



NASJA

NORTH AMERICAN SNOWSPORTS JOURNALISTS ASSOCIATION

NASJA Press Membership Application for Membership Year 2017-2018

Name Mr./Ms. _____

Mailing Address _____

City, State/Province Zip/Post Code _____

Phone _____ Email _____

Social Media - please list Facebook, Instagram, Twitter information:

Primary media outlet/affiliation or Freelance: _____

Other snowsports coverage information:

Brief Bio - Other outlets, awards/honors received, etc.:

Work samples - Please include links to your work. You may also email material to execsec@nasja.org as .pdf or .zip files, or use Dropbox (or similar) to submit large files. Submissions must include dates and byline. _____

Note: Membership year runs July 1 through June 30

Email or Dropbox this application and your credentials to: ExecSec@nasja.org

Please contact us if you need to submit hardcopies of your material, which will be returned if an SASE is included.

No application will be processed without full payment & credentials

Total amount due = US\$85 payable to NASJA and mail payment to:

NASJA
49 PLAZA AVE, BELCHERTOWN, MA 01007

I would like to be considered for membership in the North American Snowsports Journalists Association. I have submitted proofs of credentials per the guidelines on this form, and have included the applicable dues for the membership year July 1, 2017 through June 30, 2018. 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)

How did you hear about us? _____

Minimum Credentials for Active Members

Columns: Five by-lined regularly scheduled columns that reflect the author's point of view and/or style, or any three by-lined columns that reached a combined circulation of one million or more. Work can be distributed in print or electronically. Multiple distributions of the same piece qualifies as one item.

Feature Writing: Five by-lined feature pieces including trend stories, profiles, interviews, news features, general features or narrative stories, or three by-lined pieces that reached a combined circulation of one million or more. Newsletters supported by subscriptions qualify, other types of newsletters do not. Work can be distributed in print or electronically. Multiple distributions of the same piece qualifies as one item.

Photography: Five credited photographs published separately, or three that reached a combined circulation of one million or more. Work can be distributed in print or electronically. Multiple distributions of the same photo qualifies as one item.

Video/Audio: Five original credited video productions; or one feature film; or an average of five minutes a week over a ten-week snowsports season of broadcast material of original content; or five aired television pieces of original content. Can be distributed by broadcast, viewed in theaters, and/or distributed by Internet or portable digital media (CDs, flash memory cards, etc). Can be combined with still images and audio into a single creation.

Blogs: By definition a web-based collection of news, commentary, audio, video, photos, links and/or graphics, with viewers able to contribute. Must meet three of the following benchmarks for membership: 1) have completed at least one year of blogging on a social media or new media website that allows response feedback; 2) be able to provide proof of income from a source other than PR firms, advertising agencies or commercial organizations; 3) have completed at least four written, audio or visual updates per month (in season) that are editorial, not advertorial; 4) provide proof of at least 5,000 page views per month.

Books: Authors and self-publishers who have produced over at least two consecutive years one book or an update of a book every three years. Includes traditional books as well as any body of work that stands on its own and is published in digital form to be viewed on an electronic reading device.

Editors: Persons employed by print, broadcast or website media and charged with assigning, editing and preparing material 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 apply.

Publishers and Producers: Publishers or producers 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. Five examples of the work shall be submitted for review. Publications, reports or programs that are primarily promotional in nature do not qualify.

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. Of the five required snowsports-related materials, one submission may be about summer activities at a snowsports resort. Candidates for membership representing any special category other than those listed above will be considered individually.

All print material must include proof of publication, including date and name of publication. All website 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 membership renewal deadline.**

The NASJA Credentials Committee is responsible for determining applicants' membership qualification. The responsibility of the Board is only to make a reasonable effort to ensure 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.