

Event Press Guidelines



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

A WGI Sport of the Arts 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 WGI 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 WGI 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 crystal@wgi.org.

Once your application is verified and approved, WGI 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 WGI 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 3.

Verification Materials Requirements

If you are applying for a WGI 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 WGI 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 a WGI Regional or World Championships 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 a WGI Regional or World Championships 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 a WGI Regional or World Championships 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 competing groups? 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 WGI event are you interested in covering? Please specify the date, city and type of event (color guard, percussion or winds).

Where and when can WGI expect to see your coverage published?

