



# **MEDIA ADVISORY**

## *For The Working Media*

### *Covering the 2021 Missouri State Fair*

***Please accept our invitation to cover this year's Missouri State Fair, August 12-22 in Sedalia!***

We invite you to **Our Missouri Celebration** and this year's 11-day event; our sincere goal is to make it easy and fun for our media to cover. The Media Advisory has been updated and some changes have been established to help improve your experience. Feel free to contact the Marketing Office at 660-530-5610 if you have any questions.

#### **TEXT MESSAGING SERVICE**

The Missouri State Fair offers a voluntary email and SMS/text messaging service through GovDelivery. This service is made available to help keep fairgoers informed about public safety, such as possible updates of inclement weather, that could arise during the Missouri State Fair, Aug. 12-22. Messages are for informational purposes only and do not replace other warnings or directives in an emergency situation. There is no fee for this service, but individual cell phone text service charges do apply.

Two ways to sign up:

1. Visit [bit.ly/1XYTLbQ](https://bit.ly/1XYTLbQ) and sign up for the email and/or SMS/text messaging options.  
or
2. Smart phone users can scan the QR code to the right to sign up. Choose email and/or SMS/text messaging options.



#### **MEDIA ADMISSION and CREDENTIALS**

**We appreciate the coverage the media provides and want to extend complimentary admission and parking passes to the press covering the Fair. We are not able to extend this offer to members of the press who are not on assignment, or to their friends, family, etc. Nor, do sales staff qualify for media privileges.**

**Please read and follow the instructions to secure the appropriate Press ID Badge, admission and parking pass for the 2021 Missouri State Fair.**

#### **ADMISSION REMINDERS**

- If you will be bringing a satellite truck or a camera crew, please let us know before you arrive so we may make the necessary parking arrangements and provide assistance in your coverage of the 2021 Missouri State Fair.
  - Please wear your Daily or Photo Press ID Badge because it allows you to be identified as a member of the working media at ticketed events and will clearly identify you to State Fair staff, superintendents, exhibitors and spectators.
- \*Note: Without an event ticket, you may be asked to leave ticketed events upon completion of gathering news and photography.

#### **PROOF OF PUBLICATION**

Proof of publication (i.e. tear sheets, affidavit of publication, etc.) is required by media after the Fair to validate our attendance records.

## I'd like to cover all 11 days of the 2021 Missouri State Fair...

***You will need a Photo Press ID Badge and an 11-Day Parking Pass!***

### Option 1

• If you will be covering all 11 days of the 2021 Fair, please fill out the "Request for Media Credentials" form and email it along with a photo ID and a letter from your Editor/Publisher/Program Director on company letterhead requesting a Photo Press ID Badge for you to cover the 11 days of the Fair on their behalf to [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov) by **July 23**. We will mail your Photo Press ID Badge along with an 11-day parking pass to your place of employment.

### Option 2

• If you will be covering all 11 days of the Fair, and are unable to come to Sedalia prior to the Fair, fill out a "Request for Media Credentials" form and email it along with a photo ID and a letter from your Editor/Publisher/Program Director on company letterhead requesting a Photo Press ID Badge for you to cover the 11 days of the Fair on their behalf to [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov) by **July 23**. We will mail your Photo Press ID Badge along with an 11-day parking pass to your place of employment.

## I'd like to cover the 2021 Missouri State Fair, but will be there less than 11 days...

***You will need a Daily Press ID Badge and a Daily Parking Pass!***

### Option 1

• If you will be covering less than 11 days of the Fair, please fill out the "Request for Media Credentials" form and email it along with a letter from your Editor/Publisher/Program Director on company letterhead requesting a Daily Press ID Badge for you to cover the Fair on their behalf to [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov) by **July 23**. We will mail your Daily Press ID Badge, single admission tickets and single parking passes for the days you indicate you will be covering the Fair.

### Option 2

• If no arrangements have been made for your media outlet to cover the Missouri State Fair prior to the Fair, you may stop by the Hospitality Building on Highway 65, just north of Gate 11, **one time only!** Present your picture ID and a letter from your Editor/Publisher/Program Director on company letterhead requesting an admission and parking pass for the day. **The Hospitality Booth will grant only one admission pass per media representative during the 11-day Fair.**



If you will be returning to the Fair on a future day, you must come to the Marketing & Publicity Office located at Fair time in the south end of the MEC Building to obtain a Daily Press ID and an additional admission and parking pass for the future days you will be covering the 2021 Missouri State Fair.

### **MARKETING & PUBLICITY OFFICE**

For most of the year, the Marketing & Publicity Office is located in the Administrative Building just west of Mathewson Exhibition Center. During the annual Missouri State Fair, however, the Marketing & Publicity Office is based in the south end of the MEC Building. It will be open on August 12-22 from 8 a.m. - 7 p.m. Please feel free to use it as your office away from home. Three direct-line telephones, a fax machine, and full internet access will be available for you. Enjoy light refreshments, courtesy of Missouri's Electric Cooperatives, in the air-conditioned hospitality room.

