

August 27, 2008

To: KSHSAA Media Outlets (print & electronic)

From: Gary Musselman, KSHSAA Executive Director

**Subject: Change in Procedure to obtain event media credentials for KSHSAA State Championship Events**

**PLEASE SAVE MEMO FOR REFERENCE**

Ladies & Gentlemen:

**Effective with the 2008-09 school year, the procedure for members of the professional working media to obtain credentials to Kansas State High School Activities Association events, will undergo changes.**

The changes implemented are to ensure only legitimate members of the working media obtain professional credentials and to assist state event managers in having an accountable and consistent process to rely on when issuing credentials. This will benefit the professional media, as well as protect the KSHSAA from abuse by individuals who seek media credentials inappropriately.

The following information is designed to assist you in understanding the procedures now in use to ensure your media outlet obtains the appropriate media credentials you need to cover KSHSAA state championship events.

1. **Media outlets (newspaper, radio, or television station) must register on the KSHSAA website in order to be issued credentials to KSHSAA events.** Please visit [www.kshsaa.org](http://www.kshsaa.org) and click "Media Information". This link is located on the left hand side of the main KSHSAA page under "Related Links". After successfully navigating to the Media Information Page, click on "*Media Listings*". Your listing is password protected so only you can make changes.
2. **If a media outlet is not listed, a request for media credentials may be submitted online by clicking the "*Request for Media Credential*" link at the top of the *Media Listings* page.** Please fill out the form as completely as possible and include an email address for correspondence with the KSHSAA. **The request will require 2-3 days, as the KSHSAA staff will need to confirm and activate your organization before it will show up on the *Media Listings* page.** Once approved, the KSHSAA will contact the media outlet with information on how to access the secure media side for editing purposes.
3. **All media outlets listed in the KSHSAA website are responsible to continuously update their contact information (names, phones, fax, etc.).** Please be certain to give an email address as we anticipate future communications being made by email. Use the "*Edit Information*" button

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and confidential password to update listings at any time. Having current and correct information ensures future KSHSAA communications will go to the appropriate person for media outlets and all media outlets will be included in future mailings, emails etc. Many current listings reflect outdated information and names of persons no longer employed. **PLEASE UPDATE YOUR INFORMATION**

4. Each event's contact person for media credential requests will be indicated in the sport specific KSHSAA Manual (football, basketball, etc.) and/or on the KSHSAA website, under the activities tab, followed by the specific sport, then by clicking on the tab for state information.
5. **All requests for professional media credentials must be submitted in writing, on business letterhead of the newspaper, television or radio station making the request and signed by the supervisor authorized to make staff assignments. Only written requests for media credentials will be accepted.**
6. **Written requests for event media credentials should be sent to the specific tournament manager listed in the Manual for each tournament or event.**
7. **The written request must identify the specific person(s) who will be assigned to cover the event for your outlet by your editor or station director. Only those persons will be issued credentials.**
8. **The deadline to submit written requests will be 24 hours prior to the beginning of the event.**
9. Prior to issuing credentials, state event managers will check to see if the requesting outlet is listed on the KSHSAA list of approved media outlets. **Outlets not actively listed on the KSHSAA website will not be issued credentials for KSHSAA events.**
10. **If the event manager finds an outlet listed on KSHSAA website, credentials will be issued.** The event manager will inform you where credentials/media passes may be picked up. **Media passes should be picked up no later than 90 minutes prior to the start of the event.** Media outlets not listed will be instructed by the site manager to contact the KSHSAA administrator responsible for the event.
11. Properly credentialed members of the professional media will be **provided one game program** when they pick up their media pass.

**We appreciate your assistance and cooperation as we implement a more accountable and professional system of fulfilling media requests for our events. The KSHSAA appreciates the input and assistance of the Kansas Association of Broadcasters and the Kansas Press Association in developing these policies. We will continue to meet with KAB and KPA members to discuss what number of credentials is reasonable for outlets of varying size.**

**By providing you with this notification prior to the start of the school activities year, our hope is to assist you in covering events in which you have interest. On behalf of the member schools of the KSHSAA, thank you for your efforts to cover the events which will take place this school year.**