



## Media Credential Policy

Our policy is approved by our Chief Executive Officer, John C. Alkire, who delegates the responsibility of issuing media credentials to The Big Fresno Fair Communications Department.

### This Policy Is Necessary In Order To:

1. Accommodate working media quickly and efficiently.
2. Protect Fairgoers from being approached by representatives working on commercial projects or unauthorized projects who may present themselves as journalists to the public.
3. Assist Fair personnel in quickly identifying reporters cleared for access and media privileges.
4. Screen-out non-affiliated persons seeking media privileges.

### How To Request Media Credentials:

1. Email credential request including name, media organization and title to the Communications Department at [fairpr@fresnofair.com](mailto:fairpr@fresnofair.com). NOTE: Individual photos will not be included on the credential; instead media organization logos will be used.  
**ALL REQUESTS MUST BE RECEIVED BY FRIDAY, SEPTEMBER 25, 2009.**
2. The email must indicate the names and titles of staff planning to cover the event.  
**NOTE: Media credentials are for working media only, please.**
3. Freelance reporters/photographers will not be issued media credentials unless they can provide CHP, Fresno Police Department or Sheriff's Department with media identification or can provide proof from the news organization they are working for. This includes a letter from a news director, editor or similar authority. **No business cards or by-lined articles are accepted.**

### How To Obtain Media Credentials:

All persons representing media organizations that request official media credentials and privileges during The Big Fresno Fair and other events sponsored by the 21<sup>st</sup> District Agricultural Association will be issued an official media credential upon employment verification.

1. New this year, media representatives will need to carry proof of employment at news outlet identified on their Fair media credential (i.e. employee badge/station badge)

Media credentials will be hand delivered or mailed no later than **Friday, October 2<sup>nd</sup>**.

**NOTE: Media credentials used for purposes other than to conduct work while at the Fairgrounds may be revoked.** This includes all unauthorized persons who are in possession of or misuse media credentials.



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