

## MEDIA APPLICATION GUIDELINES

Please read the following guidelines regarding media credentials for the 39<sup>th</sup> *National Cowboy Poetry Gathering*, presented by the Western Folklife Center. By submitting your application, you are acknowledging that you have read and understood the requirements and agree to the terms and conditions outlined below. Applications must be filled out completely to be considered.

Please remember this application is only a request and it may not be approved. The Western Folklife Center reserves the right to approve or deny accreditation.

Please designate one person in your media outlet/brand to complete this application for all working media personnel, on behalf of your organization/brand.

Requests for accreditation will only be considered by submitting this form online. You may contact the media department by emailing [media@westernfolklife.org](mailto:media@westernfolklife.org) if you have additional questions.

Thank you for your interest in the 39<sup>th</sup> *National Cowboy Poetry Gathering* (Jan.29-Feb.3, 2024).

## ELIGIBILITY

– **MEDIA:** In order to be considered for a 2024 *National Cowboy Poetry Gathering* media credential, you must have a confirmed assignment to cover the Gathering. Media credentials and photo passes will not be provided for spec photography, freelance writers not on assignment, or portfolio photographers. Freelancers, please note that an editor's letter must be emailed to [media@westernfolklife.org](mailto:media@westernfolklife.org) on publication letterhead at the same time as your application or it will not be considered.

Personal assistants, associates, sales representatives, guests or other similar staff employed by media outlets or brands do not qualify for media credentials. **Guests or family members traveling with journalists do not qualify for media credentials.**

The *National Cowboy Poetry Gathering* defines "Media" as journalists, photographers, editors or producers who have a verified editorial assignment to cover the event for a recognized media outlet (print, online, radio, TV) that generates original articles or reviews about the Gathering. *National Cowboy Poetry Gathering* Media credentials include admission to events and performances for working personnel, provided they have reserved seats on the press list for individual shows.

– **SOCIAL MEDIA INFLUENCER/BLOGGER:** In order to be considered for a *National Cowboy Poetry Gathering* social media influencer credential, you must actively use at least one social media networking platform to disseminate information to a unique audience (minimum of 500 followers), separate and distinctive from traditional media and the Western Folklife Center or *National Cowboy Poetry Gathering* that demonstrates active engagement, regularly produced new content that features multimedia elements, and does NOT feature inappropriate content. Principles of integrity, professionalism, and privacy should be observed by journalists when

posting online. Handles must be provided during the application process. All criteria is taken into consideration for approval; meeting the minimum number of followers on social media channels does not guarantee a credential.

Bloggers must provide specific information about their site in the description section of the application. Credentials for bloggers are extremely limited and will be evaluated closely.

A social media credential application **MUST** be completed in order to obtain media credentials for the *National Cowboy Poetry Gathering*. Social media credentials are extremely limited for the 2023 event.

## **PHOTOGRAPHY**

The media credential gives you access to shoot *National Cowboy Poetry Gathering* sessions, workshops, exhibitions, performances, shows and venue crowd shots. For Elko Convention Center Auditorium shows and headliners, please follow the photo clearance instructions below. If you are approved for media credentials, you will receive further instructions on photography clearance requirements for various G Three Bar Theater stage performers.

Only approved photographers with professional cameras such as DSLR and interchangeable lens cameras will be allowed into the photo pits. A limited number of photographers will be allowed into the various stage designated photo areas. Approval of photo pit clearance is granted by artist management. Point-and-shoot cameras, cell phone cameras, and selfie sticks will not be permitted, and the policy will be strictly enforced by staff and security.

### **– ELKO CONVENTION CENTER AUDITORIUM (ECVA AUDITORIUM) PHOTO CLEARANCE**

Photo clearance for all ECVA headliners will be handled through the *National Cowboy Poetry Gathering*. **Please do not contact artist management for these headliners independently.** Fill out the portion of the application necessary to request photo clearance for specific ECVA shows and the media relations coordinator will submit your name for consideration. Approval of ECVA shows will be granted by artist management **ONLY**, and you will be notified if you have been approved. Please include a cell phone number and an email where you can be reached during the Gathering.

## **DISCLAIMER**

Media Credentials must be visible while at the Gathering. Request to access restricted areas must be pre-approved by the *National Cowboy Poetry Gathering* media representative and is subject to artists' and Gathering staff discretion.

We reserve the right to rescind any media passes of those who are in violation of our media code of conduct, the official regulations of the Elko Convention Center Auditorium and Elko Conference Center, or for reasons that jeopardize the safety and security of Gathering patrons or artists.

[Media Credential Request Form](#)

[Social Media Credential Request Form](#)