



**Press Credential Registration**

O'Neill Cold Water Classic

October 20-24, 2004, Steamer Lane, Santa Cruz, California

Limited on-site press facilities are available for accredited print and broadcast media outlets meeting the criteria stated below. Refreshments including coffee, water, soda and small snacks will be provided. Parking and complete meals will not. Media protocol will be posted on-site and the following rules also apply:

**Print Media:** "Working" journalists affiliated with accredited newspapers and magazines will be allowed access to the media area with proper identification. Space will not be available for non-working journalists, advertising sales representatives and all others who have not received an approved story assignment. Equipment such as telephones, fax and copier will be provided. Advance reservations are required.

**Broadcast Media:** Accredited TV and radio personnel, those affiliated with major independents, networks or national cable outlets, will be afforded live and taped broadcast opportunities and access to the media area. Segments must be limited to no more than three (3) minutes in length and be news-related. Non news-related usage is prohibited without prior written permission by O'Neill Inc., which owns the broadcast rights to O'Neill Cold Water Classic. Contact Bret Muhlitner at (831) 479-5580 or at [bmuhlitner@oneill.com](mailto:bmuhlitner@oneill.com).

**Websites & Online Services:** [www.oneillcwc.asglive.com](http://www.oneillcwc.asglive.com) is the official website for The O'Neill Cold Water Classic. Special requests will be entertained on a case-by-case basis, space permitting.

**Still Photographers:** Draw sheets and competition times are available for all accredited photographers with proper identification at the press registration area daily. A limited number of photographers may have their "print" publication arrange in advance for access to the press area.

To ensure effective coordination of coverage, please provide the names of each representative attending. Please note: we reserve to right to refuse service and/or access to the press area/event venue.

Return information by **October 18, 2004** to: Mike Kingsbury or Cherie Whyte, MKM  
 16541 Gothard St., Suite 210, Huntington Beach, CA 92647  
 (714) 375-2188 ph, (714) 375-2190 fax or  
[mike@boardom.com](mailto:mike@boardom.com)

Credentials may be picked up at the on-site press center. Thank you for your cooperation.

MEDIA OUTLET: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST EDITORIAL REPRESENTATIVES: (1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

LIST PHOTOGRAPHER/VIDEOGRAPHER: (1) \_\_\_\_\_

(2) \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ PHONE: \_\_\_\_\_