.

**District Property and Equipment:** All FBISD-owned facilities, venues, uniforms, and devices including digital assets used for coverage.

## 1. Purpose & Scope

Regulations establish consistent districtwide procedures for granting and managing media credentials at all FBISD athletic events.

The goal is to maintain professionalism, safety, and compliance with district, state, and federal privacy laws while supporting positive media engagement.

This applies to Students, Teachers, Accredited Media, and Freelancers covering FBISD Athletics-sanctioned competitions, tournaments, or practices.

## 2. Eligibility Criteria

**Students & Teachers:** Must be currently enrolled or employed by FBISD and receive approval from a campus administrator or athletics designee. All student activity must be supervised by staff.

**Accredited Media:** Must represent a recognized outlet and submit professional credentials. Verification of outlet affiliation is required.

**Social Media/Freelancers:** Must apply with verified contact information, intended use, and agree to adhere to FBISD conduct and access rules.

## 3. Application & Approval Process

Credential requests must be submitted via the FBISD Athletics online request portal within the designated timeframe each week.

Requests open Mondays at 7:00 AM and close 24 hours before the scheduled event. Late submissions are not guaranteed approval.

Applicants must include: full name, organization, contact info, coverage type (photo, video, written), and requested games.

Credentials are non-transferable and must be worn visibly. Failure to comply results in removal of privileges.

## 4. Access Rules & Limitations

Access is limited to designated areas such as sidelines, press boxes, or photo risers.

No entry is permitted in team boxes, locker rooms, or restricted zones.

Drone or elevated camera use requires prior written approval and compliance with FAA and FBISD safety regulations.

All coverage must respect FERPA and student privacy guidelines.

## 5. Conduct & Dress Code

Credentialed individuals must maintain professional behavior at all times.

Attire must be appropriate for a school setting: no profanity, team impersonation apparel, or distracting graphics.

Failure to comply may result in credential revocation or removal from premises.

## 6. Content Rights, Ownership & Distribution

Media personnel retain copyright to original work but grant FBISD a non-exclusive, royalty-free right to use any photos, video, or audio captured for district promotion.

No exclusive content arrangements may restrict FBISD's ability to use or share content created at its events.

Student media must follow district publishing and parental consent rules for all minors featured in coverage.

## 7. Event-Day Procedures

Credentialed individuals must check in with the athletics staff upon arrival and display badges at all times.

Access is limited to assigned areas only and may be revoked for non-compliance.

Media must follow instructions from event management or security without exception.

## 8. Credential Revocation & Violations

FBISD reserves the right to revoke any credential for rule violations, misconduct, or safety risks.

Ejection from events and permanent loss of access may occur for repeated violations.

## 9. Special Considerations

Outside venues or tournaments hosted off-campus may have additional requirements. Media must comply with both FBISD and host policies.

Interviews with student-athletes must be arranged through coaches or staff and held in approved public areas.

## 10. Review and Revisions

This policy will be reviewed annually by FBISD Athletics and updated to reflect changes in law or operational needs.

## 11. Prohibition of Sales and Commercial Activity

Credentialed individuals are strictly prohibited from selling or promoting goods, services, or paid content to FBISD students or families while using district credentials.

Only registered vendors may transact with students or parents on district property.

Violations result in immediate credential revocation and removal from all FBISD facilities.

## 12. Student Commerce Restrictions

Students operating under an FBISD credential may not sell, market, or accept payment for any content or service.

Student media work is for educational use only. Violations result in immediate revocation and possible disciplinary action.

**14. Acknowledgment & Signature Page**

I have read and agree to abide by all FBISD Athletics Media Credential Policy guidelines and understand that violation of these standards may result in immediate revocation of access.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Organization/School: \_\_\_\_\_

Date: \_\_\_\_\_