

Farm Aid 40 Media Policies

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Farm Aid 40 — scheduled for Sept. 20, 2025, at Huntington Bank Stadium in Minneapolis, Minnesota — will celebrate 40 years of family farmers and their essential role in building the kind of agriculture that values farmers and eaters, healthy soil and water and strong communities.

Please pay close attention to the following media policies.

MEDIA CREDENTIALING PROCEDURES

Reporters and photographers are required to apply in advance for credentials to attend Farm Aid 40. Credential requests will be considered based on the guidelines below, but not all requests will be honored. Applications will be approved via email on a rolling basis. Please visit farmaid.org/media by Monday, Sept. 8, 2025, to learn about these requirements and apply. After this date, all media who receive a credential will be required to pay a \$30 fee. If you purchased a ticket through the standard ticketing process at www.farmaid40.org, your credentialing fee will be waived once you have uploaded proof of your ticket purchase to your online application.

Media credentials allow reporters admittance to the press event at 11 a.m. CDT on the morning of the festival and to designated press areas in the venue. **Media credentials do not allow access to a seat, the backstage area or the photo pit.** The procedure to request photo credentials, which allow access to the photo pit, is noted below. Media credentials **do allow** for entry and re-entry into Huntington Bank Stadium.

Media credentials will be distributed on-site the day of the event, Sept. 20, 2025. **Credentials will not be sent in advance.** Details about the specific pick-up location will be shared in September via email. All media will receive a food voucher along with their credentials. The voucher can be redeemed for HOMEGROWN Concessions® at concessions stands throughout the venue. Water will be available in the press tent and the photo pit throughout the day.

All media, regardless of credential status, can download official Farm Aid photos and videos at farmaid.org/multimedia.

REPORTER/WRITER CREDENTIALS

All reporters must represent a professional media outlet. **Freelance reporters must specify the media outlet(s) affiliation and/or the name of the outlet(s) they are representing** at the time of application, along with a **letter of assignment from the assigning editor/producer on company letterhead**, stating a description of the outlet, the name of the journalist(s) assigned to attend and the scope of the coverage. If multiple attendees are coming from your outlet, you only need one letter of assignment that lists coverage details for each individual. We will not accept ANY applications from freelance writers who do not attach a letter of assignment. Student reporters from colleges and universities are eligible for media credentials on a case-by-case basis, accompanied by proof of affiliation with a university media outlet.

Bloggers and content creators must provide specific information about their outlet or platform in the description section of the application. Credentials for bloggers and content creators are extremely limited and will be evaluated on a case-by-case basis, including audience, platform, content and sphere of influence.

PHOTOGRAPHER CREDENTIALS



All media outlets, regardless of credential status, will have access to the official festival photographers' photos on Farm Aid's website at farmaid.org/multimedia. Photos will be added every couple of hours throughout the festival.

To be approved for a photo credential, all photographers must be on assignment from a professional news media outlet. **Freelance photographers must specify their outlet affiliation** and/or the name of the outlet(s) they are representing at the time of application and upload a **letter of assignment from the assigning editor/producer on company letterhead**, stating a description of the outlet, the name of the photographer assigned to attend and the scope of the coverage. **Each media outlet will only be granted one photo credential.** We will not accept ANY applications from freelance photographers who are not officially on assignment for a publication. Bloggers, social media content creators/representatives and college/university photographers will be issued photo credentials on a case-by-case basis but may access photos at farmaid.org/multimedia. If you arrive at the venue on the day of the event and are not affiliated with a professional media outlet and/or do not have professional equipment, credentials will not be issued, and a refund will not be credited.

A limited number of credentialed photographers will be allowed rotating access to a photo pit at the front of the stage. Cell phones and point-and-shoot cameras are only allowed **if given explicit permission by Farm Aid staff**. This will be indicated by a specific label on your photo pass. All other cameras must be professional SLRs with interchangeable lenses. Anyone with a photo pass using a point-and-shoot camera, cell phone or any amateur equipment without permission will be asked to leave the photo pit and will lose their photo credential.

The Farm Aid photo pit manager, in cooperation with the security team, will determine how many photographers can be in the rotating pit at the front of the stage at one time and for how long. When the pit becomes crowded, the manager will rotate photographers through the pit to allow everyone fair access. Photo pit managers might grant additional pit access in the event of unplanned on-stage collaborations or other "Farm Aid moments" at their discretion. All photographers will receive a wristband designating their pit group along with their photo credential. Photographers must have their photo pass and wristband visible to be admitted to the photo pit.

Artists reserve the right to authorize which photographers and outlets are permitted to shoot their set. This is at the sole discretion of the artist. Farm Aid's publicity team will communicate any restrictions to all registered photographers as soon as this information is provided to us.

