

**COMIC-CON<sup>®</sup>**  
**AND**  
**WONDERCON ANAHEIM**



**PRESS GUIDELINES**

**2019**



Major changes to the press application and registration processes have been implemented for 2019. Please read this entire PDF carefully before submitting an application for press consideration.

The deadline to submit a press application is **Friday, January 11, 2019**.

The online "Press Outlet Application" can be found here:

[https://portals.comic-con.org/press\\_outlet/](https://portals.comic-con.org/press_outlet/)

## NEW FOR 2019:

- The 2019 press application period now includes consideration for both Comic-Con and WonderCon Anaheim. Moving forward, there will only be ONE press application period for both conventions each year.
- Press applications are now outlet-based, which means only ONE application per press outlet — instead of one application per individual press member.
- The new "Press Outlet Application" should be submitted by the Outlet Key Contact (OKC) only. All OKCs must have their own valid and confirmed Comic-Con Member ID.
- Returning press outlets have been pre-assigned a Comic-Con Outlet ID. Outlet ID login credentials have been sent via email to the OKC.
- Every applying press outlet will be assigned its own Comic-Con Outlet ID and login credentials, managed by the OKC.
- Press outlet status can be found in its Comic-Con Outlet ID or the Comic-Con Member ID of the OKC.
- Freelance press members that would like to apply must submit a "Press Outlet Application" as the OKC. They should proceed with "Step 2" instructions for new press outlets (found on page 4). However, the assignment letter must be from the press outlet assigning them.
- Press badge registration for verified and approved press outlets will open at a later date for each convention. The OKC is responsible for registering each individual member of the press outlet. Individual members of an approved press outlet must have their own confirmed Comic-Con Member ID to be registered for a press badge by the OKC.



## IMPORTANT PRESS GUIDELINES/PROCEDURES TO CONSIDER:

- The Outlet Key Contact (OKC) may be the head of the outlet, the Editor in Chief, Assignment Editor, or the primary person responsible for facilitating communication between the press outlet and Comic-Con.
- There can only be one OKC per press outlet. However, an OKC may be the OKC for multiple press outlets.
- To update or change the OKC of a press outlet, email [pressreg@comic-con.org](mailto:pressreg@comic-con.org) for assistance. Please be sure the new OKC already has a valid and confirmed Comic-Con Member ID.
- Tumblr accounts, social media sites, community forums, and game streaming platforms will NOT be considered as press to any of our conventions.
- Press outlet status can be found in its Comic-Con Outlet ID or the Comic-Con Member ID of the OKC.
- The decision of a submitted "Press Outlet Application" will be sent via email to the OKC within 5-8 weeks.
- If the OKC does not receive a response from Comic-Con within 5-8 weeks, please forward the "Comic-Con and WonderCon Anaheim 2019 Press Outlet Application Submission Complete!" email to [pressreg@comic-con.org](mailto:pressreg@comic-con.org).
- Before the OKC can register individual press members, the outlets' "Press Outlet Application" must be approved.
- Once a press outlet has been approved, a badge allocation of complimentary press badges to each convention will be assigned.
- Individual members of an approved press outlet must have their own confirmed Comic-Con Member ID to be registered for a press badge by the OKC.
- Press outlet verification will be valid for two consecutive years, unless earlier verification is requested by Comic-Con. Freelance press members' verification will only be valid for the year approved.
- Press badge registration for verified and approved press outlets will open at a later date for each convention. At that time the OKC of these press outlets will be notified via email and given instructions on how to register their individual press members.
- There will be no onsite registration for press at Comic-Con 2019.

"Press Outlet Applications" must be submitted by:  
**FRIDAY, JANUARY 11, 2019**



## HOW TO APPLY AS PRESS

Press applications are now outlet-based (“Press Outlet Application”). The press application is for verification of the press outlet and no longer for the individual members of the press outlet.

Press outlets will fall in to one of two classifications: “new” or “returning”.

- Returning press outlets have been pre-assigned a Comic-Con Outlet ID. This information has been sent to the determined Outlet Key Contact (OKC).
- New press outlets will receive a Comic-Con Outlet ID once the OKC has submitted the “Press Outlet Application”.

Returning press members have been emailed details of this change and how it impacts their press badge registration process. If you are a returning press member and have not received this information, please visit the “Notices” tab while logged in to your Comic-Con Member ID to review these details.

