

General NISD Athletic Media Policy

It is the goal of the Northside Independent School District to provide the media with comprehensive, hospitable services during NISD Athletic events. We appreciate the positive publicity our schools and athletes receive as a result of your work. Collaboration between the athletic office, communications office and campuses has formulated a NISD media policy. We have tried to address as many media groups as possible. We understand that different media outlets have different needs, and we strive to meet the needs of everyone involved. This policy applies to media outlets interested in covering NISD athletic events held at NISD athletic facilities. Request for campus interviews should be vetted through the NISD Communications Department.

Only individuals with NISD issued media credentials will have access and protocol must be followed.

To request media credentials, you must fill out the online credential request form.

Media outlets must identify school(s) they are covering in their credential request.

Each person, along with his or her duties (reporter or photographer), must be listed in the request.

Requests via telephone or email will NOT be accepted.

REQUESTS MUST BE RECEIVED 48 HOURS PRIOR TO THE EVENT. LATE REQUESTS MAY NOT BE CONSIDERED.

The NISD makes the final determination of whether or not media credential requests are granted. If your request is denied, the NISD will make every attempt at contacting your media outlet via the email provided in the credential request. It is your resp

purpose is expressly prohibited, unless the organization has obtained the advance, written