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 Houston Livestock Show and Rodeo™.

Freelancers, photographers, bloggers and digital journalists applying for accreditation must provide a letter of assignment from an official publisher or editor with clear assignment details or provide a detailed explanation of planned coverage. While all applications will be reviewed and considered, the Houston Livestock Show and 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.
- Applicants must provide a copy of their current photo ID and business identification card/media pass.
- Media credentials will only be issued to working media on assignment to cover the Houston Livestock Show and 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 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.
- The Houston Livestock Show and 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 Houston Livestock Show and 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
- Media outlets that have previously covered the Houston Livestock Show and Rodeo
- Radio stations with a news show or segment
- Wire services
- Trade media outlets: Agriculture, carnival and rodeo publications
- Other requests not falling under one of the above categories will be considered on a case-by-case basis
APPLICATION DEADLINE

- Media credential applications must be submitted by Feb. 14, 2020. Applications received after the deadline will be evaluated 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*