All photography, video and audio from Farm Aid 40 is available for use only by professional media outlets. The likeness of any artist may not be used for commercial purposes without the express, direct, written permission of the artist. Farm Aid disclaims and will not accept any liability for the use of any artist photography, video or audio captured at Farm Aid.

RADIO AND TELEVISION BROADCAST CREWS

Broadcast media outlets will have access to designated broadcast areas at Farm Aid 40, where they will be able to capture live footage. Farm Aid staff will escort artists and farmers to any designated broadcast areas outside of the media area, including the HOMEGROWN Village for interviews and b-roll throughout the day. If your station needs an ISDN line or any other special equipment for its broadcast, please contact **Camille Jewell** at CJewell@vancomm.com to coordinate at least 48 hours prior to the event.

Broadcast crews will be allowed to record **90 seconds of live audio and/or video per artist set** at the mult boxes located in the media area. If we are unable to provide a feed in the media tent, camera crews will be escorted so that they may record 90 seconds of each artist's set. **Filming live video in the house without an escort is grounds for ejection from Huntington Bank Stadium.**

All broadcast camera crews must be escorted by a Farm Aid representative at all times they are outside of the designated broadcast media area. No broadcast equipment (video cameras, audio recorders, etc.) is allowed unescorted in public or backstage areas of the venue, **even if an artist has given permission.** Please contact a Farm Aid staff person in the designated media area if you wish to shoot venue footage.

Roaming the venue with video/broadcast equipment and without an escort is grounds for ejection from Huntington Bank Stadium. You may, however, explore the venue without an escort if you leave your video/broadcast equipment in the designated media area. However, Farm Aid will not accept liability for personal or professional property that is lost or damaged during the festival.

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DOCUMENTARY CREWS

Documentary crews are not eligible for media credentials unless their content is focused on family farmers, Farm Aid or a participating artist. To apply for credentials, please include a description of your documentary, producer credits, IMDb links and your specific coverage request in the description section of the application. **Only approved documentary crews will be provided credentials to Farm Aid 40.**

If approved, documentary crews will be held to the same policies as broadcast crews mentioned above. **All documentary crews must be escorted by a Farm Aid representative outside of the designated media area.** No recording equipment (cameras, audio recorders, etc.) is allowed unescorted in public or backstage areas of the venue, even if an artist has given permission. Please contact a Farm Aid staff person in the designated media area if you wish to shoot venue footage.

All documentary interview requests for artists, Farm Aid representatives, family farmers and farm advocates must go through the Farm Aid publicity team. Please do not reach out to artist management teams separately. Any interview scheduled without prior knowledge of a Farm Aid publicity team member is subject to immediate cancellation. Please include your specific interview requests on your online credential application, or email **Riley Smith at 202-248-5492 or RSmith@vancomm.com** with a list of specific interview requests. Additional information regarding interviews can be found below.

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INTERVIEWS

You may submit requests for interviews with artists, Farm Aid representatives, family farmers and farm advocates when you submit your online credential application and on the day of the event. You also may submit requests directly to Riley Smith at 202-248-5492 or RSmith@vancomm.com. **Those who wish to conduct artist interviews on-site will be required to take a rapid COVID-19 test. Farm Aid artists, staff and farmers reserve the right, at their sole discretion, to request that media wear a mask during interviews.**

The Farm Aid publicity team cannot guarantee specific artist interview requests, but we will try to accommodate as many requests as possible. Farm Aid board members Willie Nelson, John Mellencamp, Neil Young, Dave Matthews and Margo Price will all speak at a media event the morning of the festival (11 a.m. CDT), prior to gates opening to the public. In addition, media briefings featuring artists and farmers will be held throughout the day on the FarmYard Stage in the HOMEGROWN Village. These briefings will be announced in

the designated press areas within the venue and via the official Farm Aid 40 festival app (available in late August).

If you have an outstanding interview request and must leave the press tent for any reason, please ensure that a publicity team member has your cell phone number so they can contact you. **If you are not on-site at the time of a scheduled interview, the Farm Aid publicity team cannot guarantee that the artist will be able to reschedule the interview later in the day.**

Farmers from across the country will be available for interviews throughout the day in the HOMEGROWN Village and during press briefings to discuss food and farming issues. Farm Aid staff also are available for interviews upon request. We encourage you to talk to farmers and staff to provide context for why Farm Aid is hosting their annual festival in the region, and why artists donate their time and talents to this important mission.

ADDITIONAL INFORMATION

For more information about Farm Aid, family farmers, food and agriculture issues affecting Minnesota, as well as multimedia content from past Farm Aid events, visit farmaid.org/media.

High- and low-res photos, as well as videos from past Farm Aid events, are available in the press room at farmaid.org/multimedia.