

**NORTH AMERICAN SNOWSPORTS JOURNALISTS ASSN. - WEST REGION  
ACTIVE JOURNALIST MEMBERSHIP APPLICATION  
for MEMBERSHIP YEAR 2009-2010**

Name *Mr./Ms.* \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Res Phone \_\_\_\_\_ Bus Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Primary media outlet/affiliation or Freelance journalist/photojournalist \_\_\_\_\_

Briefly describe your media and other affiliations as they relate to snowsports, your job responsibilities, and any other information you believe would be useful to the Membership Committee in determining qualifications for membership. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brief biography (to be included in the Membership Directories) - a maximum of 35 words to list other outlets for your material, circulation information, awards you have won, or other special interests.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Applicants must submit proofs of credentials (copies acceptable) per the guidelines on the reverse side of this form, which will be returned if an SASE is included.

**Total amount due = \$60.00** (\$35/NASJA-West + \$25.00/NASJA)

Make check payable in *U.S. funds* to NASJA-West

**No application will be processed without full payment enclosed**

Mail to: Vicki Andersen, NASJA-West Executive Secretary  
11728 SE Madison, Portland, OR 97216-3946  
Phone/Fax: 503-255-3771 E-Mail: skicat1@comcast.net

*I would like to be considered for membership in the North American Snowsports Journalists Association. I have enclosed proofs of credentials per the guidelines on the reverse side of this form, and have included the applicable initiation fees and dues for the membership year July 1, 2009 through June 30, 2010. I understand my check will be returned to me if I do not qualify for membership. I have read and agree to abide by the terms and conditions of the Code of Ethics.*

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

Referred by \_\_\_\_\_

## Minimum Credentials for Active Members

**Newspaper and Magazine** (Consumer or Trade): Five by-lined, snowsport-related newspaper or magazine articles or columns; or any three by-lined, snowsport-related articles that would have reached a combined paid circulation of one million or more. Multiple reprints qualify as one story; reprinting of press releases does not qualify. Newsletters supported by paid subscriptions qualify, other types of newsletters do not.

**Authors:** One published consumer or trade book dealing with snowsport-related topics, which will provide credentials for a two-year period. To retain eligibility using the same book, it must be updated at least every third year. Eligibility begins with publishing contract. Comprehensive snowsports guides published for personal computer use -- software program or CD-ROM -- qualify in this category. To be considered "comprehensive" the work must be equal to that of a book, as judged by the membership committee.

**Photography:** Five original, credited photographs on snowsport-related topics in consumer or trade newspapers or magazines; or any three credited snowsport-related photographs, in three or more articles or publications, that would have reached a combined paid circulation of one million or more. The same photograph, if published more than once during a qualifying year, will qualify as one submission.

**Film** (Consumer or Trade): One feature film dealing with snowsport-related topics. One film qualifies for two years of membership, after which the film must be updated or a new film submitted.

**Electronic** (Radio/Television): Radio reports averaging five minutes per week over a ten-week season, of original content and credited or accompanied by letter of substantiation. Five aired television or cable pieces over a ten-week season, of original content and credited or accompanied by letter of substantiation. Multiple broadcasts of the same segment qualify as one submission. Broadcasting press releases verbatim or near-verbatim does not qualify, nor does reading of wire-service news. Submission must be on cassette or VHS tape, OR on the station's letterhead detailing the subject matter, date of broadcast, and length, and signed by the station assignment editor.

**Electronic** (Internet): Five original snowsport-related articles, columns or photos with byline or photo credit. Multiple distributions of the same piece qualify as one story/photo; redistribution of press releases does not qualify. Continual updating of information qualifies as one item. Materials must appear on a bona fide, commercial Web site (not self-published). Journalist must be responsible only for editorial content of a Web site and may not be involved in the selling of advertising. The Web site must be supported primarily by paid (not bartered) advertising. Web site advertising sales must be able to be audited by a bona fide third party. Name of the journalist must be available via a search engine and/or be located via a registered domain name. The Board shall have the authority and responsibility to resolve any questions regarding the validity and/or qualifications of an on-line site, and may request a published advertising rate card for verification of paid ad sales.

**Editors:** Persons employed by print, broadcast or Web site media and charged with assigning, editing and preparing snowsport-related stories/photos from more than three reporters or sources, and responsible for making decisions regarding content, space, and/or time allotment. No more than two editors per outlet may join under this guideline; others may join as journalists or photographers as credentials may apply.

**Publishers and Producers:** Publishers, producers, editors and others who 1) derive income for independent reports on snowsports in their own publications or productions, or 2) whose reports in their self-produced product are regularly purchased for their independent journalistic content. Publications, reports or programs that are primarily promotional in nature do not qualify for submission for membership. A minimum of five examples of the publisher or producer's work shall be submitted for review.

## Membership Acceptance

Please enclose the documentation necessary to show that you qualify under one of the above categories. All material submitted must be snowsports-related and have been paid for by the publication or station, not by the industry. Work paid for by a snowsports resort, snowsports retailer, snowsports manufacturer or public relations company does not qualify for membership. Advertorials are unacceptable. Of the five required snowsports-related materials, one credentials submission may be about summer activities at a snowsports resort. The NASJA-West Membership Committee reserves the right to request proof of payment if necessary.

All print material must include proof of publication, including date and name of publication. All Web site material must be "screen captured" and display a URL address/domain name, as well as a byline or photo credit. All stories and photos must include byline or photo credit. Submissions without a byline or credit must be accompanied by a verification letter from an assigning editor at the media outlet. Since members may do a variety of work, often in different kinds of media during the same season, the total volume of work shall be considered. Material must be from the calendar year immediately prior to the date of membership application or the membership renewal deadline.

The Membership Committee of NASJA-West is responsible for determining membership qualification of applicants. The responsibility of the Board is only to make a reasonable effort to make certain applicants meet the qualifications described above for membership. The Board shall in no way limit membership nor act in any discriminatory manner in determining membership qualification.

Applicants who feel a decision has been unjustly reached may appeal the decision to the Membership Committee. If there is further cause, it may be appealed at the next meeting of the NASJA-West Membership. A two-thirds vote of the membership present and voting shall be necessary to set aside the recommendation of the Membership Committee.