Media Credential Policy

This policy is approved by our Fair Management, who delegate the responsibility of issuing media credentials to The Big Fresno Fair Communications Department. Working media is identified below as those media personnel who have obtained approved Big Fresno Fair media credentials.

This Policy Is Necessary In Order To:

1. Accommodate working media quickly and efficiently.

2. Enable the media to enter the Fairgrounds quickly.

3. Protect Fairgoers from being approached by representatives working on commercial projects or unauthorized projects who may present themselves as journalists to the public.

4. Assist Fair personnel in quickly identifying reporters cleared for access and media privileges.

5. Screen-out non-affiliated persons seeking media privileges.

How to Request Media Credentials:

1. Email credential request including name, media organization and title to the Communications Department at fairpr@fresnofair.com. **NOTE: Media organization logos need to be provided as they will be used on the Media Credentials.** **ALL REQUESTS MUST BE RECEIVED NO LATER THAN MONDAY, OCTOBER 5, 2026**

2. The email must indicate the names and titles of staff planning to cover the event.
   NOTE: Media credentials are for working media only, please.

   Freelance reporters and photographers will not be issued media credentials unless they submit proof of employment/contract with a news organization. This could include a letter from a news director, editor or similar authority. **No business cards or bylined articles will be accepted.** The letter must be on original media organization letterhead and include a phone number of the proper contact at the news organization if further information and clarification is needed.

3. Bloggers and other online reporters will not be issued a press pass unless they can provide documentation of web traffic/viewership of 25,000+ per month (Google Analytics Reports or other web traffic reporting tool) and their blog/online news source must be at least one year old. Each media credential request will be reviewed on a case-by-case basis and it is at the discretion of Fair Management to grant the media credentials.

4. Media passes are not available to high school and college journalism or photography classes. Passes are given to college newspaper staffs and are available to high school newspaper staffs on a case-by-case basis. An application must be submitted by the newspaper faculty advisor to be considered.

How to Obtain Media Credentials:
All persons representing media organizations that request official media credentials and privileges during The Big Fresno Fair and other events sponsored by the 21st District Agricultural Association will be issued an official media credential upon employment verification.

- As a reminder, media representatives will need to carry proof of employment at the news outlet identified on their Fair media credential (i.e. employee badge/station badge)

NOTE: Media credentials used for purposes other than to conduct work on behalf of your media organization while at the Fairgrounds may be revoked. This includes all unauthorized persons who are in possession of or misuse media credentials.

Interview and Backstage Policy at Concerts:
All qualified media interviews and associated backstage passes must be arranged direct through the artist's management in advance of performance date. The Big Fresno Fair's Communications Department staff can provide contact information for most artists' management and publicists upon request. Email your requests to fairpr@fresnofair.com.

All Big Fresno Fair contracted artists reserve the right to approve or disapprove pre-arranged media interviews onsite the day of the show through their Tour Management. To expedite the onsite interview process, please present written artist authorization for interviews the day of the show including name and phone number of who approved the authorization.

For additional onsite assistance from The Big Fresno Fair Communications Department, please email Danielle Griffin at danielle@cohencommunications.com in advance of show date confirming approved artist interviews, time and proof of artist management authorization.

NOTE: Special sponsorship and promotional arrangements made through The Big Fresno Fair Sponsorship Department, Record Label Sponsorship, and direct pre-arranged station promotion with artist and/or fan club are to be coordinated directly with those entities. It is not the responsibility of the Fair's Communications Department to coordinate and/or validate those arrangements.

Thanks for your cooperation. We look forward to seeing you at the Fair, October 7 - 18!