### New Press Outlet

If the press outlet has never attended either Comic-Con or WonderCon Anaheim as press it is considered a new press outlet. All press outlets must fall in to one of five press categories – **Print Media, Digital Media, Broadcast Media, Blog/Podcast, or Documentary** (detailed information about each press category can be found on page 6). The press outlet’s category will determine what type of verification materials must be provided when submitting a press application (detailed information about verification materials can be found on page 6).

- STEP 1: Determine who will be designated as the Outlet Key Contact (OKC).** The OKC may be the head of the outlet, the Editor in Chief, Assignment Editor, or the primary person responsible for facilitating communication between a press outlet and Comic-Con.  
*PLEASE NOTE: There can only be one OKC per press outlet. However an OKC may be the OKC for multiple press outlets.*
- STEP 2: The OKC must create a Comic-Con Member ID, if they have not already created one.**  
To create a Comic-Con Member ID please visit <https://secure2.comic-con.org/memberid/>
- STEP 3: The OKC must submit the “Press Outlet Application”** found at [https://portals.comic-con.org/press\\_outlet/](https://portals.comic-con.org/press_outlet/) by **Friday, January 11, 2019** to be considered for either convention.
- STEP 4: Upon submission of the “Press Outlet Application” the new press outlet will be assigned a Comic-Con Outlet ID.** At this time the Outlet ID Login Credentials and a copy of submitted application information will be emailed to the OKC.
- STEP 5: Please allow 5-8 weeks for processing and review.** The OKC will be notified via email if the press outlet has been approved or declined. If the OKC does not receive a response from Comic-Con within 5-8 weeks, please forward the “Comic-Con and WonderCon Anaheim 2019 Press Outlet Application Submission Complete!” email to [pressreg@comic-con.org](mailto:pressreg@comic-con.org).  
*PLEASE NOTE: Press outlet status can be found in its Comic-Con Outlet ID or the Comic-Con Member ID of the OKC.*
- STEP 6: If approved, a badge allocation of complimentary press badges for each convention will be assigned to the press outlet.** Once press badge registration opens for each convention, the OKC must then register the individual members of their press outlet.  
*PLEASE NOTE: Individual members of an approved press outlet must have their own confirmed Comic-Con Member ID to be registered for a press badge by the OKC.*



## Returning Press Outlet

Press outlets that have previously applied and been approved as press are considered a returning press outlet. All returning press outlets have an outlet status of either “Verification DUE - Reapply” or “Verification NOT DUE - Approved”. Press outlets must be verified every two years unless earlier verification is requested by Comic-Con.

Returning press outlets have been pre-assigned a Comic-Con Outlet ID. Outlet ID login credentials have been sent via email to the OKC. Press outlet status can be found in its Comic-Con Outlet ID or the Comic-Con Member ID of the OKC.

**Returning press members have been emailed details of this change and how it impacts their press badge registration process. If you are a returning press member and have not received this information, please visit the “Notices” tab while logged in to your Comic-Con Member ID account to review these details.**

### Verification DUE - Reapply

Returning press outlets with an outlet status of “Verification DUE - Reapply” are required to submit the “Press Outlet Application” to be considered for complimentary press badges to either convention. The assigned press outlet category will determine what type of verification materials must be provided when submitting the “Press Outlet Application” (detailed information about verification materials can be found on page 6).

- STEP 1: The Outlet Key Contact (OKC) must submit the “Press Outlet Application”** found at [https://portals.comic-con.org/press\\_outlet/](https://portals.comic-con.org/press_outlet/) by **Friday, January 11, 2019** to be considered for either convention.
- STEP 2: Please allow 5-8 weeks for processing and review.** The OKC will be notified via email if the press outlet has been approved or declined. If the OKC does not receive a response from Comic-Con within 5-8 weeks, please forward the “Comic-Con and WonderCon Anaheim 2019 Press Outlet Application Submission Complete!” email to [pressreg@comic-con.org](mailto:pressreg@comic-con.org).  
*PLEASE NOTE: Press outlet status can be found in its Comic-Con Outlet ID or the Comic-Con Member ID of the OKC.*
- STEP 3: If approved, a badge allocation of complimentary press badges for each convention will be assigned to the press outlet.** Once press badge registration opens for each convention, the OKC must then register the individual members of their press outlet.  
*PLEASE NOTE: Individual members of an approved press outlet must have their own confirmed Comic-Con Member ID to be registered for a press badge by the OKC.*

### Verification NOT DUE - Approved

**No action is required at this time for returning press outlets with an outlet status of “Verification NOT DUE - Approved”.** Returning press outlets have been pre-assigned a Comic-Con Outlet ID. Outlet ID login credentials have been sent via email to the OKC. Once press badge registration opens for each convention, the OKC must then register the individual members of their press outlet.

