



# HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Park • March 3-22, 2020

P.O. Box 20070 • Houston, Texas 77225 • 832.667.1000 • rodeohouston.com

## 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



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## 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\***