



2024-2025 NEW CANEY ISD ATHLETIC MEDIA POLICIES

Media Inquiries: New Caney ISD and its Athletics Department reserve the right to refuse access or media requests to non-compliant individuals.

Vetting Process for New Caney ISD Athletic Photographers - Each Middle School Coordinator and High School Head coach will choose one team photographer to cover their student-athletes. This person or group must be communicated to the New Caney ISD Athletic Department and approved prior to use. Communication directly with New Caney ISD students via social media or phone is strictly prohibited. Email Assistant Athletic Director Matt Farmer at mfarmer@newcaneyisd.org for more information.

- **Campus Photography Programs (Yearbook, Journalism, Newspaper)** - These programs will not need to go through the district request process. Still, they must seek approval from the campus athletic program 48 hours in advance and must provide the names of up to two students in good standing with the school and their programs who will be participating on their behalf for that specific contest. The designated person(s) will also need to wear a visible district and program credential.

Photography is allowed at all times from the stands by spectators as long as it does not impede or interfere with the experience of other spectators.



Varsity Football at Randall Reed Stadium

Media Credentials must be requested each week. Requests must be submitted by 3:00 PM on Monday the week of each game requested. Submit all requests via the [New Caney ISD Athletics Media Request Form](#).

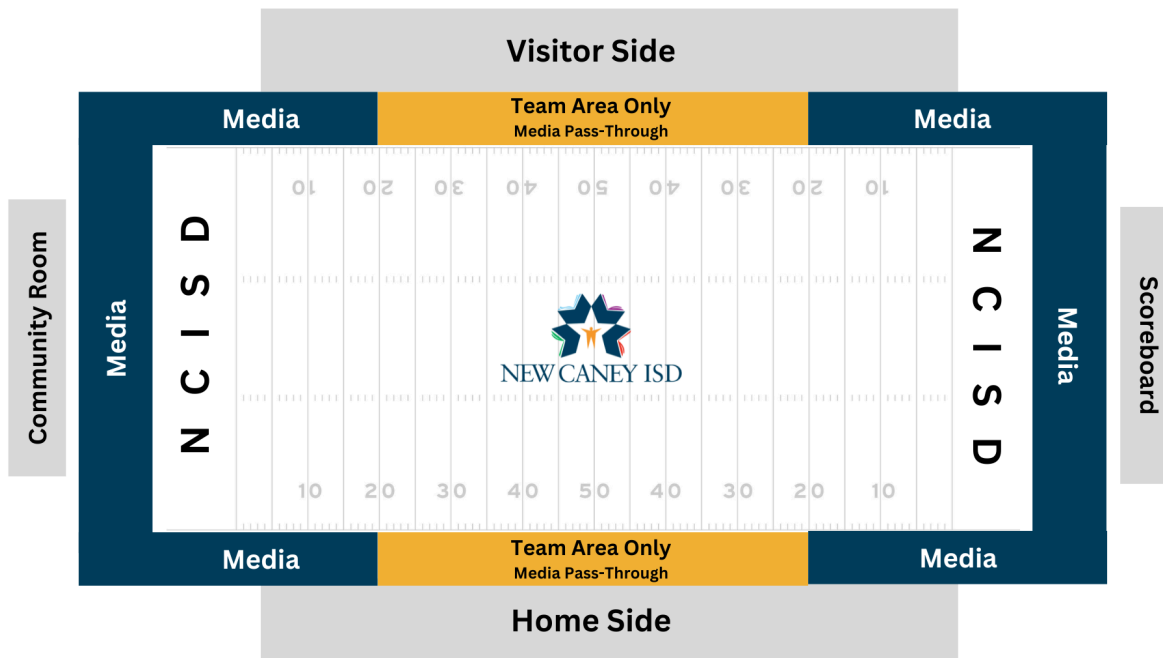
- Randall Reed staff will confirm with you via email if your credentials are approved for the game(s) requested. The request form does not guarantee access.
- Access to the stadium, field, or press box will only be granted with confirmation of proper credentials. Requested and approved media passes will be picked up in the Community Room no earlier than an hour and a half before kick-off.
- Press Box access is limited in capacity, with priority given to media outlets that have historically covered New Caney ISD Athletics. All media members must list the type of access requested when contacting Lauren Wilcox that week.
- Limited time will be given after the game for postgame interviews.
- Each contest participant can designate one New Caney ISD-vetted photographer per campus to memorialize the contest. Any photographs taken by the approved photographer will be made available digitally for the campus or district athletic program free of charge if requested.
- All games played at Randall Reed Stadium will be streamed live on [Texan Live](#) and the [NFHS Network](#).
- Any postgame live shots or setups are to be requested and approved before the end of the day on Tuesday each week.

