

# Farm Aid 2019 Media Policies

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Farm Aid 2019 — scheduled for September 21, 2019, at Alpine Valley Music Theatre in East Troy, Wisconsin — will celebrate family farmers and their essential role in the well-being of our country.

## Media Credentials

Media are required to register in advance for credentials to attend Farm Aid 2019. To complete the online credential registration form, visit [www.farmaid.org/media](http://www.farmaid.org/media). **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, September 21, 2019, at Alpine Valley Music Theatre. **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 press event on the morning of the festival, 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 **do allow** for entry and re-entry into Alpine Valley Music Theatre.

Farm Aid is a nonprofit organization, and the music and food festival is its largest annual 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 2019 are \$30 in advance and \$35 on-site. If you purchased a ticket through the standard ticketing process at [livenation.com](http://livenation.com), your credentialing fee is waived. Please email proof of your ticket purchase to Anabelle Sheely at [asheely@vancomm.com](mailto:asheely@vancomm.com) after filling out an online credential form at [www.farmaid.org/media](http://www.farmaid.org/media). Since tickets to Farm Aid 2019 are sold out, 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). A limited number of credentials are set aside for non-media blogs, and all requests will be considered on a case-by-case basis. 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, September 21.

All media will receive a **food voucher** along with their credentials on Saturday, September 21. The voucher can be redeemed for HOMEGROWN Concessions®, Farm Aid's family farm food offerings available at concession stands throughout the venue. Water will be available in the press tent and the photo pit throughout the show.

## Photographers

Likewise, all photographers must represent a professional media outlet (broadcast, print, wire or online). A limited number of photo credentials are set aside for photographers representing blogs, and all requests will be considered on a case-by-case basis. 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 SLR 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 a letter confirming your assignment to Anabelle Sheely at [asheely@vancomm.com](mailto:asheely@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 escorted in groups 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, and the artist's wishes. 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. Photographers will be allowed access to public areas in the venue, including the HOMEGROWN Village, without an escort.

**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 possible.

***All photography, video and audio from Farm Aid 2019 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 2019.***

### **Radio and Television Broadcast Crews**

Broadcast media outlets will have access to designated broadcast areas at Farm Aid 2019, where they will be able to capture live footage. 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 Anabelle Sheely ([asheely@vancomm.com](mailto:asheely@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 tent. In the event that we are unable to provide a feed in the media tent, camera crews will be escorted into the venue, so they may record 90 seconds of each artist's set. **Filming live video in the house without an escort is grounds for ejection from Alpine Valley Music Theatre.**

**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 Alpine Valley Music Theatre.** 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 2019 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 credentials to Farm Aid 2019.**

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.

All 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 on-site. Please include your specific interview requests within your online credential registration form in the designated area, or email Faith James ([fjames@vancomm.com](mailto:fjames@vancomm.com)) with a list of specific interview requests. For more information regarding interviews, please see 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 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 festival, prior to gates opening. In addition, press briefings featuring artists and farmers will be held throughout the day on the FarmYard Stage. **These briefings will be announced throughout the day in the designated press areas** within the venue, via text message and via the Farm Aid 2019 official festival app.

If you leave the press tent for any reason and you have an outstanding request, please ensure that the publicity team member has your cell phone number so they can contact you. If you make an interview request prior to your arrival on-site at Alpine Valley Music Theatre, and you will not be attending the morning press conference, please be sure to let Faith James know at the time of your request. Interviews with artists typically begin directly following the morning press conference. **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 cause.

## Additional Information

For more information about Farm Aid, family farmers, food and agriculture issues affecting Wisconsin, as well as multimedia content from past Farm Aid events, visit [www.farmaid.org/media](http://www.farmaid.org/media).

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).