

Requirements for Journalist/Press Credentials – Media Pass

Working journalists may register and attend the IDEA Conference at no cost. Pre-registration is strongly recommended to avoid delays at on-site registration.

Only accredited media will receive a "red" media badge for the event. IDEA reserves the right to accept or reject any request for media credentials, and will base such determination on the following criteria.

Accredited media are defined as: working journalists, demonstrating an acceptable job role, who are on assignment, for a specific media outlet meeting the requirements defined within any of the following four categories:

I. **Print Media Outlets**

Accredited Print publications include newspapers, consumer & trade magazines, wire services, and bona fide Newsletters that are:

- A. Recurrently published: issues produced on a regularly scheduled basis - at least quarterly.
- B. Of general circulation: available at news stands or on a subscription basis with a minimum of 3000 regular subscribers. Newsletters that are originated and distributed solely within a corporation or organization do not meet this definition.
- C. Supported by paid advertising or a minimum of 3000 regular paid subscriptions.
- D. Permanent in location: Regularly issued from an established physical business address.

Acceptable job roles include: editor, reporter, writer, columnist and staff photographer. Freelance journalists may be asked to demonstrate proof of assignment from an accredited media outlet.

Administrative, analyst, sales, marketing, public relations, publishing, and technical job titles/roles do not qualify as accredited media.

II. **Broadcast Media Outlets**

Accredited Broadcast Media Outlets include television and radio: networks, stations, and programs that feature business and consumer news.

Acceptable job roles include anchors, broadcasters, editors, hosts, producers, reporters, and technical professionals such as camera operators and engineers that are directly related to the production of an on-site news project.

Administrative, Analyst, sales, marketing, public relations, publishing, and technical job roles other than those described above do not qualify as accredited media.

III. **On-line Media Outlets**

Accredited On-Line Media Outlets must maintain a website/homepage that is primarily dedicated to news stories of either general or technical interest. The site(s) must be:

- . Updated on a regular basis, at least weekly
 - A. Supported by paid advertising or in support of an accredited print publication.
 - B. Based, demonstrating a physical business address with working telephone contact numbers.

Personal, non-commercial, or enthusiast websites do not qualify as accredited media for IDEA Conferences, workshops, seminars, and events.

Acceptable job roles include editors, reporters, and technical professionals that are directly related to the production of an on-site news project.

Marketing, sales and technical titles are not acceptable.

IV. **Provisional Media**

IDEA reserves the right to grant provisional media status to individuals who are performing photographic or journalistic tasks, as prescribed by or as officially approved by the organization.

Materials required at registration to serve as proof of journalistic accreditation:

Credentials for all media that pre-register (on-line) within the prescribed time frame will be verified in advance and notice of registration will be provided by IDEA. In this case, only Personal Identification is required at check-in (Item A).

If a person wishing to attend as media has not pre-registered, the following will be required at on-site registration:

- A. Personal Identification: Government issued photo I.D. (passport, driver's license, etc.)
- B. Employer Identification: Business card, employer I.D. badge, or letter of assignment on corporate letterhead. (Letterhead must identify media outlet name, address and phone)
- C. Proof of Assignment: Sample by-lined article published within the past 6-months, or current masthead that includes the reporters name & title, or official letter of assignment from a media outlet.