

# Farm Aid 2017 Media Policies

## Media Contact:

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## About Farm Aid 2017

Farm Aid 2017 — scheduled for KeyBank Pavilion in Burgettstown, Pa. (outside Pittsburgh), on Sept. 16, 2017 — will celebrate family farmers and their essential role in the well-being of our country. Across the U.S., family farmers are rebuilding local and regional food systems, taking care of our soil and water and growing the good food we all need. Through the dedicated hard work of its board of directors, the support of thousands of donors and the nearly 500 artists who have generously donated their time and performances, Farm Aid is a unique example of music with a mission.

For more information about Farm Aid, family farmers, food and agriculture issues affecting western Pennsylvania and multimedia content from past Farm Aid events, visit [www.farmaid.org/media](http://www.farmaid.org/media). For the latest news about Farm Aid and food and agriculture issues affecting the nation, follow Farm Aid on Twitter ([@FarmAid](https://twitter.com/FarmAid)), Facebook ([www.facebook.com/farmaid](http://www.facebook.com/farmaid)) and Instagram ([www.instagram.com/farmaid](http://www.instagram.com/farmaid)).

High- and low-res photos, as well as videos from past Farm Aid events, are available in the press room at [www.farmaid.org/media](http://www.farmaid.org/media).

Attendees and media can access the entire Farm Aid experience through the **official Farm Aid 2017 mobile app**, which will become available in mid-summer for iPhone and Android devices. Fans will be able to view the entire Farm Aid 2017 schedule and add artists, workshops and artist briefings to make their own personalized schedule for the day.

The Farm Aid publicity team also will send text message alerts, courtesy of Ez Texting, onsite at Farm Aid 2017 about media opportunities that arise throughout the day. By including your cell phone number in your online registration, you will automatically be included in the text message distribution list. The first message, to be sent on Sept. 16, will tell you how to opt-out.

## Media Credentials

To attend the Farm Aid food and music festival, media are required to register in advance for credentials. Visit [www.farmaid.org/media](http://www.farmaid.org/media) to complete the online credential registration form. **Freelance media and photographers must specify their outlet affiliation** and/or the name of the outlet(s) they are representing at the time of registration. Media credentials will be distributed on the day of the event, Sept. 16, 2017, at KeyBank Pavilion. **Credentials will not be sent in advance.** Details about the specific pickup location will be shared the week prior to the event via email.

Media credentials allow reporters admittance to the pre-show press event on the morning of the event, and to designated press areas in the venue. **Media credentials do not allow access to a reserved 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 allow for entry and re-entry into KeyBank Pavilion.

Farm Aid is a nonprofit organization, and the annual food and farm festival is its largest fundraising event. Each media representative is asked to pay a small fee for credentials to cover the cost of the media operation. Media credentials for Farm Aid 2017 are \$30 in advance and \$35 on-site. If you purchased a ticket through the standard ticketing process, please email proof of your ticket purchase to [fjames@vancomm.com](mailto:fjames@vancomm.com), **after** filling out an online credential form at [www.farmaid.org/media](http://www.farmaid.org/media). Your ticket covers the cost of your credentialing fee. If you arrive at the venue on the day of the show and do not have a ticket, you will be required to pay the \$35 on-site credentialing fee.

All media must represent a professional media outlet (broadcast, print, wire or online outlets). Media from college and university outlets are eligible for Farm Aid credentials with approval from a Farm Aid publicity team member. Please bring photo identification when picking up your credentials on Saturday, Sept. 16.

**Food vouchers.** All media will receive a food voucher along with their credentials on Saturday, Sept. 16. The voucher can be redeemed for HOMEGROWN Concessions®, Farm Aid's family farm food offerings. Water will be available in the press tent and the photo pit throughout the show.

## **Photographers**

Only media specifically requesting photo credentials will be allowed access to a rotating photo pit at the front of the stage. Photographers must have a professional DSLR camera with interchangeable lenses to be granted a photo credential. **Each media outlet will only be granted one photo credential.** If you are a freelance photographer and/or reporter, please include information about the outlet(s) you are representing in your credential registration form.

In addition, **all freelance photographers must submit a written assignment from a professional media outlet in order to receive Farm Aid credentials.** Please send the letter of assignment to Faith James directly via email ([fjames@vancomm.com](mailto:fjames@vancomm.com)) after you have completed your online registration form. 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.

Any news photographers who do not meet Farm Aid's equipment and assignment criteria will not receive photo credentials, but will receive credentials allowing access to the designated press areas within the venue.

Credentialed photographers will be coordinated into groups and escorted to the pit near the front of the stage on a rotation to allow equal access to stage shots. The size of the group and number of songs will depend on the number of credentialed photographers and length of each artist's set. All photographers will have a wristband designating their pit group. Photographers must have their photo pass and wristband visible to be admitted to the photo pit. No photographer will be admitted into the photo pit at the front of the stage without an escort. Photographers will be allowed access to public areas in the venue, including the HOMEGROWN Village, without an escort.

**All photography, video and audio from Farm Aid 2017 is eligible for use only by professional media outlets. The likeness of any artist may not be used for non-media commercial purposes without express 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 2017.**

## **Radio and Television Broadcast Crews**

Broadcast media outlets will have access to designated broadcast areas at Farm Aid 2017, where they will be able to capture the house feed from the show. Farm Aid staff will escort artists and farmers to the designated broadcast area for interviews as requested. In addition, Farm Aid staff will escort broadcast reporters to 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 Faith James ([fjames@vancomm.com](mailto:fjames@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 video per artist set at the mult box, located inside the designated broadcast media area at the venue. In the event that we are unable to provide a feed in the designated broadcast media area, camera crews will be escorted into the venue so they may record 90 seconds of each artist's performance.

**All broadcast camera crews must be escorted by a Farm Aid representative outside of the designated broadcast media area.** No broadcast equipment (video cameras, audio recorders, etc.) is allowed unescorted in public areas of the venue. Please contact a Farm Aid staff person in the designated broadcast 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 KeyBank Pavilion.** You may, however, explore the venue without an escort if you leave your video/broadcast equipment in the designated media area. You can store your belongings inside the designated media area where a Farm Aid publicity team member will always be present. 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**

All documentary crews interested in attending Farm Aid 2017 must submit a request and receive prior written approval from Farm Aid. Please email Faith James ([fjames@vancomm.com](mailto:fjames@vancomm.com)) with a description of your documentary and specific credential request. **Only approved documentary crews will be provided with credentials to Farm Aid 2017.**

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 areas of the venue. Please contact a Farm Aid staff person in the designated media area if you wish to shoot venue footage.

### **Interviews**

You may submit requests for interviews with artists, Farm Aid representatives, family farmers and farm advocates when you submit your online credential registration form and on the day of the event. You also may submit requests directly to Faith James ([fjames@vancomm.com](mailto:fjames@vancomm.com)) via phone or email.

**The Farm Aid publicity team cannot guarantee specific artist interview requests, but we will try to accommodate as many requests as possible.** Farm Aid's board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews will all speak at a press event the morning of the event, at 11 a.m. In addition, press briefings with performing artists and farmers will be held throughout the day on the FarmYard Stage. 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. These briefings will be announced throughout the day in the designated press areas within the venue, via text message and via the Farm Aid 2017 official festival app. We encourage you to remain near the press tent so that the publicity team can contact you about your requests. If you need to leave the press tent for any reason and you have an outstanding request, please stay close to your phone so that the publicity team can contact you.

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 artists donate their time and talents to this important cause.