



## **MEDIA CREDENTIAL POLICY**

Media accreditation is reserved for reporters, writers, videographers, producers and photographers who work for established media outlets. Media credentials will be issued to members of the working media, including production personnel, in the radio, newspaper, digital, magazine and television industries assigned to cover the Reno Rodeo.

### **Qualified Media**

Reno Rodeo media credentials are issued to broadcast, print, and internet media assigned to cover the event. Requests must be submitted by the assigning authority at the media outlet (editor, news director, broadcast producer). Credentials will be issued to authorized personnel employed by the media outlet for the purpose of providing timely news coverage of the event. Employment verification may be requested (business card, photo ID, name on website). Reno Rodeo media credentials will not be issued to marketing, promotions, sales, advertising, public relations, or related personnel.

### **Freelance Journalists**

Freelance journalists are required to submit an assignment letter from the general manager, editor, or news director on official letterhead of the media outlet and will only receive media credentials if on assignment. Media credentials for freelance photographers without assignment will not be granted.

### **Online/Social Media**

Online and social media will be considered on a case-by-case basis. Only media with active news websites qualify for credential consideration. The website must post original, dated, and industry-related news on a regular basis. Social media accounts without a supporting news website will not be considered.

All outlets must provide a detailed explanation of planned coverage. While all applications will be reviewed and considered, the Reno Rodeo reserves the right to deny any media accreditation application.

## **GENERAL MEDIA GUIDELINES AND REGULATIONS**

### **ELIGIBILITY REQUIREMENTS**

- All applicants must be at least 21 years old. Note: Student requests will be evaluated on a case-by-case basis.

- Media credentials will only be issued to working media on assignment to cover the Reno Rodeo. Working media includes paid employees or representatives of a known and established media organization.
- Media will be required to provide the most recent publication, broadcast clip, or link to an online article.
- All media outlets must be a legal corporate entity and have been in business at least one year. Outlets not in business for more than a year will be evaluated on a case-by-case basis.
- Freelance reporters or photographers will not be credentialed without a specific assignment and must submit an assignment letter from the editor or news director.
- Bloggers/social media will be considered on a case-by-case basis.
- Reno Rodeo will make the final decision on all credential applications based on availability and the size, scope, and circulation of an individual outlet.
- Note: Past approval of credentials to the Reno Rodeo does not guarantee approval for the current year.

**Due to the large volume of requests, priority will be given to:**

- Media organizations with a large circulation and/or a large national audience
- Local print, television stations, and online outlets
- Radio stations with a news show or segment
- Wire services
- Trade media outlets: agriculture and rodeo publications
- Other requests not falling under one of the above categories will be considered on a case-by-case basis

**ACCREDITATION PROCESS FOR WORKING MEDIA**

*NOTE: Documentary film crews and video production companies require a separate credentialing process.*

- Requests for media credentials must be submitted using the online submission form.
- Only one application should be completed by each media outlet.
- An assigning editor or producer should complete the application on behalf of his/her staff.
- Incomplete applications will not be processed. Applications will be processed only upon completion and receipt of all requested documentation.
- Applicants will be notified about the status of their application once it has been processed, and if approved, when credentials are ready for pickup.

**\*APPLICATION FOR CREDENTIALS DOES NOT GUARANTEE APPROVAL\***