

Bartram Trail High School Media Access Guidelines

REQUIREMENTS

1. Media access (press and photography passes) issued by a St. Johns County School District high school are required to cover athletics at all regular season events which take place on the high school campus or an event in which the high school has been assigned to distribute media access, including but not limited to intercollegiate games/matches, scrimmages, practices, media availabilities and press conferences (“St. Johns County School District High School Athletics Events”).
2. Media access is provided to working members of the media to assist in the coverage of St. Johns County School District High School Athletics events. Media access does not imply any guarantee to entry, is of limited duration, is not transferable, and is revocable.
3. Loaning or transferring media access to another may result in immediate permanent revocation of media access and ejection from the event of the original holder and unauthorized holder of the Media access.
4. Failure to adhere to the requirements of this policy may result in revocation of media access for the representative and their outlet. Media outlets will be held accountable for the actions, conduct and professionalism of all their personnel.
5. All media access is subject to space availability restrictions in working media areas at various facilities.
6. Media access must be displayed at all times during the event. Daily media access will be distributed by sports contacts and must be returned at the end of the media event.
7. **As per FHSAA rules, entering the team bench area or locker room area under any circumstances will not be tolerated and are grounds for revocation of media access for future events.**

ELIGIBILITY

Media access 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.

1. The types of media outlets eligible for media access include: newspapers, yearbook, 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 high school sports, on a regular basis (typically at least weekly).

3. Factors which will be considered in determining if an outlet is eligible for media access include but are not limited to audience size, market share and editorial structure.
4. Media access 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 high school athletics and/or St. Johns County School District High School Athletics, and employs at least one full-time, permanent employee responsible for producing the site's content. Outlets which are message boards without regular, substantial news/editorial/feature coverage by a full-time writer may be denied media access.
6. Media access 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, or Facebook account are not eligible for media access.)
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.
8. Each representative of the media outlet covering an athletic event must complete [St. Johns County School District's Volunteer Application](#) and be approved for school access.
9. Media outlets must maintain and be able to provide proof of a current general liability insurance policy upon request. Failure to maintain such coverage may result in denial or revocation of media access.

EDITORIAL USE ONLY

Media access issued hereunder authorize the use of any descriptions, accounts, photographs, films, audio or video recordings, or drawings of the St. Johns County School District High School 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 St. Johns County School District High School Athletic event by the media outlet is prohibited, unless the media outlet 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 St. Johns County School District High School Athletics events taken or made by the media outlet (including, but not limited to use in delayed editorial, advertising, sales promotion, or merchandising) is prohibited without prior specific written approval of the high school's administration.