

Valiant Air Command **Press Pass** **Policy**

The Valiant Air Command Press Pass Program and Policy is administered by the Public Relations Officer, on behalf of the Commander.

Summary:

It is the policy of the Valiant Air Command that for the Tico Warbird Airshow and other events/activities, as specified by the Commander of the Valiant Air Command, press passes can be issued, but must be controlled and limited to appropriate working media. These passes are meant to provide free entry and identification for the working, professional, credentialed press; primarily TV, Radio and print media. Photographers who work with TV, radio or print outlets will be verified through their editors and may be issued press passes. Non-credentialed photographers will be required to purchase an admissions ticket and are not authorized a press pass.

The Tico Warbird Airshow is an annual fundraiser for the Valiant Air Command. As a 501c3 not-for-profit, this event is how we obtain funds to stay in business. While co-operating with the credentialed press is an accepted and important part of our doing business, we must control the amount of free access we provide and insure it is granted only for those with verified, compelling professional interests.

Before requesting a press pass please review our specific requirements below. Failure to familiarize yourself with this policy may delay, or result in disapproval of, your request.

Media Credentials: Registration

Pre-registration is strongly encouraged. Our ability to verify qualified working press status at the airshow is limited and may result in the denial of the request for press passes. Additionally, coordination for admission on a "no notice" basis, at the airshow gates, is difficult if not impossible during the airshow. In that case, you have the option to purchase a daily admission ticket.

You may register by sending an email to vacwarbirds@bellsouth.net, or calling 321-268-1941. Be prepared to include your name, name of your organization, the name of the individual who directed the assignment, phone number, number of press passes requested and the capacity in which you will be working.

Prior to obtaining a press pass, however, ALL applicants (proposed press pass holders) must sign and return an airshow "Hold Harmless" agreement. This agreement is available from our website at www.vacwarbirds.org, or you may call or email to request one; as well as come to the museum directly.

The number of press passes issued to each media outlet will be limited to a reasonable number at the discretion of the Commander, Valiant Air Command. Any personnel over that limit will be subject to regular admission prices.

The Commander of the Valiant Air Command reserves the right to require additional information and may approve or reject a request for a press pass, at its discretion. *Press IDs from organizations that charge a fee for the ID are not sufficient for media credentials.*

Working Media.

Tico Warbird Airshow Press Passes are for working media representatives only. Press passes will not be issued to family members, friends, children or those working in marketing, advertising, promotions or sales. Company executives, management personnel or corporate officers do not qualify for media credentials. Again, pre-registration is encouraged, since during the airshow we will not be able to verify the above in a timely manner.

Freelance Journalists/Photographers (and videographers) are not routinely issued press passes unless on a specific assignment from a recognized media outlet. The assigning media outlet should make the press pass request and verify the assignment.

Video/Film Production Crews (non-news) must be pre-approved by the Valiant Air Command Public Relations Officer, before receiving a press pass. If the effort is to be a commercial, for profit, venture for the organization, such credentialing may be dependent on the publicity value to the Valiant Air Command and/or other considerations.

Photographers will be issued press passes for editorial shooting only! Photographers shooting for stock houses, resale and other commercial purposes will not be credentialed.

Websites and Digital Newsletters.

Given the proliferation of websites and digital newsletters the Valiant Air Command does not automatically recognize websites and newsletters as working media outlets for purposes of qualifying for a press pass. We understand that many newsletters, websites and bloggers are distributing information to members and/or the general public, but we are unable to issue media credentials to every digital site or publication. A representative of these organizations may request a press pass and the Valiant Air Command will consider and may authorize such a request on a case-by-case basis.

Again, please keep in mind that this is an annual fundraiser for our 501c3, not for profit, educational museum.

Colonel Terry Yon, USA (Ret)
Public Relations Officer
Valiant Air Command