Varsity Football at Randall Reed Stadium Continued:

- Sideline access will be limited. Team boxes will be extended from the 20-yard line to the 20-yard line (see diagram). Credentialed photographers and videographers can travel from one end of the field to the other through the team box. However, they will not be allowed to remain in the team box. Photos and videos must be taken only from the designated media areas on our stadium media maps.



Figure 1.1 (New Caney ISD Randall Reed Approved Media Access Diagram)



Media Policies for Volleyball/Basketball/Soccer/Baseball/Softball

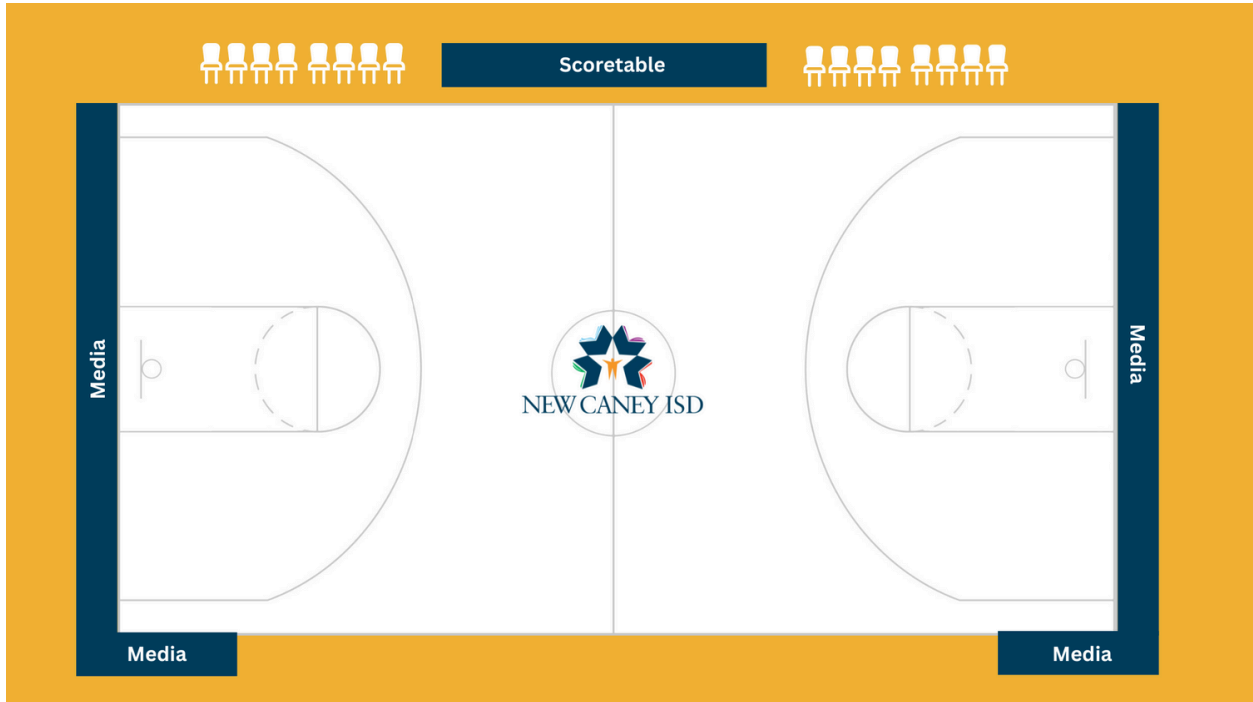
Photography is allowed at all times from the stands by spectators as long as it does not impede or interfere with the experience of other spectators.

- Media members may attend by submitting a media coverage request via the [New Caney ISD Athletics Media Request Form](#) at least 48 hours before the match/game.
- All media is required to stay within the designated courtside areas. Failure to do so may result in removal from the event or future events (See diagram below).
- Media members may sit in the stands to take pictures but must be mindful not to affect the experience of spectators negatively.
- Limited time will be given after the game for postgame interviews.
- Each campus athletic program will be allowed to designate one photographer per campus to memorialize the contest. Any photographs taken by the approved organization will be made available digitally for the campus or district athletic program free of charge if requested.
- Flash Photography: Electronic flash equipment, other than remote off-camera strobe flash, is prohibited at all indoor events.
- **Campus Photography Programs (Yearbook, Journalism, Newspaper)** - These programs must seek approval from the campus athletic program 48 hours in advance and must provide the names of up to two students in good standing with the school and their programs who will be participating on their behalf for that specific contest. The designated person(s). will also need to wear a visible district and program credential.