#### **Marketing & Publicity Office Personnel**

**General Phone Number:** 660-530-5609

**Kari Mergen**, Marketing Director 660-530-5611

**Cierra Monsees**, Public Information Specialist 660-530-5610

During the Fair, the Marketing & Publicity Office can be reached by calling 660-530-5610 or 800-422-FAIR (3247).

## **BROADCAST BOOTH**

Live radio broadcast capabilities are available from our Broadcast Booth, located in the MEC Building and made available throughout the Missouri State Fair 11-day event. Stations from around the state may take advantage of this facility and broadcast live while on the fairgrounds. To reserve your 2-hour slot, call 660-530-5610. A full broadband internet and standard telephone line will be available at no cost.

## **NEWS CONFERENCES AND INTERVIEWS**

The Missouri State Fair Commissioners and Fair Director will be available for interviews. The Marketing Director will arrange interviews at your request. The Marketing & Publicity staff will also be happy to help you contact winners, exhibitors and superintendents for interviews.

**PRESS CONFERENCES** are to be determined. If you would like to be added to our press conference email list, please email us at [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov) to request to be added.

## **ACCESSING VIDEO FOR THE 2021 MISSOURI STATE FAIR**

Video is available on the Fair's YouTube page at this link: <http://www.youtube.com/MOStateFair>

Please check the Fair's Website under the "Media" link for more information on downloading video/graphics for the Fair.

## **ACCESSING PHOTOS FOR THE 2021 MISSOURI STATE FAIR**

General Fair photos are available on the Fair's Flickr page at this link: <http://www.flickr.com/photos/mofair> Please credit "Missouri State Fair."

***\*\*Competition photos will not be provided by the Fair. Visit the official photographer page on the Fair's website to contact the photographers directly at <https://www.mostatefair.com/official-fair-photographers/>.***

## **PRESS RELEASES**

Press releases will be sent through our email system to all media outlets. If you are not receiving these email blasts, please request to be added to our system by emailing [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov).

These press releases can also be found on the Fair's website at [www.mostatefair.com](http://www.mostatefair.com). Releases are conveniently listed by date and by topic under the "Media" link.

## **COMPETITION RESULTS**

General news releases will be emailed to all media outlets statewide; if you are not receiving our e-mails, please request to be added to our contact list by emailing [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov).

A listing of competition results will be made available at [www.mostatefair.com](http://www.mostatefair.com). Results are made live as soon as they are available.

## **GOLF CARTS**

To help you get to Fair events and activities, golf carts will be available to members of the media covering the Fair --courtesy of Missouri's Electric Cooperatives. A limited number of carts will be issued on a first-come, first-serve basis.

Carts can be checked out from the Media Lounge located within the Marketing & Publicity Office and a "Golf Cart Waiver Form" must be completed at the time of check-out. Golf carts must be reserved in person and cannot be reserved in advance.

Please Note: To help ensure pedestrian safety, certain streets/areas on the fairgrounds will be highly restricted. Please locate a map and rules for golf cart use prior to driving a golf cart. Your cooperation in helping to keep our fairgrounds safe for the public is appreciated. Violators will lose golf cart privileges.

# MISSOURI STATE FAIR

## “Request for Media Credentials” Form

**FOR OFFICE USE ONLY**

**Parking:** Gate/Lot \_\_\_\_\_  
 \_\_\_\_\_ 1-Day  
 \_\_\_\_\_ 6-Day  
 \_\_\_\_\_ 11-Day

**Admission:**  
 \_\_\_\_\_ Photo Badge  
 \_\_\_\_\_ Generic Badge  
 \_\_\_\_\_ Admission Tickets

Mail      Pick Up      Deliver

This form is for media who will cover the Fair and is to be completed by station/company owner/manager. A cover letter on company letterhead must accompany this request form. The MSF may request additional verification of employment.

Please type or print, and submit this form by **July 23 to the address below**. If you plan to cover the full 11-day event send a head/shoulder photo along with this form. No photo is needed for less than 11-day coverage.

MSF Marketing & Publicity Office  
 2503 W. 16th Street  
 Sedalia, MO 65301  
 FAX: 660-530-5662  
 Email: [mostatefair@mda.mo.gov](mailto:mostatefair@mda.mo.gov)

Upon receipt of this completed form, the Missouri State Fair will issue badges/admission and parking pass(s) for each representative.

Name of station/publication: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( \_\_ ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Please print names/positions of working media representatives requesting admission:

Name	Position	Date(s) Attending Fair
ex. John Doe	Reporter	Aug 12, 13, 18 or Aug 12-22
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Printed name of requesting official: \_\_\_\_\_

Signature of requesting official: \_\_\_\_\_

Title of requesting official: \_\_\_\_\_

Please call the Marketing & Publicity Office at 660-530-5610 if you have any questions.