

Press Pass Eligibility

A complimentary press pass may be issued to credentialed members of the news media who are attending the Florida League of Cities Annual Conference for the purpose of active news coverage. To qualify, an individual must meet all of the following criteria:

- Professional affiliation. The individual is employed by, or on documented assignment for, a recognized news organization — including print, broadcast, digital, or wire services — that publishes or airs original news content on a regular basis for a general or trade audience.
- Assignment to cover the event. The individual is attending specifically to report on the conference and can provide a letter of assignment, an editor's confirmation, or a recent byline/on-air credit demonstrating active reporting work.
- Verifiable credentials. The individual presents a current press ID issued by their outlet, a professional press association (e.g., Florida Press Association), or a government-issued press credential.
- Editorial independence. The individual's role is editorial — reporter, photographer, videographer, producer, or editor — rather than sales, marketing, sponsorship, or public relations.

Who Does Not Qualify

- Public relations, marketing, or communications staff (including those representing member cities, vendors, or advocacy organizations).
- Bloggers, podcasters, or content creators without a demonstrated record of independent news reporting or a verifiable audience/publication history.
- Freelancers without a confirmed assignment tied to the conference.
- Individuals whose primary purpose is advocacy, opinion commentary, or opposition research rather than news reporting.

Terms of the Press Pass

- Grants access to workshops, general sessions, and designated media areas only; it does not include meals, ticketed events, or closed-door meetings unless specifically approved. The Q&A portion is for attendees only, not the media.
- Credentialed media are welcome to attend, take written notes, and report on open sessions. However, we do not permit news cameras in the workshops. FLC may, at its discretion, provide official photos, footage, or interview opportunities. This policy applies to credentialed media; general attendees are subject to the conference's standard photography and social media guidelines.
- Interviews with FLC leadership, including officers, the board of directors, or executive staff, must be coordinated through FLC Communications Director [Kelli Roerk](mailto:kroerk@flcities.com) at kroerk@flcities.com.
- Press pass requests should be submitted by Monday, August 10, and approval prior to arrival is strongly preferred. Onsite requests will be considered as staff availability allows and are not guaranteed. FLC cannot commit to same-day processing for walk-up requests.
- Event access requires check-in at the registration desk with photo ID and credentials and a written acknowledgment of this policy.
- FLC reserves the right to approve or deny any press pass request at its discretion and to revoke access for conduct inconsistent with professional journalism standards.