



**SOUTHERN CALIFORNIA ENERGY + WATER SUMMIT**  
**MEDIA GUIDELINES**

1. Credentialed media may attend and cover all aspects of the Southern California Energy + Water Summit, free of charge. To qualify for a credential, you must submit a media registration request and provide verification that you meet one of the following criteria:
  - Represent a commercial newspaper or magazine funded by subscription or paid advertising. *Internal organization publications do not qualify.*
  - Represent a broadcast media outlet.
  - Represent a news service (i.e. wire service).
  - Represent a website that reports original news content on environmental or related issues.

Freelance writers must demonstrate an assignment to do a specific story for a specific publication or outlet. Analysts do not qualify for media credentials. If you do not meet one of the criteria above, please email your contact information and outlet website address to Josh Zipperman, Senior Associate of Burke Rix Communications, at [Josh@BurkeRix.com](mailto:Josh@BurkeRix.com) or call 760.327.9708 x24.

2. Submission of a media registration request does not guarantee a credential. You will receive credential confirmation from Burke Rix Communications.
3. Burke Rix Communications reserves the right to refuse media registrations and to limit the number of media registrants per organization.
4. All media representatives, including photographers and camera crews, must register. If you do not know the name of your photographer or camera crew members in advance, please indicate a request to add a photographer and/or camera crew in your registration email.
5. Photographs and video taken by media representatives at the event can be used for editorial purposes only.
6. Once credentialed, media representatives must agree to follow the rules and regulations of SoCal Energy + Water Summit Media Rebroadcast Policy at all times.
7. All credentialed media representatives must bring photo identification and a business card and check in onsite at event registration.

**Media Rebroadcast Policy**

SoCal Energy + Water Summit approved credentialed media may tape and rebroadcast (video or audio) sound bites from conference speeches, presentations, panel discussions and one-on-one interviews. You may NOT tape or rebroadcast in its entirety any speech, presentation or other segment of the conference without permission from the SoCal Energy + Water Summit organizer Burke Rix Communications. For questions, contact Josh Zipperman of Burke Rix Communications at 760.327.9708 x24 or [Josh@BurkeRix.com](mailto:Josh@BurkeRix.com).