

PROFESSIONAL MEMBERSHIP GUIDELINES

1. Professional members are those 18 years or older who are employed or whose material is published, broadcast or televised by the following type of media:

A. Consumer: Local, regional or national magazines; newspapers; radio and television stations.

B. Trade: Publications that are of specific interest to the ski industry but where editorial judgments are made independently of the industry.

2. In the case of electronic snow condition reports, a person who collects information and is paid by the media shall be considered a Professional member. A person who collects information and is paid by the industry to have the information disseminated shall be considered a Corporate member.

3. Individuals or companies primarily engaged in the dissemination of information paid for by the industry shall not be eligible for active Professional membership.

4. In borderline cases, the following is recommended:

A. A Professional member researches all snowsports areas and topics and is paid for qualifying work by media only.

B. A Corporate member distributes information from a resort or company to all media and is paid by the snowsports concern, not the media.

5. Since ESWA Professional members may do a wide variety of work, often in different kinds of media during the season, it is impossible to establish absolute requirements in regard to the amount of work that qualifies an individual for membership. The following guidelines, therefore, constitute minimums for ESWA Professional members who are defined by article IV(a) of the constitution as full-time media employees who perform "primary coverage of competitive or recreational skiing" or as free lancers whose work is "regularly purchased" by the media. (If a member works in more than one medium, e.g., broadcast and newspaper, the total volume of work shall be considered. For example, a member might meet half the requirements for newspaper and half the requirements in broadcast. In such cases, all of the work shall be considered as the equivalent of either the newspaper or the broadcast requirement.)

6. ESWA has a standing committee on credentials and all members are required to provide proof of ongoing individual membership eligibility. A completed piece of work submitted for credentials review will be counted as one piece, no matter how many times it is published or broadcast. Members who fail to respond to standard requests from the Credentials Review Committee may be dropped from membership.

A. NEWSPAPERS: Seven columns of snowsports comment during the winter season or seven news stories, approximately 500 words or more, or a combination of either, with or without by-line.

or

Three bylined articles published within the preceding 12 months that would have reached a combined audited paid circulation of more than 1 million.

B. MAGAZINES: Equivalent of five full-length feature articles during a calendar year in local, regional, national, consumer or trade magazines.

or

Any three major bylined articles noted in the table of contents in national magazines specializing in snow sports.

or

Any three snowsports-related articles published in magazines reaching a combined audited paid circulation in excess of 2 million.

C. PHOTOGRAPHY AND ILLUSTRATION: Seven published photographs or illustrations from three or more issues of one publication, of snowsports-related topics in daily or weekly newspapers during the season; or used by wire services; or in local, regional or national magazines during the calendar year; or any combination thereof.

D. AUTHOR: One or two published books, consumer or trade, either hardcover or softcover, every three years. Eligibility begins with formal contract to publish the second book. "Annuals" are considered books, and eligibility begins with second annual edition.

E. RADIO: Originally prepared reports (documented with station identification and air times logged) totalling 10 minutes of air time per week. Snowsports-reporting services shall have a minimum of 10 subscriber radio and /or television stations which carry the reports a minimum of three days a week at regular intervals.

The announcer's reading of snow condition reports gathered or prepared by wire service or independent services without editorial comment does not qualify under these guidelines.

F. TELEVISION: Members of the television industry will qualify, provided that they air 25 minutes or seven regular feature reports or one major production, per season, of originally prepared copy relating to snowsports. The announcer's reading of snow condition reports gathered or prepared by wire or independent services without editorial comment does not qualify under these guidelines.

G. EDITORIAL: Those persons, employed by print, consumer or trade publications, and broadcast media, charged with the responsibility of assigning, editing and preparing snowsports-related stories and making decisions about the space or time allotted for material produced.

H. PUBLISHERS/PRODUCERS: Editors and others who derive income for independent reports on snowsports in their own publications or whose reports in their self-produced media are regularly purchased for their independent journalistic content, provided that such publications, reports or programs are not primarily promotional in nature, but give full journalistic coverage to their respective areas of interest. Such media will regularly report on other than only their advertisers and will not receive subsidies, other than advertising revenue, from any concerns covered editorially. Because examination of a significant number of issues of a publication (reports of a broadcasting series) spanning a sustained period of time is necessary to determine the media's true nature, self-publishing or self-producing applicants must submit a minimum of eight issues (reports or programs) over at least two consecutive seasons for consideration for Professional membership.