



**Media Information Sheet  
40<sup>th</sup> Anniversary of Apollo Celebration  
Kennedy Space Center Visitor Complex  
Thursday, July 16, 2009**

Media must arrive to Kennedy Space Center Visitor Complex by 8:30/8:45 a.m. for bus transportation to the Apollo/Saturn V Center for the 40<sup>th</sup> Anniversary events. For other arrangements, please contact the Public Relations department.

Return your completed 40<sup>th</sup> Apollo Anniversary request form to Jillian McRae by fax (321-452-3043) or email at [jmcrae@dncinc.com](mailto:jmcrae@dncinc.com) no later than Monday, July 13. Before requesting to cover the event, please review the requirements below:

**About Apollo 40<sup>th</sup> Anniversary Media Credentials**

- Media credentials will only be extended to media on assignment. Media credentials will not be issued to family members, friends, children or those working in marketing, advertising, promotions or sales. Company executives, management personnel or corporate officers do not qualify for media credentials.
- Freelance journalists/photographers are not issued credentials unless they are on a specific assignment from a recognized media. The assigning media outlet must make the credential request.
- Applications that do not include contact phone number(s) and email addresses will not be accepted.
- Video/film production crews (non-news) must be pre-approved by the Kennedy Space Center Visitor Complex public relations department before receiving credentials. Filming requests will not be granted on-site.
- Photographers will be issued credentials for editorial shooting only. Photographers shooting for stock houses, resale and other commercial purposes will not be credentialed.
- The number of media credentials issued to each media outlet will be limited to a reasonable number at the discretion of Kennedy Space Center Visitor Complex. Any personnel over that limit will be subject to regular admission prices.

- Kennedy Space Center Visitor Complex reserves the right to require additional information and may approve or reject credential requests at its discretion.
- Press/Media Credential requests must be submitted in advance of July 16 on a Media Credentials Form and verification of assignment obtained before credentials will be issued. The Media Credential Request form is available for download on the website. These requests should be faxed or emailed to the Public Relations Department at 321-452-3043 or [jmcrac@dncinc.com](mailto:jmcrac@dncinc.com).
- Please read our guidelines for recognized media outlets before requesting credentials.

## **Recognized Media Guidelines**

### ***Print Media***

Provide proof of paid circulation. Non-paid publications should show proof of circulation of at least 5,000 for a weekly, 1,000 for others. Newspapers should show proof of circulation of 25,000. *Newsletters do not qualify.*

### ***Broadcast Media***

**Radio** - Provide proposed plan of coverage of the event.

**Television** – Provide proposed plan of the coverage of the event.

**Web Sites/Blogs** - Supply verifiable proof of number of unique visitors per month for the period January 2009 to July 2009 and how long the site has been in existence. Approvals will be issued on a case-by-case basis.