

Kingsport City Board of Education

Monitoring: Review: Annually, in September	Descriptor Term: Athletic and Special Events Media Coverage	Descriptor Code: 1.5031	Issued Date: 10/03/17
		Rescinds: 1.5031	Issued: 02/03/11

1 Radio and television stations, as well as photographers and videographers, shall make requests to the
2 principal or designee of each school prior to any broadcast, videotaping, or photography of school ath-
3 letic events or other school events.
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5 Exceptions to this policy include: family audio/visual recordings for personal use, regular news coverage
6 of athletic or schools events, Kingsport City Schools' WCSK, other school groups, and media outlets
7 following visiting athletic teams. Visiting team media shall be accommodated as space permits.
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9 The principal or designee shall review and determine approval of the request. A signed agreement shall
10 be required, including the expectation of appropriate content and advertisements and the expectation that
11 there will be no cost to the school or system. The agreement shall be submitted to the Superintendent,
12 who will share it with the Board of Education. Failure to comply with the terms of the agreement shall
13 be considered due cause for the termination of the agreement.
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15 The producer must agree not to sell or re-use the recordings without written permission of the principal
16 or designee.
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18 The producer must agree to the free use of the recordings by Kingsport City Schools for the use of ex-
19 cerpts for school system communications. If available, a copy of the recording shall be provided upon
20 request of the principal or designee.
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22 Media coverage must also follow any and all applicable media regulations established by
23 Tennessee Secondary School Athletic Association (TSSAA).
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31 _____
32 Legal Reference
33 TSSAA Media Regulations
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