

Media Relations Guidelines

for ACWA Conferences and Other Events

ACWA welcomes journalists, reporters, bloggers, radio personalities, photographers, film crews, and other news media members at our biannual Conference & Expo. These guidelines serve as rules of engagement to protect our attendees while allowing media to share informative stories from these events with public audiences.

OBTAINING MEDIA CREDENTIALS

News media should notify ACWA in advance about plans to cover any part of conference to arrange for credentials. The main point of contact is ACWA Director of Communications Heather Engel at heathere@acwa.com or (916) 669-2387.

ACWA requests that all news media representatives check in at the conference registration desk to obtain credentials and a media kit. Media may be asked to present identification to verify affiliation with print, broadcast, or recognized internet media. The registration desk staff will connect media representatives with a member of ACWA's Communications Team to answer questions and to help facilitate interviews. ACWA does not charge credentialed news media a conference registration fee, but that exception does not extend to meal costs.

CONFERENCE EVENTS OPEN/CLOSED FOR COVERAGE

ACWA conferences feature keynote addresses from leaders within California's water community as well as forums and discussion panels that explore top issues affecting the state's public water agencies. These are open for news coverage. ACWA's committee, task force, workgroup and regional board meetings are not open to news media, but ACWA's Communications Team can work to see if an exception is acceptable. ACWA-hosted receptions and private receptions connected to ACWA events are also closed to news media.

Q&A OPPORTUNITIES

Keynote presentations and panel discussions often conclude with question and answer (Q&A) opportunities. ACWA requests that media not participate in these Q&As because they are part of the value provided to attendees who have purchased registrations. Media are invited to contact ACWA Communications Team to facilitate a time to interview speakers outside of Q&A opportunities.

BROADCAST

Broadcast reporters and photographers are welcome to produce news segments, conduct on-camera interviews and shoot b-roll during the conference, but must first check in at the registration desk for media credentials and to connect with a member of the Communications Team.

EXHIBITORS

ACWA requests that conference exhibitors interested in hosting media interviews or events during conference, or sending news releases that mention ACWA's conference, first contact ACWA's Communications Team for approval and coordination.

NON-CONFERENCE ACWA EVENTS

ACWA hosts events throughout the year, such as programs and tours organized by each of its 10 regions. Media attendance at ACWA events outside of the biannual conferences will be decided on a case-by-case basis. When open to the media, attendance and coverage of these events will follow the same guidelines above for ACWA conferences, including the guidelines for Q&A opportunities.

QUESTIONS

Any questions about these guidelines can be directed to ACWA Director of Communications Heather Engel at heathere@acwa.com or (916) 669-2387.