



# Governor Pete Ricketts

*Growing Nebraska for the Next Generation*

## Governor's Office Media Credentialing Application

Transparency and media access are critical to the functioning of the State of Nebraska's government. To that end, the Governor's Office regularly engages media in a variety of venues to ensure that timely and accurate information is provided to the public.

Due to operational limits and for security reasons, the Governor's Office credentials media. When credentialing media, the Governor's Office does so based on the neutral criteria outlined below. Media outlets are asked to submit the following application to receive a credential to attend press conferences that are open to "credentialed media" at the State Capitol and other locations. Traditional, online, and other organizations may apply.

Questions about the credentialing process may be submitted to Alex Reuss at [alex.reuss@nebraska.gov](mailto:alex.reuss@nebraska.gov).

Please note that review of an application takes time, so the Governor's Office is not able to provide credentials the same day an application is received.

This application and credentialing system is for use by the Governor's Office exclusively.

The information provided in this application will help give a picture of the applicant and the applicant's outlet's work. No single factor is necessarily qualifying or disqualifying.

**Applicant Name:** \_\_\_\_\_

**Outlet Name:** \_\_\_\_\_

- a. Has the outlet continuously published news for at least 18 months or longer? \_\_\_\_\_
- b. Does the outlet's principal business consist of news dissemination? \_\_\_\_\_
- c. Does the outlet publish a print periodical? \_\_\_\_\_
  - a. If yes, please include a link.
  - b. If yes, are you approved to publish legal notices? \_\_\_\_\_
- d. Does the outlet have a radio or television presence? \_\_\_\_\_
  - a. If yes, please include a link.
  - b. If yes, are you an FCC licensed outlet? \_\_\_\_\_

Is the applicant or the applicant's outlet a member of trade associations? \_\_\_\_\_

- a. If yes, please list.

### **Journalistic Integrity**

- a. Is the applicant engaged in lobbying, paid advocacy, advertising, publicity, or promotion work in their capacity with the outlet or in a private capacity? \_\_\_\_\_

- a. If yes, please describe.

- b. Is the applicant's outlet engaged in lobbying, paid advocacy, publicity, promotion, or paid partnerships (excluding traditional advertising)? \_\_\_\_\_

- a. If yes, please describe.

Is the applicant a paid and/or full-time employee or representative of the outlet? \_\_\_\_\_

Is the outlet's revenue chiefly generated by advertising and/or subscription revenue? \_\_\_\_\_

Does the outlet receive grants, charitable contributions, or any other kinds of donations? \_\_\_\_\_

Does the applicant engage in editorial writing? \_\_\_\_\_

- a. If yes, please describe.

### **Supporting Materials**

Please attach a letter from the publisher or manager of the outlet on the outlet's official letterhead describing your role with the organization. A template letter is provided below.

### **Additional Criteria**

Upon receipt of the application, the Governor's Office will also conduct an analysis of the following factors to ensure that the applicant maintains journalistic integrity.

- a. Is the applicant a bona fide journalist of repute in the profession?
- b. Is the applicant free of real or perceived conflicts of interest?
- c. Does the applicant decline compensation, favors, special treatment, secondary employment, or political involvement when accepting any of those items would compromise journalistic integrity?
- d. Does the applicant resist pressures from advertisers, donors, lobbyists, or other special interest groups?

### **Code of Conduct for News Events**

By submitting this application, the applicant and the applicant's outlet agree to observe good decorum and follow all instructions given during press events held by the Governor's Office. In particular, the applicant and the applicant's outlet agree to ask questions only when recognized during the event and otherwise to maintain orderliness. The Governor's Office reserves the right to revoke any credential issued to the applicant and the applicant's outlet if they fail to abide by these requirements.

**Template Letter**

[News Organization Letterhead]

[Date]

Nebraska Governor's Office  
Attn: Communications  
1445 K Street  
Lincoln, NE 68508

Dear Director of Strategic Communications:

I certify that:

1. [Reporter's Name] is a representative of [Name of Outlet]; and
2. This representative's duties require [him or her] to report on the work of the Governor's Office; and
3. No part of this representative's salary is paid for by any individual or organization other than [Name of Outlet].

I may be contacted at [Phone number and email] if you need any additional information.

Sincerely,

[Signature of manager]

[Name of Signor]  
[Title of Signor]

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