



Media Guidelines for GCPA Conferences and Events

GCPA welcomes journalists, reporters, photographers, film crews, and other members of the news media at our conferences and events. These guidelines serve as rules of engagement to protect our attendees while sharing stories from these events with public audiences.

WHO IS ELIGIBLE TO ATTEND GCPA CONFERENCES AND EVENTS AS MEMBERS OF THE MEDIA?

Media representatives must present identification to verify affiliation with print, broadcast, or recognized Internet media. Freelance writers must submit a letter of assignment or letter of intent from the media outlet being represented. Unassigned freelance writers must present bylined articles from a recognized news organization for consideration. Business cards or membership cards from communications or writers' organizations are not sufficient to establish eligibility.

Press passes are available only to working media representatives who can show evidence that their attendance is expected to result in coverage of the meeting or event in print, broadcast, or Internet media.

IS PHOTOGRAPHY AND FILMING PERMITTED?

Filming and photographing for public consumption of any kind anywhere within GCPA conference and events is allowed only at the discretion of GCPA's Executive Director. To apply for permission, email Media@gulfcoastpower.org not less than one day in advance.

Camera crews and photographers must be accompanied at all times by GCPA staff or an assigned GCPA volunteer.

In addition to following all GCPA rules and regulations, film crews and photographers must also follow the facility and local jurisdiction's fire safety and union regulations.

ARE LIVE BROADCASTS PERMITTED?

Live broadcasts from any GCPA event or session may occur only with written consent from GCPA's Executive Director. To apply for permission, email Media@gulfcoastpower.org not less than one day in advance.

ARE MEDIA ATTENDEES ENTITLED TO GIVEAWAYS AND SWAG?

Media representatives will not be given Conference tote bags or other complimentary items (e.g., food, beverages, sponsor/exhibitor giveaways).



DO EXHIBITORS WHO ARE ALSO MEDIA NEED TO OBTAIN A PRESS PASS?

Dual-role publishers/editors may obtain press privileges if they meet the other criteria outlined in these guidelines. Any media activities in the exhibit area may occur only with written consent from GCPA's Executive Director.

AS AN EXHIBITOR, CAN I HOLD MY OWN PRESS EVENT?

Exhibitors who plan on having a film crew videotape their booth received written consent from GCPA's Executive Director in advance. Upon receiving written consent, Exhibitors shall be responsible for making their own arrangements. Exhibitors shall notify the GCPA Conference Registration Desk of all details related to the GCPA consented event so GCPA Staff or Volunteers can reroute press queries.

ARE NEWS OUTLET SALES AND ADVERTISING STAFF ELIGIBLE TO ATTEND AS MEMBERS OF THE PRESS?

GCPA will not issue press passes to a publisher's or publication's advertising, marketing, public relations, or sales representatives; publishers, editors, or reporters from manufacturers' house or promotional publications; public relations staff of exhibitors; writers creating analyses or reports sold as a commodity; or other individuals or their representatives who are not actually reporting on the meeting or event.

Any press pass holder who sells, markets, or represents a company or organization for the purpose of obtaining advertising, sales, or subscriptions from any meeting registrant or exhibitor will be asked to immediately forfeit press credentials.

ADDITIONAL CONSIDERATIONS AND STATEMENTS

- GCPA reserves the right to limit media access to GCPA-sponsored meetings and events.
- GCPA reserves the right to inspect the credentials of anyone registering as media.
- GCPA reserves the right to limit the number of press badges issued to a single media organization.
- GCPA program content may not be used to develop continuing education materials without the express written consent of GCPA's Executive Director.