

Media Accreditation Form

WERC is pleased to welcome and accredit representatives of authorized media organizations to enable them to develop and publish newsworthy articles and stories about the WERC Annual Conference, the association and/or the industry in general. Accredited media will receive a complimentary badge for the event, however, only accredited media are eligible for this offer. Prior to applying, please read the requirements for media accreditation to determine eligibility.

For more information, contact the WERC Office at 630-990-0001.

JOURNALIST INFORMATION

First Name:

Last Name:

Title / Position:

Daytime Phone #:

Ext #:

Business Address:

Unit #:

City:

State/Province/Territory:

Country:

Zip/Postal Code:

Have you been accredited in previous years?

Yes (please specify which years) No

MEDIA OUTLET INFORMATION

Company / Media Outlet Name:

Website URL:

Which one of the following best describes your media outlet? (Select one answer)

- Trade Publication
- Magazine
- Blog or Vlog
- Photo / Visual Service
- Newspaper
- News Agency/Newswire Service
- TV
- Radio
- Other (please specify):

PUBLICATION PLACEMENT

On which topics will you publish articles / videos about following your attendance at the WERC Annual Conference (Select all that apply):

Workplace safety

Labor Management

Technology

Outsourcing

Metrics

Other (please specify):

Security

Omni-Channel

In what channel(s) will the articles / videos be published?

Trade Publication (please specify name/link):

Magazine (please specify name/link):

Blog or Vlog (please provide link):

Printed Newspaper (please specify name):

Online Newspaper (please provide link):

YouTube (please provide link):

Facebook (please provide link to page):

Twitter (please specify Twitter handle):

LinkedIn (please provide link profile):

TV (please specify channel and program):

Radio (please specify channel and program):

Other (please specify):

IMPORTANT: Please email this completed form to conference@WERC.org or fax it to 630-990-0256.

Media Accreditation Form

Working journalists may register and attend the WERC Annual Conference at no cost, however, only accredited media will receive a media badge for the event. WERC reserves the right to accept or reject any request for media credentials, and will base such determination on the criteria below. All media are encouraged to apply for accreditation in advance for a smoother check-in experience and ensured entry.

PRINT MEDIA OUTLETS

Accredited print publications include: newspapers, trade magazines and wire services that are:

- Recurrently published: issues produced on a regularly scheduled basis – at least quarterly;
- Of general circulation: available at newsstands or on a subscription basis with a minimum of 2,500 regular subscribers. Newsletters that are originated and distributed solely within a corporation or organization do not meet this definition;
- Includes advertisements: supported by paid advertising or a minimum of 2,500 regular paid subscribers;
- 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.

BROADCAST MEDIA OUTLETS

Accredited broadcast media outlets include: television and radio networks, stations and programs that feature business and financial 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.

ONLINE MEDIA OUTLETS

Accredited online media outlets must maintain a website, homepage, blog or vlog that is primarily dedicated to publishing original news stories related to business, mining or markets. Personal, non-commercial or enthusiast websites do not qualify as accredited media. The sites must be:

- Updated on a regular basis – at least weekly;
- Supported by paid advertising, paid subscriptions or in support of an accredited print publication.

PROVISIONAL MEDIA

WERC 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.

REQUIRED MATERIALS AT REGISTRATION

For those wishing to attend as media, the following will be required at on-site registration:

- **Personal identification:** government issued photo ID;
- **Employer identification:** business card, employer ID badge, or letter of assignment on corporate letterhead;
- **Proof of Assignment:** sample by-lined article published within the past six months, or current masthead that includes the reporters name & title, or official letter of assignment from a media outlet.