



## 2026 RODEO AUSTIN MEDIA CREDENTIAL POLICY

Media accreditation is reserved for reporters, writers, videographers, producers and photographers who work for established media outlets. Media credentials will only be issued to members of the working media, including production personnel, radio, newspaper, digital, magazine and television industries assigned to cover Rodeo Austin.

### **Eligibility Requirements:**

- Applicants must meet a minimum age requirement of 21. Please note that requests from students will be assessed individually.
- Freelance photographers, reporters, or journalists seeking credentials must have a specific assignment and are required to submit an assignment letter from their general manager, editor or news director. Media credentials for freelance photographers without assignment will not be granted.
- Media entities must furnish their most recent publication, broadcast clip, or provide a link to an online article as part of the application process.
- Rodeo Austin media credentials will NOT be issued to marketing, promotions, sales, advertising, public relations, or personnel.
- Online/social media will be considered on a case-by-case basis. Only media with active news websites qualify for credential consideration. The website must post original, dated, and industry-related news on a regular basis. Social media without a supporting news website will not be considered.
- Bloggers/social media accounts will also be considered on a case-by-case basis.
- All outlets must provide a detailed explanation of planned coverage. While all applications will be reviewed and considered, Rodeo Austin reserves the right to deny any media accreditation application.
- Media credentials will only be issued to working media on assignment to cover Rodeo Austin. Working media includes paid employees or representatives of a known and established media organization.
- All media outlets must be a legal corporate entity and have been in business at least one year.
- Bloggers/social media accounts will also be considered on a case-by-case basis.
- Rodeo Austin will make the final decision on all credential applications based on availability and the size, scope, and circulation of an individual outlet.

**Media Guidelines:**

- Media personnel are responsible for confirming the approval of their events.
- Rodeo Austin reserves the right to revoke credential privileges for any reason.
- Misuse of media credentials will result in the immediate loss of future credentials privileges for his/her organization.
- Staff members from online outlets must be listed on the website, with name and title appearing on the editorial capacity.
- In order to obtain credentials, please follow and submit the following items and fill out the following form:
  - All names of personnel covering the event.
  - All personnel are to be on the grounds for broadcasting or publication purposes only. All personnel must include position and/or title with application.
  - The name and phone number of a contact person to be used in case questions arise during the show.
  - Print media must provide a copy of recent publications.

**Please note:**

- Media credentials do not provide access into the Travis County Expo Center - only onto the grounds. Arrangements must be made with the Marketing Department to gain access to the Travis County Expo Center.
- Media credentials do not provide seating in the Travis County Expo Center.
- Media credentials must be worn at all times on the grounds and are non-transferrable.
- Any media not listed will be unable to pick up credentials until written approval is sent from the contact person. If the contact person cannot be reached, no credentials will be issued.
- Media Credentials are determined on a case-by-case basis and must be coordinated in advance (at least 72 hours).
- Due to space restrictions, we ask that you limit your request to essential working personnel only. The media parking area is limited once full. Any additional vehicles will be parked in “overflow parking.”
- Requests for media credentials must be submitted using the online submission form.
- Only one application should be completed by each media outlet.
- Past approval of credentials to Rodeo Austin **does not** guarantee approval for the current year.
- Rodeo Austin reserves the right to refuse any credential request.

**\*APPLICATION FOR CREDENTIALS DOES NOT GUARANTEE APPROVAL\***

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**512-919-3000**