

MEMORANDUM

RE: Press Access

Date: 6/26/2019

From: Office of Legal Counsel

To: Office of the Governor and Office of the Lt. Governor, Communications

Because of logistical and security considerations, it is impossible to give the public and media limitless access to the Governor and Lt. Governor for events like press conferences and press avails. This memo is designed to provide guidance for determining how and when media is granted access to the Governor for exclusive/limited-access events.

The most important consideration is that access is based on neutral criteria. When an individual or organization petitions for media access, you should consider the following factors:¹

1. Is the petitioner employed by or affiliated with an organization whose principal business is news dissemination?
2. Does the parent news organization meet the following criteria?
 - a. It has published news continuously for at least 18 months, and;
 - b. It has a periodical publication component or an established television or radio presence.
3. Is the petitioner a paid or full-time correspondent, or if not, is acting on behalf of a student-run news organization affiliated with a Wisconsin high school, university, or college?
4. Is the petitioner a bona fide correspondent of repute in their profession, and do they and their employing organization exhibit the following characteristics?
 - a. Both avoid real or perceived conflicts of interest;
 - b. Both are free of associations that would compromise journalistic integrity or damage credibility;
 - c. Both decline compensation, favors, special treatment, secondary employment, or political involvement where doing so would compromise journalistic integrity; and
 - d. Both resist pressures from advertisers, donors, or any other special interests to influence coverage.
5. Is the petitioner or its employing organization engaged in any lobbying, paid advocacy, advertising, publicity or promotion work for any individual, political party, corporation or organization?

¹This guidance is based on established standards used by the Wisconsin Capitol Correspondents Board (<http://presscredentials.legis.wisconsin.gov/>) and the US Congress (https://www.dailypress.senate.gov/?page_id=70). This office will not do formal credentialing.

This list is not exhaustive. The time, manner, and place limitations or needs of any one event may require consideration of additional factors, and you are encouraged to seek legal advice at any point for guidance.

If you create any set media distribution lists, please consult with the Office of Legal Counsel prior to its use.