



ALICE INDEPENDENT SCHOOL DISTRICT
It Starts with ME!
I Matter!

Media Policy 2026 - 2027

Contact: Ofelia Hunter

Public Information Officer

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Alice Independent School District welcomes media outlets to provide coverage of any and all school related news, programs, events or sports games. We thank our media partners for supporting Alice ISD and our students and families that we serve.

To ensure the safety of all our students, athletes, staff, spectators and media groups, Alice ISD requires all media to submit a media credential request at the start of each school year. The request will be reviewed and an appropriate media pass will be issued once the media outlet has been approved.

Only individuals with an Alice ISD issued media pass will be allowed access to designated areas on the playing fields of Alice ISD Athletics. Areas include the Alice Memorial Stadium, Multi-Purpose Indoor Facility, Coyote Baseball Field, Lady Coyote Softball Field, Tennis Courts and high school gyms.

Alice ISD Athletics and programs are under the auspices of the University Interscholastic League (UIL) and adheres to similar guidelines and procedures set out in the UIL Media Policy.

Criteria to receive media credentials for Alice ISD Athletic events:

- Media outlet must be a publication or broadcast program that regularly covers Alice ISD students, staff and the school district via original content and featured stories. Media outlets include radio, television, newspaper, magazines and the Internet.
- Requester must be employed with a reputable media outlet. Individuals who freelance will not be granted a media pass (unless authorized by Superintendent).
- Alice ISD student-led organizations such as yearbook or student newspaper must also request credentials to take photographs or video.

Media outlet guidelines at Stadium:

- Adhere to areas designated for Media/Press only. Only 2 members of a media organization will be allowed per sporting event.



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- Members of the media attending a sporting event will be required to follow the District's health and safety protocols. We encourage practicing social distancing procedures and sanitizing.
- Individuals granted sideline access of the football field must stay at least 5 yards off the sideline to allow for coaches, umpires and players room to maneuver and between the 25 yard line and the end zone of either end of the field.
- Football games may not be telecast or streamed live during the game without permission.
- Broadcast or stream of any sports game should be no more than 3 minutes long and be used for highlight purposes only.
- No flash photography.

Media Procedures for feature stories/articles:

- Public Information Officer, Ofelia Hunter, is the first point of contact for media representatives covering school-related news, programs or events.
- School employees and students may be interviewed during the school day when such interviews, in the judgement of the principal and the PIO, do not disrupt the school environment or the health, safety and welfare of students and employees.
- All media representatives are required to check in at Alice ISD Administration Building (Central Office) upon arrival. Because this provides a safer environment for our students, there are **NO EXCEPTIONS** to this rule.
- Alice ISD is committed to protecting and respecting the privacy of its students and their families. Some parents request their children's names and photographic images not be released to the public, and the District must, by federal law, comply with this request.

News releases, board agendas, lunch menus, calendars and more are available 24 hours by visiting Alice ISD website at www.aliceisd.net

Alice ISD reserves the right to refuse or revoke media credentials for any noncompliance with the District's media credential policy, for causing a disturbance or for any conduct unfitting for a school sanctioned event.



Alice Independent School District
Office of the Superintendent
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