*PLEASE NOTE: Individual members of an approved press outlet must have their own confirmed Comic-Con Member ID to be registered for a press badge by the OKC.*

**Need to update Comic-Con Outlet ID information?** If a press outlet has incorrect information listed in its Comic-Con Outlet ID, please have the OKC email [pressreg@comic-con.org](mailto:pressreg@comic-con.org).

To update or change the OKC of a press outlet, email [pressreg@comic-con.org](mailto:pressreg@comic-con.org) for assistance. The new OKC must have his or her own valid and confirmed Comic-Con Member ID.



## PRESS CATEGORIES

Press outlets will fall in to one of five categories:

PRINT MEDIA	DIGITAL MEDIA	BROADCAST MEDIA	BLOG/PODCAST	DOCUMENTARY
-------------	---------------	-----------------	--------------	-------------

Tumblr accounts, social media sites, community forums, and game streaming platforms will NOT be considered as press. Additionally, though documentary crews will be able to submit a “Press Outlet Application”, they will not be eligible for complimentary press badges. If approved, documentary crews will be given the opportunity to purchase badges. Documentary crews that would like to videotape, film, and/or record any matter that will be used for commercial purposes (non-news) must first obtain written permission from Comic-Con and from any other participants they wish to record.

## VERIFICATION MATERIALS

The press outlet’s category will determine what type of verification materials must be provided when submitting the “Press Outlet Application”. The specific verification materials for each press category are listed below.

**PRINT MEDIA** — Newspapers, Magazines, Weeklies, or Periodicals (in distribution or circulation for at least 18 months)

- THREE published industry related articles, photos, or publication masthead within the last three months. *Scanned copies of the articles, photos, or masthead are required.*

**DIGITAL MEDIA** — Online Newspapers, Magazines, Channels, Internet News, or Coverage Sites (operating and established online for at least 18 months)

- THREE published industry related articles, photos, videos, or site masthead within the last three months. *Exact URL addresses are required.*

**BLOG/PODCAST** — Discussion/Informational Websites or Episodic Audio/Video Series (operating and established online for at least 18 months)

- THREE published industry related articles, photos, or videos within the last three months. *Exact URL addresses are required.*

**BROADCAST MEDIA** — Television Stations or Radio Stations (operating and established for at least 18 months)

- Station Call Letters
- THREE published industry related articles, photos, videos, or site masthead within the last three months. *Exact URL addresses are required.*

**DOCUMENTARY** — Films or Television Series/Specials (subject must be industry related)

- A scanned copy of the script, outline, treatment, and/or webpage of proposed documentary. Please detail the specifics for what you hope to record. Include crew size and list of equipment. *Recording any media that will be used for commercial purposes (non-news) must first obtain written permission from Comic-Con and any other participants you wish to record.*

## Assignment Letter

When submitting the “Press Outlet Application,” a signed letter, on company letterhead, from the head of the outlet designating the Outlet Key Contact (OKC) is required. The OKC is responsible for facilitating communication between a press outlet and Comic-Con. The OKC may be the head of the outlet, the Editor in Chief, Assignment Editor, or the person who assigns members to cover the convention(s). The assignment letter should include the full name, title, and Comic-Con Member ID of the OKC. It should also state the interest and reasons to attend as a press outlet.



## QUICK TERMS

- **ASSIGNMENT LETTER** - A signed letter, on company letterhead, from the head of the outlet designating the Outlet Key Contact (OKC). The assignment letter should include the full name, title, and Comic-Con Member ID of the OKC. It should also state the interest and reasons to attend as a press outlet.
- **BADGE ALLOCATION** - The amount of press badges an outlet is eligible to register for each convention.
- **COMIC-CON MEMBER ID** - A unique ID created by anyone who wishes to purchase, apply, or register for a Comic-Con or WonderCon Anaheim badge. To create a Comic-Con Member ID please visit <https://secure2.comic-con.org/memberid/>
- **COMIC-CON OUTLET ID** - A unique ID created for press outlets that would like to attend Comic-Con and/or WonderCon Anaheim as press. Every applying press outlet will be assigned its own Comic-Con Outlet ID and login credentials, managed by the Outlet Key Contact (OKC). Returning press outlets have been pre-assigned a Comic-Con Outlet ID. Outlet ID login credentials have been sent via email to the OKC.
- **NEW PRESS OUTLET** - Press outlet that has never attended either Comic-Con or WonderCon Anaheim as press.
- **OUTLET ID LOGIN CREDENTIALS** - Pre-assigned login information sent to the Outlet Key Contact (OKC) of returning press outlets, and sent to the OKC of new press outlets when successfully submitting a "Press Outlet Application". This information will allow access in to the Outlet ID account.
- **OUTLET INDUSTRIES** - The subject(s) of content produced by the press outlet. Examples include: Film/Television, Comics/Books, Art/Photography, Toys/Games, Video Games/Gaming, Science/Technology, Lifestyle/Culture, Business/Financial, Fandom/Industry News, and Mainstream News.
- **OUTLET KEY CONTACT (OKC)** - The head of the outlet, Editor in Chief, Assignment Editor, or the primary person responsible for facilitating communication between the press outlet and Comic-Con. There can only be one OKC per press outlet. However, an OKC may be the OKC for multiple press outlets.
- **OUTLET STATUS** - Current state of a press outlet's ability to register press badges to either convention.

