

## Media Accreditation for Humane Canada's Conferences and Events

Complimentary registration to conferences (no meals or networking events are included) is provided to qualified journalists who meet the conference media registration criteria on a space-available basis. Applications for media credentials will be accepted from journalists employed by or on assignment from recognized print, broadcast, and online news media.

If accepted, you will be required to wear a badge that clearly identifies you as a member of the media, and you will be accompanied for all session by a member of Humane Canada's team to ensure you get the information you need.

### To be accredited, journalists should submit the following to Humane Canada:

- Name
- Complete contact information (office, mobile phone numbers and e-mail address), and the name of the media outlet they will be representing
- Proof of employment by the media outlet (e.g., a copy of the publication's masthead with the reporter's name listed) or a letter of assignment from the editor, producer, or news director of the outlet if the reporter is freelance

### Please note the following exceptions:

- Business cards will not be accepted as media credentials
- We may ask you to submit additional information to support your application
- Sales, marketing and administration representatives of media organizations are not eligible for media accreditation
- The organizers will review each request and confirm by email correspondence if the application for accreditation has been accepted or declined. Successful applicants will receive email instructions on how to then complete the online registration process

### Freelance journalists must also provide clear evidence that they are:

- On assignment from a specific news organization or publication through a letter of assignment from the assigning editor.

### Online media must meet the following additional requirements:

- The online publication must belong to a registered company, such as a media organization, and have a specific, verifiable business address and telephone number. No website-only addresses will be accepted.
- Online publications requesting accreditation for its journalists must have a substantial amount of original news content or commentary or analysis on the animal welfare issues. .

- New websites requesting accreditation must provide the latest information on their site's visitors, their audience or other relevant material. Their journalist must have an established record of having written extensively on animal welfare issues.
- Online publications which are communications outreach or advocacy publications for non-governmental or non-profit organizations do not qualify for media accreditation.

The accreditation request, including the items noted above should be sent to Natalia Hanson, Coordinator Marketing and Communications, [natalia@humanecanada.ca](mailto:natalia@humanecanada.ca)

