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## I. REQUIRED CREDENTIALS

- A. Credentials (press and photography passes) issued by the McCallie School or a Media Organizations official press pass are required to cover McCallie Athletics at all regular season events which take place on the McCallie campus or an event in which McCallie Athletics has been assigned to distribute credentials, including, but not limited, to tournaments, scrimmages, practices, (“McCallie Athletics Events”).
  - 1. Official McCallie Media Passes are required for the following events: McCallie vs. Baylor Football, TSSAA Football Quarterfinal or Semifinals, & Dr. Pepper Classic. You must have an official McCallie media pass to cover any of the above listed events.
- B. Credentials are provided to working members of the media to assist in the coverage of McCallie Athletics Events. Credentials do not imply any guarantee to access, are of limited duration, are not transferable, and are revocable.
- C. Loaning or transferring credentials to another may result in immediate permanent revocation of media credentials and ejection from the event of the original holder and unauthorized holder of the credentials.
- D. Failure to adhere to the requirements of this policy may result in the revocation of credentials for the representative and their outlet.
- E. Credentials must be displayed at all times during the media event. Daily credentials will be distributed by sports contacts and must be returned at the end of the media event.
- F. Media outlets will be held accountable for the actions, conduct, and professionalism of all their credentialed personnel.

## II. CREDENTIAL APPLICATIONS AND APPEALS

- A. All media credential applications should be requested via the media credential request form [here](#).
- B. Season pass credentials will be granted on a case-by-case basis. Season pass requests must be submitted 48 hours before the beginning of regular season gameplay. Other than this exception, season pass holders are subject to all policies outlined in this document.
- C. Media credentials must be requested no later than 48 hours before the event. Any credentials requested after this time will be denied.
- D. Credential applications will be reviewed and granted by the McCallie Marketing and Communications & Athletics Departments. Appeals for denial or revocation can be made and will be reviewed. If the denial of credentials is reversed, a member of the department will contact you.
- E. Gameday credential requests can be made by completing the form linked [here](#).

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- F. Official media outlets do not have to request McCallie media credentials. Their official media press pass will allow them on the sidelines.
1. *Exceptions to this are McCallie vs. Baylor Football, TSSAA Football Semifinals or Quarterfinals, and Dr. Pepper Classic. An official McCallie media pass is required to cover the above listed events.*

### III. CREDENTIAL ELIGIBILITY

- A. Media credentials may be issued to working members of the media representing recognized media outlets in the business of news gathering/sports reporting as a primary function of their business. *(A media organizations official press pass can act in place of a McCallie media credential/pass)*
1. The types of media outlets eligible for credentials include: newspapers, websites, magazines, wire services, television, and radio.
  2. The dissemination of editorial content must be a primary purpose of the media outlet, and the outlet must demonstrate a record of sustained, original coverage of sports on a regular basis (typically at least weekly).
  3. Factors that will be considered in determining if an outlet is eligible for credentials include, but are not limited, to audience size, market share, and editorial structure.
  4. Credentials will not be issued to representatives whose outlet exists solely as a platform for distributing unoriginal content (press releases, aggregate news sites, etc.)
  5. Online outlets should typically (a) be affiliated with a national or regional media organization; or (b) host a website that provides substantial coverage of athletics and/or McCallie Athletics and employs at least one full-time, permanent employee responsible for producing the site's content. Outlets that are message boards without regular, substantial news/editorial/feature coverage by a full-time writer may be denied credentials.
  6. Credentials will not be issued for representatives from an outlet that does not have its own dedicated medium of distribution (e.g., outlets that primarily originate from a YouTube, Twitter, Instagram, TikTok, or Facebook account are not eligible for credentials.)
  7. Outlets whose working function is limited primarily to the recording and posting of full media availability sessions without any produced news/editorial/feature content may be denied.

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- B. McCallie encourages photographic coverage of sports events. Furthermore, we are happy to have students, faculty, staff, and their families – as well as community members - attend and photograph McCallie athletic events.
1. Images are intended for personal use only and not for any commercial use, general distribution, and/or sale.
  2. Admission to spectator areas at athletics events assumes compliance with this policy.
  3. Still and video photography from any area other than spectator seating requires approval from the McCallie Marketing and Communications and Athletic Departments, and will receive an official sideline pass. Generally, these are issued only to news photographers, videographers, and school-contracted professional photographers who are insured by their employers against physical injury and other hazards – or who knowingly assume such risks – and who are equipped to take pictures without an on-camera flash. TSSAA rules prohibit the use of on-camera flash in many types of varsity athletic events, particularly indoor sports.
  4. A McCallie-issued Media Pass is also required if spectators plan to do still and video photography with professional-quality equipment from the spectator area due to potential disruption and visual obstruction to other spectators. Point-and-shoot cameras and small video cameras usually do not require a pass when used in the spectator seating area, although flash and video lights are not allowed by TSSAA rules from spectator areas in many sports events, regardless of location.
  5. McCallie-issued Media Pass requests will be considered on a case-by-case basis and will generally require an official request submitted using the request form no later than 48 hours prior to the event. Issued on an event-by-event basis, passes may be revoked at any time by the school.
- C. Representatives should be affiliated with a lawful working business or enterprise with a Federal Tax ID/Employer Identification Number.
1. Freelance, commercial, and amateur photography is not permitted at athletics events. On the rare occasion when freelance and professional still or video photography is permitted at an athletic event, the requestor must request media credentials and conform to the school's brand and photography guidelines.

