



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™.

Qualified Media

Houston Livestock Show and Rodeo Media Credentials are issued to broadcast, print, and internet media assigned to cover the Show. 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 our event. Employment verification may be requested (business card, photo id, name on website). Houston Livestock Show and Rodeo media credentials will not be issued to marketing, promotions, sales, advertising, public relations, or 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/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 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 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.

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- **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

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

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