

## MEDIA REGISTRATION

*Thank you for your interest in covering the NSTA National Conference on Science Education!*

Complimentary registration will be granted to working media (i.e. reporters, editors, bloggers, writers, news photographers, producers, and online editors) across any vertical.

Media accreditation will not be granted to publishers, general managers, account managers, sales representatives, brand ambassadors, PR/marketing and non-editorial media professionals or anyone whose principal purpose for attending the NSTA National Conference on Science Education is for reasons other than covering the show as working news media.

The number of press credentials for each media outlet is limited. Press credentials are not transferable.

### Submission Guidelines

To receive complimentary registration, please send an email to [mediarelations@nsta.org](mailto:mediarelations@nsta.org) with the following information.

- Name (first and last)
- Title and Media Affiliation
- Contact Information
- Proof of Media Affiliation (See section below for accepted credential types)

Press credentials should be requested as soon as possible. NSTA Marketing and Communications staff will review all requests for press credentials within 5 days of submission.

### Proof of Media Affiliation

NSTA will accept any of the following credentials as proof of your media affiliation. Do not submit any private or personal information. If you do not meet these specific media requirements, please register as an Industry Representative or, if your company is exhibiting, register as exhibit staff. Should you have questions about how to register as an Industry Representative or Exhibit Staff, please contact Ryan Foley at [ryan.foley@nsta.org](mailto:ryan.foley@nsta.org).

#### Employed by Media Company

- Two articles published within the last 12 months with your byline.
- Letter from editor or producer on station/network letterhead or from a company email address that states you are covering the NSTA National Conference on assignment.
- An about page or masthead from newspaper, publication or blog listing you as an editorial contributor.

## **Industry Analyst**

- Article published within the 12 months with your byline.
- Article published within the past 12 months quoting you as an industry analyst.
- Cover of a market research report from the 12 months listing you as a contributor.

*Reports must be made independently and not solicited by exhibiting companies.*

## **Digital Content Creator**

- A recent monthly traffic/follower report from the platform verifying your account and traffic activity documenting the minimum views, followers or streams listed below by platform
- 40,000 or more monthly views on YouTube; OR
- 50,000 or more monthly views on TikTok; OR
- 25,000 or more Instagram followers; OR
- 25,000 or more X followers; OR
- 25,000 or more LinkedIn followers AND
  - Three education, science/STEM articles on LinkedIn; OR
  - 10,000 or more monthly podcast streams.

*Individuals providing production support (i.e., videographers) until Digital Content Creator has been approved.*

## **Freelancer**

- Three articles published within the last 12 months with your byline.
- Letter from editor or producer on station/network letterhead or from a company email address that states you are covering the NSTA National Conference on Science Education on assignment.
- An about page or masthead from newspaper or publication listing you as an editorial contributor.

*Communities, forums, newsletters and user groups will not be considered for media accreditation.*

## **Blogger**

- An article or blog post published within the past nine (9) months with your byline.
- Online Media must also provide a recent monthly traffic report from an external web analytics service like Google Analytics (or its equivalent), verifying the online publication get 10,000 or more unique visitors monthly (UVM).

## **Production/Contractor/Digital Content Creator Crew**

- Letter from editor or producer on station/network or company letterhead stating that you are working at the NSTA National Conference on Science Education.