#### **IV. PRIORITY**

- A. McCallie Athletics may prioritize working media credential requests using the following factors, among others:
1. Broadcast partners, including television and radio personnel, are responsible for live broadcasts of McCallie Athletics.

2. Full-time local beat reporters who cover the team on a regular basis for local print and broadcast outlets, including newspapers, radio stations, and television affiliates that cover McCallie Athletics.
3. Large-scale national outlets, including national newspapers, magazines, television stations, websites, and more.
4. School-recognized student publications and student outlets that provide regular coverage of McCallie Athletics. See the “Student Media” section below.
5. Eligible online-only outlets, with preference given to sites utilizing full-time journalists. Outlets’ affiliations with larger national networks and the breadth and frequency of their editorial content will also be taken into consideration when prioritizing amongst online-only outlets.
6. As the result of a limited workspace, credentials will typically not be issued to freelance writers or photographers without a specific assignment received in writing by the assigning organization.

## **V. Credential Duration**

- A. Season credentials will be reserved for organizations that provide consistent and substantial coverage of McCallie Athletics Events.
- B. Except for seasonally credentialed beat reporters who produce regular on-site reports during all media availability sessions, all credentials are approved and issued on a daily and/or game-by-game basis. Outlets or individuals denied credentials for competition may still be granted access to other media availability sessions, subject to the availability of space and the outlet meeting all criteria set forth in this policy.
- C. All credentialing decisions will be made on a per-game basis. Credential approval for one contest does not guarantee — nor indicate the likelihood of — approval for future contests.

## **VI. STUDENT MEDIA**

- A. McCallie students enrolled full-time and who are members of a school-recognized student media organization (such as the yearbook, broadcast team, Marketing and Communications Department interns) who are assigned to cover McCallie Athletics are eligible to apply for media credentials under this policy. All other students seeking media credentials must be affiliated with an approved media outlet and serve in a working role.
- B. McCallie Athletics will aim to foster an environment conducive to the professional growth of student media by providing students with first-hand experience and insight into the working relationship between athletic organizations and professional media. As such, student journalists seeking credentials will be subject to this policy. Students are strongly encouraged to connect with McCallie Athletics sports contacts and the McCallie Marketing and Communications Department for protocols relating to media availability

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and conduct for each sport to ensure their seamless integration into this professional environment.

## **VII. CREDENTIAL HOLDER REQUIREMENTS AND LIMITATIONS**

- A. Credentialed media representatives and their outlets, including student representatives and their outlets (“Credential Holders”), are asked to conduct themselves in a manner consistent with professional codes of conduct and ethics (such as one provided by the Society of Professional Journalists) in terms of their actions, decorum, dress, etc.
- B. Credential Holders are expected to adhere to all requirements of this policy, the applicable rules, regulations, and policies of McCallie School, including venue-specific rules, and all applicable local, federal, and state laws. Failure to do so may result in revocation of credentials.
- C. Credential Holders are not permitted to request personal photographs/videos, solicit/take equipment, etc. from McCallie Athletics student-athletes or coaches. Such actions or requests will be viewed as a breach of professional conduct and are grounds for credential revocation.
- D. Credential Holders are responsible for the conduct of their representatives, including any damage caused by the negligent, reckless, or malicious act of their representative.
- E. Credentials issued hereunder authorize the use by the Credential Holders of any descriptions, accounts, photographs, films, audio or video recordings, or drawings of the McCallie Athletics Event solely for news and editorial coverage of the event in accordance with this policy. Any other use or attempted use of any coverage of the McCallie Athletic Event by the Credential Holder is prohibited unless the Credential Holder has obtained the prior specific written permission for such other use. Any secondary or commercial use of any picture, audio description, film/tape, or drawing of any McCallie Athletics events taken or made by the Credential Holder (including, but not limited to, use in delayed editorial, advertising, sales promotion, or merchandising) is prohibited without prior specific written approval from McCallie’s Marketing and Communications Department.

## **VIII. RISKS**

By applying for credentials, outlets and their representatives acknowledge and assume the risks that come from viewing sporting events, including being struck or injured by participants and flying objects such as balls, bats, and other sports equipment.

## **IX. ACCESS, ISSUANCE, AND REVOCATION**

McCallie reserves the right to deny or revoke credentials at any time in its sole discretion.

Appeals of revocation are handled as provided for in this policy. No guarantee of availability of credentials, space, viewing, telephone, or internet access is made. Scheduled events may be canceled or rescheduled at McCallie’s discretion.

## **X. ACCESS AND MEDIA USE GUIDELINES**

# Media Credential Policy



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- A. Media members must abide by all media policies and guidelines set forth by McCallie and the TSSAA.
  - B. Acknowledged and agreed to in credentials application form