

## District Media Information

Guidelines for Media and Photographers for BISD events:

### I. Yearbook/School Pictures

[includes individual pictures, school group pictures, & senior pictures]

BISD campuses use the approved photographer list from the yearbook company. The yearbook company is selected through bid process. Information on the contact information can be obtained from the business office.

### II. Extra-curricular Groups

Annually extra-curricular sponsors arrange photography for their group or individual sport or activity. The following guidelines will apply:

- **July 1<sup>st</sup>**-Interested photographers will submit a request for consideration to do photography annually to BISD Business Office.
- Photographers will be asked to complete an annual background check with BISD central office.
- The 'official' photographer list will be supplied to each campus administrator and will be distributed to campus activity sponsors. Sponsors may coordinate with the photographer of their choice.
- It is the responsibility of the approved photographer to provide pricing information to the campus administrator or activity sponsor.
- Booster Clubs and PTO organizations are **not** included in the BISD guidelines as they operate independently.

### III. Sports Media Contacts

Sport Media Contacts will be reviewed annually by BISD. The public relations department will work in collaboration with the athletic director to determine the sports media contacts.

Press passes will be provided annually through the BISD public relations office. Photographers who do **not** qualify as a sports media contact will be required to purchase a ticket and may take pictures from the BISD seating area. They will not be admitted to the field or floor area of a sports event.

The following will be considered as media contacts.

- Local print news media
- BHS yearbook staff and BHS newspaper staff
- Approved Booster organization contact
- Outside media-occasional radio or television

**Note:** Bandera Independent School District must annually retain information on file on student directory information [FERPA]. Media contacts must request permission for student pictures on a campus outside the scope of a public event to ensure that appropriate permission has been given by the parent or guardian. For additional information on special events contact 796-6300.