

June 7, 2011

TO: CHSAA MEDIA OUTLETS
FR: BERT BORGMANN, ASSISTANT COMMISSIONER
RE: 2011-2012 MEDIA CREDENTIALS/POLICY NOTES

Greetings from the Colorado High School Activities Association. The CHSAA staff extends its best wishes to you for a relaxing and fun-filled year.

In order to better facilitate the CHSAA's media services, we are requesting that you notify us of your media credential needs as soon as possible. Your 2011-2012 media credentials provide access to all high school activities sponsored by the Association.

In a continuing effort to maximize efficiency, the CHSAA provides all media information through e-mail and by posts on the CHSAA website (www.chsaa.org). It is imperative that you provide us with accurate e-mail and internet addresses, as well as appropriate fax and telephone numbers for your outlet. The CHSAA will e-mail information to any e-mail address provided by the media outlet.

CHSAA media credentials may be obtained through the CHSAA by written request only. Credentials are strictly limited to working members of the media. All credential request must be submitted on the official form provide by the CHSAA prior to each school year online at www.chsaa.org > Media Information> Media Credential Request. The optimum deadline for all credential requests is **July 15, 2011**. Additional request will be processed during the school year, but the CHSAA office strongly urges the media outlets to request all passes they require by the July 15 deadline:

1. Fill out the interactive request form located at www.chsaa.org (located on the left hand menu under Media Information). Your completed form will be automatically e-mailed to the CHSAA Office. This is the preferred request method. Those using this method will have their requests addressed first.
2. Download the form and fax into the office at (303) 367-4101.

There are some restrictions in issuing credentials:

1. Passes will be issued to working members of the media only.
2. Unauthorized use of the media credential for that person and the media outlet will result in the revocation of credential and non-issuance of future passes.
3. Each outlet is required to provide the name of one or two contact persons (Media Outlet Liaison) who have the authority to request credentials. No credentials can be issued without the appropriate form and signatures from one of those Outlet Liaisons.
4. Credentials issued during the school year must be requested 14 days in advance of the tournament date.
5. All passes must have the bearer's photo on them (JPEG photos are required and should be properly identified when sent to the CHSAA Office), except as outline in the note below.
6. The person whose photo is on the pass is the only person who may use that credential.
7. No credentials can be processed 72-hour prior to the day of the event – PLAN AHEAD.
8. There is no charge for the first credential; lost passes will be reissued after the receipt of a \$25 reprocessing fee.
9. No credentials will be issued to adult school photographers at any time.
10. If an outlet uses freelance photographers or stringers, those credentials must be requested by the outlet and the outlet will be identified on that credential.

NOTE: Each outlet may request the issuance of a "Provisional Pass" in addition to the credentials it request, the Provisional pass can be used by the outlet to credential a media person in an emergency. The person to whom the Provisional Pass is issued MUST have some form of picture identification and be readily identifiable with the outlet he/she is representing. The proper use of the Provisional Pass – as well as the annual pass- is the responsibility of the media outlet. Unauthorized use of the pass will result in the revocation of current credentials and the non-issuance of future passes. Multiple Provisional Passes will be issued at the discretion of the CHSAA and limited by outlet size and audience.

Lost or misplaced "Provisional Passes" will not be re-issued. Therefore the use of the Provisional Pass remains the responsibility of the media outlet.

The photo ID takes some processing time; so the earlier you return your request the sooner we can process it. If you need passes after August 15, those requests for passes must be in the CHSAA office 14 days in advance of the date needed. Please factor 5-10 business days for this office to fill your request. Each request must be accompanied by a credential request form.

If you have questions regarding the issuance of passes or CHSAA media policy, please contact Bert Borgmann at the CHSAA Office (303) 344-5050. Email photos to bborgmann@chsaa.org or lcunninghamaustin@chsaa.org

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CHSAA Media/Photo Credentialing Policy

The Colorado High School Activities Association has been directed by its membership to issue press credentials. CHSAA Media/Photo passes will be issued to the state's recognized media outlets that provide the following information, and under the following limitations:

1. Circulation numbers (newspapers/magazines), Arbitron Rating numbers or similar information (broadcast), page views/hits (on-line entities);
2. The CHSAA shall contact all media outlets in its database prior to the start of the school year. All outlets should request the passes it needs at that time.
3. After the school year begins, all requests must be submitted in writing at least 14 days in advance of an event; Additional passes may be issued to an outlet at the discretion of the CHSAA Office and must be requested in writing
4. A Headshot photo is required for all passes issued;
5. No athletic recruiting organizations or media outlets that can be construed as recruiting publications will be credentialed;
6. The number of passes issued may be limited based on the size and audience of the outlet.
7. Media passes will be issued to persons 18 years or older only;
8. Passes may be revoked at any time for behavior deemed inappropriate for the intended use of the pass, including use of a pass to gain admission to an event that person is not working, cheering or cheerleading during an event, using the pass to help others gain access to the event;
9. The CHSAA Office may request at any time proof of your outlets' legitimacy through required submission of tear sheets and/or broadcast tapes or other demonstration of the outlets media standing;
10. **NO** Freelance photographers will be credentialed for "freelance" work. Freelance photographers and stringers credentials must be requested by an outlet and that outlet will be identified on that credential.
11. **No "official" school photographers will be credentialed.**
12. Media persons who may receive a CHSAA courtesy card (for serving a role in an area other than media) will not be given a media pass unless the courtesy card is returned.
13. No commercial photography outlets will be credentialed unless a contract with the CHSAA has been negotiated and signed. These agreements shall be done through the CHSAA corporate sponsorship personnel.

NOTE: Lost credentials will cost \$25 for replacement. Remittance must be received prior to the reissuing of any pass.

Please note: Outlets must apply for CHSAA media credentials at least 14 days prior to a tournament. The credential request form is located on the CHSAA website at www.chsaa.org> Media Information> Media Credential request form.

When the deadline has passed your options are to (1) pay at the door and shoot from the stands or (2) to see the Media Liaison on site and sign in for a CHSAA Media "Provisional" Card. Please keep in mind this card must be returned at the close of the tournament or your Outlet will be charged a \$75 "non-returned" fee.

To receive the Provisional Card, your photographer and/or reporter must present a letter (on station letter head) which states the reason the provisional credential is needed. The letter must also include the photographer's/reporter's first and last name and they must have identification from your outlet. Please note we do not credential individuals under the age of 18.

If you have further questions please reply to this email or call me at 303.344.5050.

Updated: 06/11