



**WILLIAM
PATERSON
UNIVERSITY**

300 POMPTON ROAD • WAYNE, NEW JERSEY 07470-2103
WWW.WPUNJ.EDU

Credential Application - MEDIA REGISTRATION GUIDELINES 2017 New Jersey Gubernatorial Debate at William Paterson University

Debate date/location:

Wednesday, October 18, 2017
William Paterson University
Shea Center for Performing Arts
300 Pompton Road
Wayne, NJ 07470

Media Credential Contact:

Phillip Sprayberry, media relations coordinator
sprayberryp@wpunj.edu
973.720.2971

For directions please refer to:

wpunj.edu/wppresents/visitor-info/sheadirections.html

Deadline:

Monday, October 9, 2017

MEDIA REGISTRATION GUIDELINES

Media Qualifications: You must be currently employed by a news publication OR you must be currently employed with a recognized broadcast or online (network, cable, independent) news organization. Television and radio stations must maintain a news department. You are required to submit credential information to support your qualifications (see form).

Freelance journalists who are not on-staff employees of the news media organizations they will be representing must also submit an original letter of assignment from the editor on letterhead with the name and phone number of the assignment editor. No journalist will be considered without confirmed assignment from an actual news publication or news broadcaster.

Individuals representing companies or organizations listed below **do not qualify** for media registration.

- Book authors
- Freelance writers who are employed by non-news organizations
- Companies/organizations producing publications, videos, and/or other items solely for the purpose of marketing, advertising, financial analysis, or public relations
- Public relations staff and/or representatives from communications, print and on-line promotion organizations

Guidelines for ONLINE MEDIA REPRESENTATIVES: The following is a list of guidelines that the 2017 New Jersey Gubernatorial Debate at William Paterson University officials will use in order to decide how to issue press credentials to independent online media representatives:

- Individuals may apply for credentials unless otherwise specified.
- Access is a privilege, not a right, and the 2017 New Jersey Gubernatorial Debate at William Paterson University reserves the right to revoke this privilege at any time.
- All applicants in this category must submit 2016 traffic data from a third party, such as Google Analytics, in order to be considered. While the decision to grant access is not based solely on traffic/subscriber data, we do require that applicants provide some degree of transparency into their operations in order for us to make a fair and timely decision on an application. Also, please send links to content already published about politics and/or gubernatorial races.
- Access to the 2017 New Jersey Gubernatorial Debate at William Paterson University is expected to produce coverage. Please forward a link to your story to sprayberryp@wpunj.edu.
- The final decision on all applications for press credentials is in the sole discretion of the 2017 New Jersey Gubernatorial Debate at William Paterson University officials.

Media Registration: The deadline for advance registration at the 2017 New Jersey Gubernatorial Debate at William Paterson University is Monday, October 9. MEDIA BADGES WILL NOT BE MAILED OR EMAILED. A media credential with appropriate access level will be issued on arrival at registration. Journalists must register in person. An original press card, or the letter of assignment, must be presented at the press registration desk on arrival at the debate, at which time a press credential will be issued.

Debate Details:

Parking for the media will be available in Parking Lot 8, located at Hobart Hall across Pompton Road from Shea Center (accessible via pedestrian bridge). Broadcast trucks will be required to park in a special area beside the Atrium on Pompton Road (accessible via entry #4) and is first-come, first-served. Broadcast trucks need to be self-powered.

Media registration begins at 5 p.m. Please enter through the door at the lower left of the front entrance of Shea Center by 6:30 p.m.; a member of the public relations staff will be at the media registration desk to distribute materials and media access credentials. All media entering the media room and Shea Center will go through a security screening. Media will watch the debate on a large-screen video projection system in room 103 in Shea Center, one floor below the auditorium where the debate will take place. The debate will be broadcast live from 7 – 8 p.m. Seating may be limited and is first-come, first-served in terms of seat location. Room 103 will be outfitted with workspace for the media and will be equipped with wireless Internet access and power. Refreshments will be provided.

At the conclusion of the debate, media will be offered access to those candidates who choose to speak to the media. Room 103 will continue to be available to media for writing and filing stories or other needs.

Video and Audio Feeds:

- Information regarding the video and audio feeds will follow in a separate email.

Application Process: Credential application form is accessible on the William Paterson University website at: wpunj.edu/debate

Applications may be submitted in two ways; a scan/photocopy of your current press credential must be attached. Complete applications must be received NO LATER than Monday, October 9.

- 1.) WEB:
wpunj.edu/debate
- 2.) e-mail with attached PDF:
sprayberryp@wpunj.edu

#