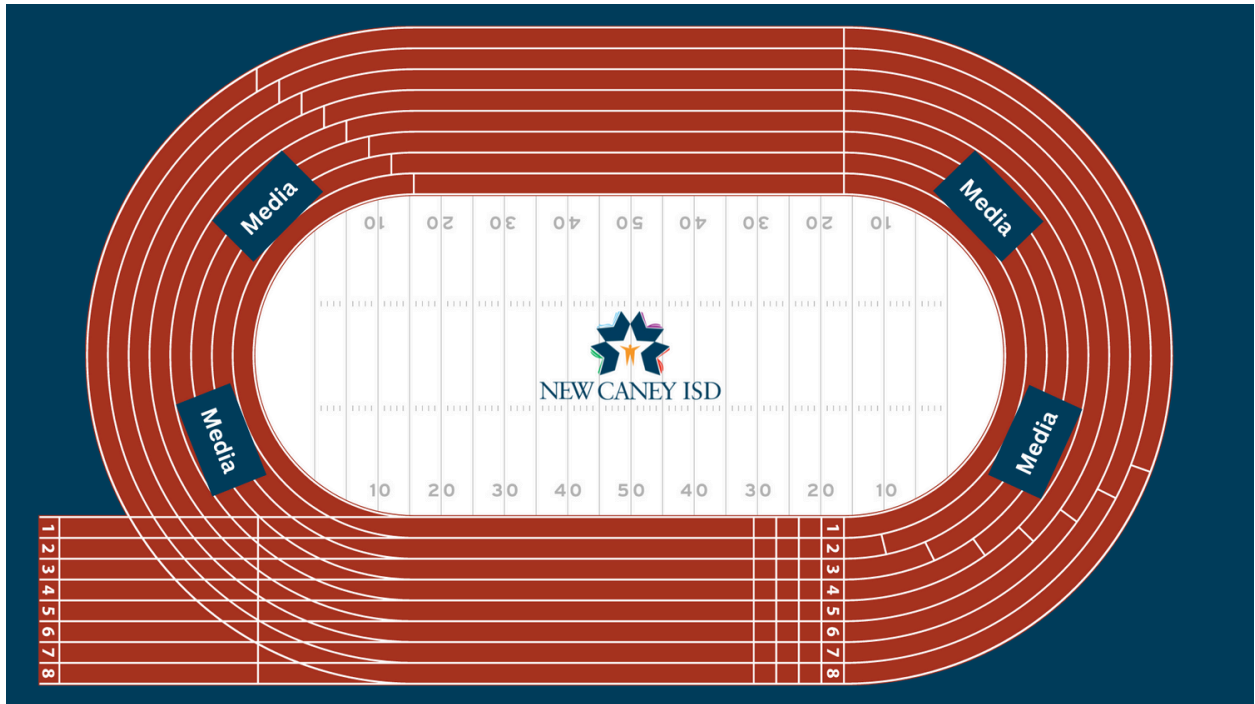
Volleyball/Basketball

Figure 1.2 (New Caney ISD High School and Middle School Approved Media Access Diagram)



Sub Varsity and Middle School Football

Figure 1.3 (New Caney ISD High School Campus, Middle School Campus, & Don Ford Stadium Approved Media Access Diagram)



Soccer

Figure 1.4 (New Caney ISD High School Campus, Middle School Campus, & Don Ford Stadium Approved Media Access Diagram)



Varsity Soccer at Randall Reed Stadium

Figure 1.5 (New Caney ISD Randall Reed Approved Media Access Diagram)



Baseball/Softball

Figure 1.6 (New Caney ISD Campus Baseball and Softball Approved Media Access Diagram)



Media Policies for Cross-Country/Tennis/Golf/Swim/Track & Field

Photography is allowed at all times from the stands by spectators as long as it does not impede or interfere with the experience of other spectators.

- Access must be requested at least 48 hours before the event to allow for coordination and communication between the athletic department and race directors/tennis coaches.
- Access is requested by emailing Lauren Wilcox at lwilcox@newcaneyisd.org.
- Limited time will be allocated after the event for postgame interviews.
- Each campus athletic program will be allowed to designate one photographer per campus to memorialize the contest. Any photographs taken by the approved organization will be made available digitally for the campus or district athletic program free of charge if requested. This photographer will not need to go through the district request process but must seek approval from the campus athletic program.



Approved Media (with proper visible and credible credentials):

- Broadcast, National Digital Media, and Print Media. All of these organizations have editorial oversight and, like us, must uphold a brand reputation.
 - Houston Chronicle, Conroe Courier, Houston Defender, Vype, Broadcast affiliates - CBS, ABC, NBC, FOX, Tube, H-Town Sports, Texan Live, ESPN, 247, ON3, MaxPreps, college specific affiliated services covering a top-ranked player, etc...
 - Local approved media from visiting teams that travel to cover the games in our facility.
 - If there is a group not listed above, the New Caney ISD Athletic Department needs to

Non-Approved Media:

- Social Media Accounts
 - These groups do not have organizational oversight. Their brand reputation may not align with our brand reputation.
 - These groups often feature individual athletes and do not promote entire programs.