

USASF

MEDIA GUIDELINES



THANK YOU

We welcome members of the media to discover the invigorating and positive experiences that all-star cheerleading holds for young people and spectators alike. As the governing body it is our mission to encourage those positive life experiences in every way possible. We appreciate your respect for those participants and their hard earned athletic excellence. We expect that respect and integrity to protect those deserving young athletes in the photography, video and interviews you create.

POLICY

Any and all media contact will be logged and followed up with to be sure that proper statements and facts are released. Media representatives should be wearing visible credentials any time they are researching, shooting or conceptualizing an article. USASF has the right to request approval of any story involving The World Championship and/or Credentialing.

GENERAL GUIDELINES

1. No photography or videography, using the USASF/IASF logo may not be used for selling.
2. Coverage must be authorized.
3. We encourage shots of body positions such as heel stretch and scorpion be taken with respect to the athlete from the front or side vantage point.
4. Through the dynamic theatrics of the performance we encourage proper respect given to shots that may have extreme facial expressions.
5. With respect to the mental state of an athlete there should be proper distance immediately before any performance; disruption from this preparation time is not to be tolerated.

THE WORLDS

1. There is no shooting allowed in the Disney hotel rooms at the resort properties; or in public areas like pools.
2. No backstage photography/filming at any venue (absolutely no one in the warm up areas)
3. No strobe lighting.
4. All photography/filming is from "front of stage" vantage point; in the designated areas at each venue.
6. Credential must be worn at all times while in venues.
7. Due to ESPN coverage, no videotaping permitted for finals on Sunday April 26, 2009.

INTERVIEWS

Interviews can be requested at the USASF office and will be logged through Tegan Reeves. Please be prepared with the following information: Publication name, Author name, Story line, 3 question examples, deadline and release date.