



Farm Aid 2008 Presented by Whole Foods Market and Horizon Organic MEDIA POLICIES

The Farm Aid concert is a great opportunity to learn more about family farmers and the Good Food Movement. It is the one time of the year where everyone involved with Farm Aid gathers in the same place to show their support for family farmers and to raise awareness about the important issues facing our food system today. Farm Aid welcomes all media and photographers to attend its annual benefit concert and help us to share the many opportunities for stories that are available. Farm Aid staff will work with media to help get them the information they need to prepare these stories.

Media Credentials

In order to attend the annual benefit concert, media are required to register in advance for credentials. Visit www.farmaid.org under the “concert page” media room for an application. Media credentials will be distributed on the day of the concert at the **media check-in area**. Your media credential allows admittance to the news conference, media tent and lawn area ONLY. **It does not allow access to the backstage area or the photo pit.** The procedure for photo credential requests are noted below. Credentials allow for entry and re-entry into the Comcast Center with an official Farm Aid escort. Should you need an escort, you can request one in the media tent. Media may view the concert from the monitor in the media tent or from the lawn section.

Farm Aid is a non-profit organization, and the annual benefit concert is its largest fundraiser. We ask that each media representative pay a small fee for media credentials to cover the cost of the media operation at the show. Media credentials for Farm Aid 2008 Presented by Whole Foods Market and Horizon Organic are \$30. All media credentials also serve as lawn seats.

All media must represent a professional media outlet. If you are a freelance photographer and/or reporter, please list your outlet affiliation or the outlet you plan on pitching. Please bring photo identification when picking up your credentials on Saturday, September 20.

Interviews

You may request artist interviews in the media tent on the day of the show. **We cannot guarantee specific artist interview requests, but we will try to accommodate as many requests as possible.** Depending on the number of requests received or based on artist preference, we may conduct press briefings on an artist-by-artist basis. These briefings will be announced throughout the day. If you leave the tent, check with a Farm Aid staff person about any upcoming press briefings. If you make a request for an interview with an artist, but are not on site to attend his or her press briefing, you will not be able to make additional interview requests for the same artist.

Farmers from New England and across the country will also be available for interviews throughout the day. Farmers will be in the media tent and available during artist press briefings to discuss important food and farming issues. Farm Aid staff are also available for interviews upon request. We encourage you to talk to these farmers and to staff to help relate the Farm Aid story to your audience.

Audio and Video Crews

You will be allowed to record 90 seconds of live audio and video feed per artist at the mult box located inside the media tent. In the event that we are unable to provide a feed in the media tent, camera crews will be escorted into the house so they may record 90 seconds of each artist's performance.

All broadcast camera crews must be escorted by a Farm Aid representative outside the media tent. Due to Farm Aid and venue policies, no video cameras are allowed unescorted in public areas of the venue. Please contact a Farm Aid staff person in the media tent if you wish to shoot venue footage.

Photographers

Only media specifically requesting photo credentials will be allowed access to the photo pit. You must have a professional SLR camera with interchangeable lenses to be granted a photo credential, and will be subject to Farm Aid staff approval when you arrive on site. **Cameras that allow for digital audio/video recording will NOT be allowed in the venue unescorted or in the photo pit.** All equipment will be checked for professional status and recording capabilities before a credential is issued. Any photographers with equipment that does not meet Farm Aid standards will not receive photo credentials, but may receive media credentials allowing access to the media tent.

Your photo credentials allow access to the photo pit so you may shoot the concert from the front of the stage. Due to the large number of photographers attending the Farm Aid concert each year, credentialed photographers will be coordinated into groups, shooting up to two songs from each artist's set. All photographers will have a wristband designating their pit group. **Photographers must have their photo pass, media pass and wristband visible to be allowed admittance to the photo pit.** The size of the group and number of songs will vary depending upon the number of credentialed photographers. There will be a designated waiting area for photographer groups who are not in the pit. These groups will be escorted to the stage on a rotation.

We will do our best to coordinate the photographer rotation and credential process to ensure that each photographer gets as many great shots of the Farm Aid moments as possible. **To coordinate the best accommodations for photographers, we ask that each outlet only request one photo credential.**

Professional photography equipment is not allowed in the venue without an escort, and shooting professionally outside of the photo pit is grounds for ejection from the Comcast Center.

We also welcome live broadcasts from the show. If you would like to broadcast live from Farm Aid, please contact Maria Enie at menie@vancomm.com or at (202) 331-4323.

Radio Broadcasts

Farm Aid welcomes radio broadcasts from its concert. Farm Aid staff will designate an area outside the gates for all radio broadcasts, and will escort artists and farmers to this location for radio interviews, as requested. No radio stations are allowed to broadcast from inside the gates. The Comcast Center does have ISDN lines which are owned by local stations. If a station needs an ISDN line for its broadcast please contact Maria Enie to coordinate at menie@vancomm.com or at (202) 331-4323. Phone lines and wireless Internet will be available in the media tent.