



## Photographer Instructions

- All photographers must **register for media credentials prior to arriving** on-site at Alpine Valley Music Theatre on Saturday, September 21. Credentials will be distributed at the media check-in on-site on September 21. **Credentials will not be sent in advance.**
- **Only one Farm Aid photo credential will be issued per media outlet.** If more than one person from your outlet is attending, please coordinate to identify a lead photographer and an assistant. The assistant will receive a regular media credential with no photo pit access. All media will have access to media activities and the press tent.
- You may switch your **photo credential** between other outlet representatives but be sure that you are wearing a **media credential and colored wristband** at all times. Only photographers wearing a **photo credential and a colored wristband** will have access to the photo pit.
- 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.
- Farm Aid has **official photographers** assigned to capture all the moments at the annual festival. Their high-resolution photographs will be available on Farm Aid's multimedia page at [www.farmaid.org/media](http://www.farmaid.org/media) for download after each artist's set. **Farm Aid photo credit must follow this format: Photo by Brian Bruner / Bruner Photo.**
- **Wireless internet service** is only available in designated media areas. It is not available in the photo pit.
- **No cell phones or point-and-shoot cameras are allowed in the photo pit.** All cameras must be professional with interchangeable lenses. Any photographers using a point-and-shoot camera, cell phone or any amateur equipment to shoot artist performances will be asked to leave the photo pit and will lose their photo credential.
- **No flash photography is allowed when shooting the stage.** Please remove flash or disable flash functionality before entering the photo pit.
- **Absolutely no filming of artist performances is allowed from the photo pit.** Any photographers found to be recording artist performances with their camera or cell phone 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.
- **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.
- Please reference the "Photographers" section of the **Media Policies** in the credentialing package for more information.