**Verification DUE - Reapply:** Returning press outlet must submit the "Press Outlet Application" to be considered for press badges to either convention.

**Verification NOT Due - Approved:** Press outlet is eligible to register for press badges once press badge registration opens at a later date. Allotment amounts to each convention are also specified.

**Under Review:** A press application was successfully submitted and is in review. Please allow 5-8 weeks for processing and review.

**Declined:** A submitted press application was reviewed and the press outlet did not meet the necessary requirements to receive complimentary press badges to either convention.

- **PRESS CATEGORY** - The means of communication for which a press outlet uses to reach its audience. To be considered as press to either convention, the press outlet must fall in to one of the five press categories - Print Media, Digital Media, Broadcast Media, Blog/Podcast, or Documentary.

**Print Media:** Newspapers, Magazines, Weeklies, or Periodicals

**Digital Media:** Online Newspapers, Magazines, Channels, Internet News, or Coverage sites

**Blog/Podcast:** Discussion/Informational Websites or Episodic Audio/Video Series

**Broadcast Media:** Television Stations or Radio Stations

**Documentary:** Films or Television Series/Specials





## QUICK TERMS (CONTINUED)

- **PRESS OUTLET APPLICATION** - The online application for press outlets to submit for consideration to attend our conventions as press. The application is outlet-based (no longer for each individual press member) and includes consideration for both Comic-Con and WonderCon Anaheim.
- **PRESS BADGE REGISTRATION** - The process in which an Outlet Key Contact (OKC) of a "Verification NOT DUE - Approved" press outlet can register individual members for a press badge. Individual members must have their own confirmed Comic-Con ID to be registered for a press badge by the OKC.
- **PRESS LIST** - List of registered press members that includes their names, outlets, titles, email addresses, and countries. This list is provided to the participating studios, exhibitors, programming participants, etc. prior to each convention for the purpose of inviting press members to any press opportunities and sharing convention related announcements.
- **RETURNING PRESS OUTLET** - Press outlets that have previously applied and have been approved as press to either Comic-Con or WonderCon Anaheim.
- **VERIFICATION MATERIALS** - Information and examples of work to verify the legitimacy of an applying press outlet. The press outlet's category will determine what type of verification materials must be provided when submitting the "Press Outlet Application".

## ADDITIONAL INFORMATION

Frequently asked questions regarding the new press application and press badge registration can be found on the press website at [www.comic-con.org/cci/press-faq](http://www.comic-con.org/cci/press-faq)

Registered press members that would like to videotape, film, and/or record any matter that will be used for commercial purposes (non-news) must first obtain written permission from Comic-Con and any other participants being recorded. Posting and airing more than 15 minutes of a panel without prior consent from Comic-Con is not permitted. Live streaming is also not permitted. To request the appropriate consents, please email [pr@comic-con.org](mailto:pr@comic-con.org) with detailed information regarding the interest to record at our conventions.

Names, outlets, titles, email addresses, and countries of registered press members will be made available to participating studios, exhibitors, programming participants, etc., prior to each convention (COMIC-CON/WONDERCON ANAHEIM PRESS LIST).

As always, the issuance of a press badge is at the sole discretion of Comic-Con. Please be respectful to all attendees. A press badge is provided as a courtesy to cover the conventions. Comic-Con does not tolerate coverage that includes stunt-type events, ambush interviewing, or any sort of action that could make any attendee feel unsafe or uncomfortable. All registered press members are held to Comic-Con's Code of Conduct and all other Convention Policies ([www.comic-con.org/cci/convention-policies](http://www.comic-con.org/cci/convention-policies)).