

## **Unifest Media Credentials Application**

To request a media pass to Unifest, please fill out the form below. Media passes are limited and will only be granted to working journalists who intend to cover the event. Please submit links to recent articles or reports you have written. You may also have your editor fax or email a letter stating your press credentials to: Patrice Dyer, PR Director, Greater Caribbean American Cultural Coalition, email: [presscredentials@gcaccoalition.com](mailto:presscredentials@gcaccoalition.com), fax # (954) 302-8389.

Required Media Credentials Please review the following credential requirements, and then apply through the form below.

To qualify for a complimentary media pass for Unifest, the applicant must cover the industry on a regular basis by writing regular reports or publishing articles on related event, cultural or community issues that are not solicited by an exhibiting company. Private consultants who are paid by an individual company are not eligible for a media pass, and should request a pass from the sponsoring company.

Additional information on requirements for press is as follows:

Reporters from industry publications, newspapers, and wire services must provide a sample of an article published within the past six months that clearly displays authorship.

Online News Outlets: An online news outlet must contain original news content above and beyond links, forums, troubleshooting tips and reader contributors, and have a readership of over 5,000 per month. Each news outlet must post original, dated, industry-related news at least once per week.

Blogs Bloggers wishing to receive press credentials must provide the URL of their blog, and have at least 5,000 unique visits per month. Self-promoting blogs and blogs that merely aggregate third-party content will not be considered. Blog content must be original and updated at least 2 times a week. Only one press pass per blog will be issued.

Association Publications/Newsletters Reporters from internationally recognized magazines, newspapers, or newsletters produced by industry associations must provide an article published within the past six months. Newsletter reporters must have a registered subscriber base of at least 5,000.

Freelance Writers and Authors: Persons requesting freelance credentials must provide an article published within the past six months or a letter of assignment from a qualifying editor or publication. Those who freelance occasionally and are employed by non-news organizations are not eligible for media credentials.

Broadcast Journalists must provide a brief description of your show or program, its target audience, market(s) reached, airtime of show and affiliated network (if applicable).

We reserve the right to refuse media passes, without cause, during pre-registration as well as on-site media registration. Please be advised that, due to high demand, media passes are limited in number and are reserved for qualifying news outlets.

Please direct any press inquiries to Patrice Dyer at: [presscredentials@gcaccoalition.com](mailto:presscredentials@gcaccoalition.com)

**APPLICATION DEADLINES:**

Return request form by May 17, 2010 for approval. Mainstream Media request after May 17, 2010 will be handled on site at the event. However, we would request the favor of a phone call to (954) 730-8885 or an email to [presscredentials@gcaccoalition.com](mailto:presscredentials@gcaccoalition.com) if you plan to issue a late request. All independent/Freelance Media and all International Media must have **ADVANCE** approval. **NO EXCEPTION.**

**Coverage suggestion:**

Key events to cover include the Artists Meet and Greet/Media and Sponsors Reception, Friday May 21, 2010 from 6pm – 10pm at Marcia's Café' 3750 N. State Rd 7, Lauderdale Lakes, FL 33319.

**PLEASE NOTE:** The best opportunity for interviewing the performers up close and personal will be on Friday May 21<sup>st</sup> during the Meet and Greet Reception for the Artist. Interviews are not guaranteed on the day of the event.