



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
- **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".