

Event Press Guidelines

Please be sure to read this entire page carefully before submitting your application.



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NOTE: THE DEADLINE TO SUBMIT MEDIA CREDENTIAL FORM(S) IS AUGUST 1, 2018.

A San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media Badge may be provided as a courtesy to cover the event. It is not a ticket to the event, and does not guarantee you a seat at any event, nor does it allow access to restricted areas.

All San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media Badge applicants must currently be employed or on assignment by the outlets they are representing. In general, press applicants fall into one of five categories: print, online, freelance, broadcast, and podcast/blog.

Any person requesting a media badge should fill out the San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media Badge Request Form. In the form, you will be required to provide information and answer a few questions about your media outlet. You will also be required to send in a scanned copy of your official media credentials from your outlet OR provide additional verification materials to obtain a media badge. Completed applications and a copy of media credentials or verification materials should be emailed to info@sdca-inc.org.

PLEASE PUT MEDIA CREDENTIALS APPLICANT IN THE SUBJECT LINE OF THE EMAIL.

Once your application is verified and approved, SDCA, Inc. will arrange for the Media Pass to be mailed or picked up on-site.

Important Guidelines to Consider When Applying:

- There will be no onsite registration for press.
- Each press applicant must provide his or her own application and media credential or verification materials from your outlet.
- Multiple applicants must apply on their own and send them all under one email.
- Tumblr accounts, social media sites, and community forums will NOT be considered for media badges.
- Any person who is the “official photographer” for a unit does NOT qualify for a SDCA, Inc. Carnival and Festival Media Badge.

IF YOU HAVE AN OFFICIAL MEDIA CREDENTIAL FROM YOUR OUTLET YOU DO NOT NEED TO READ THIS PAGE. PLEASE CONTINUE ON TO THE MEDIA BADGE REQUEST FORM ON PAGE 4.

Verification Materials Requirements

If you are applying for a San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media Badge and do not have official media credentials from your outlet you will be asked to provide additional verification materials. Please find below what category your media outlet falls under and follow the requirements that you will need to have attached to your San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media Badge Request Form.

PRINT PRESS (Periodicals, Newspapers, Weeklies & Magazines): If you are applying as print, you are required to email the following:

- At least THREE industry related bylined (credits your name) articles or photos published within the last 6 months. Please email actual periodicals, newspapers, weeklies and/or magazines with your name highlighted.

OR

- A signed assignment letter (on company letterhead) or email from the editor stating your assignment and request to cover the San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media on their behalf.

ONLINE PRESS or FREELANCE

JOURNALIST/PHOTOGRAPHER/VIDEOGRAPHER (Print & Online): If you are applying as online press or a freelance journalist/photographer/videographer, you are required to email the following:

- At least THREE industry related bylined (credits your name) articles, photos and/or videos published within the last 6 months. Please email or mail the links of the entire articles, photos, and/or videos with your name highlighted.

OR

- A signed assignment letter (on company letterhead) or email from the editor stating your assignment and request to cover the San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival Media on their behalf.

BROADCAST PRESS (Radio & Television): If you are applying as broadcast press staff you are required to submit the following:

- A signed assignment letter (on company letterhead) or email from the station's editor stating your assignment and request to cover the San Diego Caribbean Association, Inc. 2018 West Coast Multicultural Carnival and Festival on their behalf.

PODCAST or BLOG: If you are applying with a podcast or blog, you must be currently established and continuously contributing to the outlet you are representing and you are required to submit the following:

- At least **THREE** podcasts or blog entries from an established outlet within the last 6 months. Please email or mail the links of the podcast /blog entry crediting your name
- OR
- A link to the outlet's list of archives showing activity from the last 18 months along with a link to your own contributions. We consider the frequency and consistency of your site's updates along with the frequency of your own contributions.



Media Badge Request Form

I am applying as an individual.

I am applying with other members from an Outlet.

Media Outlet: _____ Name: _____

Title: _____ Email: _____

Phone: _____ Media Webpage: _____

Outlet Address: _____

City: _____ State _____ Postal Code: _____

Editor _____ Editor Email _____

Editor Phone: _____

Any affiliation to MAS BANDS? Who? _____

In the boxes below, please place an X next to the area that best describes your outlet.

Print

Online News

Broadcast

Freelance

Podcast/Blog

If other, please specify: _____

Which SDCA, Inc. event are you interested in covering? Please specify the date, city and type of event (carnival, after party or all white affair, etc).

Where and when can SDCA, Inc. expect to see your coverage published?
