

**MEMORANDUM** Memo No. 037

**TO: Principals**

**Assistant Principals**

**Directors of Student Activities**

**FROM: Dr. John B. Gordon III, *Superintendent JBG3/tlg***

**Dr. Ronald M. Leigh, *Director of Secondary Leadership***

**Anthonette J. Dickens, *Communications and Community Engagement Officer***

**Ronald Cabbler, *Coordinator of Student Activities and Athletics***

**DATE: September 19, 2023**

**RE: Suffolk Public Schools Athletic Event Credential Application**

Starting the 2023-2024 school year, all media, multimedia, journalists, reporters, bloggers, vloggers, social media channels, athletic promoters or individuals, or companies seeking access to an SPS event for recording, photography, videography, reporting, etc., must have applied for and received an SPS media credential.

Interested applicants must submit their request to receive credentials for access to Suffolk Public Schools athletic events using the [Suffolk Public Schools Athletic Event Credentials Application](https://forms.gle/zETXAwk361p8F1M39). Each person attending must have and wear an SPS media pass. Passes will be issued from the Office of Communications and Community Engagement and are given separately for the Fall, Winter and Spring sports seasons. New credential requests must be submitted and approved for each school year. When a person completes the online application, they are screened through the National Sex Offender Registry before being approved for a credential. NO ONE will be granted a credential without going through this screening.

To review general considerations for guiding athletic credentialing and the expectations for working media at Suffolk Public Schools Athletic Events, please see the [SPS Regular Season Media Protocols](https://docs.google.com/document/d/1rpfMSxCHrY6p5n_7sXsg5yqv6fh06Gy81Sb9MK8eB84/edit?usp=sharing).

**WHO MAY APPLY FOR AND RECEIVE CREDENTIALS**

1. Tier one —Journalists who use information, photos, and video to tell a story online, on TV, on the radio, or in print.
2. Tier two —Individuals taking pictures or videos at the request of a participating school. (i.e., school newspapers, yearbooks, video programs, or parent photographers).
3. Tier three —For-profit, athlete profile promoters or video or still photography professionals working for recruiters. Any work that can be considered “for profit” or “pay for service” is not considered traditional media who is providing coverage of an event for the purposes of informing the general or school-specific audiences. Importantly, this tier must submit, in advance, “consent and release” forms for their clients. Although members of the public may attend an SPS event, these are not public events (those that occur on SPS property), and due to student privacy concerns governed by law (FERPA), this tier must refrain from taking and selling video or pictures of fans, spectators or other athletes not identified in a signed “consent and release” form.

Copy to: Dr. Stenette Byrd, *Chief of Schools*   
Melvin Bradshaw, *Community Engagement Facilitator*