



## **MEDIUM RARE**

**Moving Images That Are Well Done**

August 11, 2014

To Whom It May Concern,

We were denied press access to Comic Con this year and are trying to understand the rationale for our credential application being denied. Adding to our curiosity, is knowing that at least one other outlet obtained access to the convention after the press deadline. All of our materials were submitted by the deadline and several attempts have been made to contact your Director of PR and Marketing for clarification, to no avail.

We understand that Comic Con is inundated with requests for access, but being a reputable, credible outlet of color should mean something. Addressing a larger issue, we would like to know how many outlets of color did in fact receive press approval.

Although it might be an oversight, we feel that Comic Con may be coming up short in granting fair and equal access to journalists of color. We would welcome the opportunity to help rectify this perceived oversight.

Sincerely,  
Kevin Robinson  
Executive Producer  
Medium Rare TV  
kevin@mediumraretv.org  
[www.mediumraretv.org](http://www.mediumraretv.org)

Response:

Comic-Con PR <[pr@comic-con.org](mailto:pr@comic-con.org)> Aug 15 (1 day ago)

To kevin,Tracy



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Dear Kevin,

Thank you for contacting us. Each year we receive thousands of applications from press outlets around the world interested in covering the convention, unfortunately we cannot accommodate each request. Race or color is not a determining factor on acceptance and is not a criteria on whether an entity is approved or denied credentials. As a result, we have no way of knowing how many entities or individuals of color report on the show. However, a few things we look into when reviewing applications, but are not limited to, are web traffic to the site along with social media following and the regularity of updated content. We hope this information can be useful to your outlet and will be taken into consideration if you choose to apply next year.

Sincerely,

Robert Sayler