

CCPS Protocols for Media Credentials

The Collier County Public Schools (CCPS) Office of Communications and Community Engagement receives and is responsible for vetting all media requests to visit any of the 60 school and support sites operated by CCPS. This process extends to school or district-sponsored events, practices, or competitions beyond school hours. To be admitted to those on-campus events, practices, or competitions free of charge and granted media access, approval by CCPS is required prior to the visit and approval is subject to the following *CCPS Protocols for Media Credentials*:

- Requests must be made at least 24 hours prior to the requested visit date.
- Walk-up requests will not be considered.
- The **CCPS Media Credential Request Form** must be submitted—and approval granted—prior to visiting a campus to cover a practice, competition, or event.
 - Must meet eligible media criteria (see below)
 - Credential applications should be submitted by an editor, sports director/producer, or organization representative with a special request.
- Drones are not allowed anywhere on CCPS property.

Guidelines

- Requests for credentials should be made by the assigning editor or news/sports director from legitimate news-gathering agencies.
- Individuals will need to display a government-issued ID at school sites.
- Credentials will *not* be issued to spouses, guests, or children of media members; podcasts which do not fall under the eligible media guidelines listed below; agents; scouts; and publications devoted solely to gambling.
- Entering the team bench area or locker room area under any circumstances will not be tolerated and are grounds for not being credentialed for future events.

Upon Arrival to a School Site

- If asked to pay for parking by staff/volunteers, let them know you have a media credential and you will not have to pay for parking. *(Prior to each event, CCPS Communications provides school staff with a date-specific list of media members with credentials for that event.)*
- Park in an available marked space. There is no designated media parking.
- At the gate/door, inform staff you are a credentialed media member on assignment.
- If arriving during school hours, check in at the front office.
- Equipment bag(s) may be subject to a search for security purposes.
- Media representatives are expected to dress in appropriate professional attire, preferably wearing clothing or a hat clearly identifying your media outlet

Eligibility Requirements for Media Credentials

- **Credentials may be issued to working members of the media representing recognized outlets in the business of news and/or sports gathering as their primary source of revenue for the purpose of informing the general public or school-specific audiences.** This includes a daily or weekly publication, cable system, radio station or network, television station or television network, or reputable online entity providing coverage.

- Reporters, photographers, and couriers from national publications, online entities, broadcast networks, and wire services that cover youth sports.
- The designated representative or crew of a television, cable system, radio network, or a radio station that originates a daily “sports talk” program.
- Individuals or a crew gathering content on behalf of the Florida High School Athletic Association (FHSA).
- Full-time reporters representing international agencies that cover the sport.
- Credential requests from CCPS community partner organizations or magazines will be considered on an individual basis.
- Freelance reporters or photographers will *not* be credentialed, unless working under a specific assignment.
- Athlete profile promoters or video/photography professionals working for recruiting purposes are *not* considered media providing coverage of an event to inform the general or school-specific audiences. Requests will be considered on a case-by-case basis.
- Requests will be denied for work considered “for profit” or “pay for service.”
- Membership in a journalism or broadcasting association (e.g., Press Club of Southwest Florida or National Press Photographers Association) does *not* automatically qualify an individual for credentials.

Expectations For Working Media at CCPS Events

- Do not bring non-credentialed ‘guests’ to the event with the expectation that they will receive free admission or privileges accorded to the media.
- Do not block the view of fans.
- Refrain from cheering while attending an event in an official media capacity.
- Be respectful to all around you, including fans, officials, coaches, student-athletes, support staff, administrators, and fellow members of the media.
- Be mindful of the workspaces, including taking care of food and beverage containers and not spreading out to take up too much space.
- Work without interfering in the competition and be mindful of sport-specific guidelines, as outlined below.

Sport-Specific Guidelines

- **CROSS COUNTRY:** Photographers may not be in the way of timing equipment, officials, coaches, or student-athletes.
- **BASEBALL:** Photographers are not allowed on the field of play and must be outside the fence and field of play.
- **BASKETBALL:** Photographers are not allowed on the court (including the painted baseline area and behind the basket/lane) and cannot shoot in front of or behind team benches and the scorer’s table. Photographers should not affect the view of fans.
- **FOOTBALL:** Photographers are not permitted on the sidelines between the 25-yard lines and must remain outside the restraining lines surrounding the field. Do not stand directly below the uprights.
- **GOLF:** Photographers are not allowed in any areas in which they are in the line of play or could interfere with officials, coaches, or student-athletes.
- **LACROSSE:** Photographers are not permitted in the team bench areas and must remain outside the field’s restraining lines.
- **SOCCER:** Photographers are permitted on the sideline but not in front of the bleachers. Photographers should avoid the endline areas.
- **SOFTBALL:** Photographers are not allowed on the field of play and must be outside the fence.
- **SWIMMING:** Photographers are allowed on the pool deck but may not be in the way of the timing equipment, officials, coaches, or student-athletes. No photography is allowed behind the starting blocks.

- **TENNIS:** Photographers must be outside of the fence and may not be in the way of coaches. Photographers should not obstruct the view of fans.
- **TRACK:** Photographers are not allowed in any areas in which they would interfere with the running of an event and must be out of the way of timing equipment, officials, coaches, and student-athletes.
- **VOLLEYBALL:** Photographers are not allowed on the court (including the painted baseline area) and are not allowed to shoot in front of or behind team benches or the scorer's table. Photographers should not affect the view of fans.
- **WEIGHTLIFTING:** Photographers are not allowed on the platform and are not allowed to be in the way of officials, coaches, or student-athletes. Photographers should not affect the view of fans.
- **WRESTLING:** Photographers are not allowed on the mat and are not allowed to be in the way of officials, coaches, or student-athletes. Photographers should not affect the view of fans.

Specific to Still and Video Photographers

- Photographers are not allowed in the line of play and may not be in the way of officials, coaches, or student-athletes.
- The use of flash photography is not allowed.
- Drones are not allowed anywhere on CCPS property.

Note: Violation of *CCPS Protocols for Media Credentials* may result in removal from the school site at the discretion of school administration.

Terms and Conditions for Use of Credentials

Each individual ("Bearer") using a media credential for access to any CCPS site, including, without limitation, a practice, press conference, interview, or other activity associated with CCPS, on behalf of his or her employer or assigning news organization ("Employer"), agrees to the following:

Bearer agrees to indemnify the District School Board of Collier County, its Board members, employees, and agents, and hold them harmless from any and all demands, causes of actions, liabilities, damages, and expenses (including reasonable attorneys' fees) arising out of anything done or purported to have been done by the Bearer or his/her Employer, including but not limited to the Bearer's breach of any term of the credential or any injury that may arise as a result of any act or omission by Bearer while on the District site during any given event that he/she attends as a Bearer. In addition, the Bearer or his/her company or Employer shall assume the risk of his/her injury arising out of a player, coach, or coach's assistant, making contact with the Bearer during the course and scope of a given athletic event.

In the event of indemnification, the District will advise the Bearer or his/her company or Employer of the firm that it wants to handle the litigation.

Thank you for taking time to familiarize yourself with these protocols and for your work informing the public about the schools, students, and staff who make up Collier County Public Schools.