



Dear Press Representative:

Attached is the credential application for the 2012 Tejano Music National Convention. This form needs to be completed and returned to us no later than July 1, 2012. Please note that we have included guidelines for electronic media.

The 2012 Tejano Music National Convention is July 27-28, 2012 at Bally's Resort & Casino.

Freelance journalists and all other applicants who are not on-staff employees of the outlet(s) they will be representing must submit an original letter of assignment on letterhead with the name and phone number of the assignment editor along with this form. No journalists, photographers or camera crews will be considered without confirmed assignment from an actual publication or broadcaster.

Press credentials and access will ONLY be granted if you agree to air/print coverage during the months of May, June, July and/or August.

Credential form may be submitted in three ways and must be received NO LATER than July 1, 2012 by 5 p.m. CST.

- 1.) Email Bianca Gamez: bjg2803@yahoo.com
- 2.) BY FAX **(913) 397-0890**
- 3.) BY MAIL:
LatinPointe, Inc.
Attn: Tejano Credentials
17563 W. 158th Terrace
Olathe, KS 66062-6777

If you want to confirm that your application has been received, please call Bianca Gamez at (817) 437-2929 or email Rebecca Cruz at rcruz@latinpointe.com or call (913) 397-8850.

Thank you,

Sarah Ruiz Chavez
LatinPointe, Inc.

Tejano Media Credential Application

Convention dates/location:

July 27-28, 2012
Bally's Resort & Casino
3645 Las Vegas Boulevard South
Las Vegas, NV 89109

Media Contacts:

Bianca Gamez
bjg2803@yahoo.com
(817) 437-2929

Rebecca Cruz
rcruz@latinpointe.com
(913) 397-8850

Media Registration Guidelines and Registration

Media Qualifications: You must be currently employed by a publication with a general circulation OR you must be currently employed with a recognized (network, cable, independent) news organization. Television and radio stations must maintain a regular news or entertainment department. You are required to submit credential information to support your qualifications. TMNC will contact you upon receipt of your media registration application.

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

- Book authors
- Freelance writers who are employed by non-news/ non-entertainment 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 Bloggers and other Online Media Representatives

The Tejano Music National Convention, in an effort to better communicate with and inform Tejano fans is committed to working with the emerging class of independent reporters and columnists who reach their audiences via blogs, podcasts, videoblogs and other online media. However, because these communications vehicles are new, and the practitioners are NOT connected with established media organizations, some confusion exists as to how the Tejano Convention can and should interact with them on a continuing basis.

The following is a list of guidelines that the Tejano Convention will use in order to decide how to issue press credentials to independent online media representatives:

1. Individuals may apply for credentials unless otherwise specified. Requests for credentials must return a completed form by e-mail or in writing.
2. Access is a privilege, not a right, and the Tejano Convention reserves the right to revoke this privilege at any time. The Tejano Convention also reserves the right to deny/revoke credentials to any outlet that publishes objectionable content.
3. The Tejano Convention prefers to work with online media outlets that have an established track record covering Tejano music and Tejano industry news. As a general guideline, we would like to work with outlets that have been in continuous operation for a minimum of one year. Please note, however, that we do have some flexibility in this area.
4. All applicants must submit traffic data from a third party (Sitemeter, Technorati, Feedburner, iTunes or an equivalent) 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.
5. Obtaining press credentials is an opportunity to meet and interact with Tejano artists, industry officials, and fans. It is **NOT A FREE TICKET** to the Tejano events. Access to Tejano events is expected to produce coverage and is considered when granting access. Please forward a link to bjg2803@yahoo.com or rcruz@latinpointe.com.
6. Bloggers who are granted access are expected to act professionally at all times. Those who do not observe the practices of professional decorum run the risk of being ejected from the Tejano events and barred from future access.
7. The final decision on all applications for press credentials rests with the Tejano Convention Directors.

Number of Media Who May Register for Each Organization: Registration is limited to three individuals per media outlet; publications are limited to one representative per outlet. BACKSTAGE MEDIA ACCESS IS RESTRICTED. Organizations that wish to send more than three representatives to the conference, should contact bjg2803@yahoo.com or rcruz@latinpointe.com .

Tejano Music National Convention Media Credential Form

Media Contacts:

Bianca Gámez
bjg2803@yahoo.com
(817) 437-2929

Rebecca Cruz
rcruz@latinpointe.com
(913) 397-8850

Please print clearly and return by July 1, 2012

Name: _____

(All subsequent correspondence related to credentials will be addressed to this name)

Email: _____

Have you covered TMNC events? YES NO

If YES, please describe year(s) and coverage: _____

Station / Company & Title: _____

Circulation/audience reach: _____

Address: _____

Phone: (_____) _____ Mobile: (_____) _____

Fax: (_____) _____

For Bloggers and Online Media (complete above and the following four lines)

Website Link: _____

Year Established: _____ Average Number of visits per day _____

Provide Source (third party online statistics tracker): _____

Credential Request (Please check the appropriate boxes):

Name	Reporter	Photo	Video	Online Media
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I have read and agree to the Tejano Music National Convention Media Guidelines and provided the most current and correct information.

Signature Required

Date

Press credential and access will ONLY be granted if you agree to air/print at least one segment/story during the months of May, June, July, and/or August. There is **NO GUARANTEE** that you will be given the number of credentials you are requesting.