

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.

Last Approved: 06/15