



GROWING HOPE FOR AMERICA
October 2, 2010 • Milwaukee, WI • Miller Park

MEDIA POLICIES

“Farm Aid 25: Growing Hope for America” at Miller Park in Milwaukee, Wis. on October 2, 2010, will be an unprecedented celebration of the positive, sustainable future that family farmers are growing through their hard work every day. All across the country, family farmers are rebuilding local and regional food systems, re-energizing the economy, taking care of our natural resources, and growing the good food we need for healthy citizens. Through the dedicated hard work of its board of directors, the support of many thousands of donors, and the nearly four hundred artists who have generously donated their time and performances, Farm Aid is now the longest running benefit concert series in America.

Media Credentials

In order to attend the annual benefit concert, media are required to register in advance for credentials. Visit www.farmaid.org/media for an application. Media credentials will be distributed on the day of the concert at the media registration area. Media credentials allow reporters admittance to the news conference and the central location for media activities. **Media credentials do not allow access to the backstage area or the photo pit.** The procedure to request photo credentials are noted below. Credentials allow for entry and re-entry into Miller Park with an official Farm Aid escort. Should you need an escort, you can request one in the media area. Media may view the concert from the monitor in the designated media area of the venue.

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 25: Growing Hope for America” are \$30. If you would like to purchase a reserved ticket for the concert, a limited number have been set aside for credentialed media. Please e-mail Maria Enie at menie@vancomm.com to request a ticket. If you purchase a ticket either through Farm Aid or through the standard ticketing process, your ticket purchase will cover the cost of your credentialing fee.

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, October 2.

Interviews

You may request artist interviews from Farm Aid staff in the central location for media activities 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 media area, 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 across the country will be available for interviews throughout the day. Farmers will be in the media area and available during artist press briefings to discuss important food and

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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 per artist at the mult box located inside the media area. In the event that we are unable to provide a feed in the media area, camera crews will be escorted into the ballpark 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 area. 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 area if you wish to shoot venue footage.

Farm Aid welcomes radio and television broadcasts from its concert. Farm Aid staff will designate an area for all broadcasts and will escort artists and farmers to this location for interviews, as requested. If a station needs an ISDN line for its broadcast please contact Maria Enie to coordinate at (202) 248-5460.

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 criteria will not receive photo credentials, but will receive credentials allowing access to the media area.

Photo credentials allow access to the photo pit so photographers can 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, escorted to the stage on a rotation, and allowed to shoot 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 pending the number of credentialed photographers.

Farm Aid staff will do their best to coordinate the photographer rotation process to ensure that each photographer gets as many great shots of the Farm Aid concert as possible. **To coordinate the best accommodations for photographers, each media outlet will only be granted one photo credential. This photo credential can be shared between photographers at one outlet, but only one photographer from each outlet is allowed in the pit during an artists' set.**

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 Miller Park. If a photographer is interested in capturing images of the venue, please request an escort from a Farm Aid staff person in the central location for media activities.