

## MERLEFEST MEDIA GUIDELINES

### **General:**

Media credentials are not transferable and should be used only by the person at the media outlet for which they were issued. Deliberate misuse of media credentials can result in the revocation of media privileges and credentials.

A media credential consists of two things:

- A **general admission wristband** gives you access to the festival grounds and the general admission seating areas at all stages.
- A **laminare** gives you access to the Press Conferences (Nancy's Gate/Artists Getaway), Media Room (Lowe's Hall Room 1708), and Interview Room (Hayes Hall Room 312).

A media credential **does not** provide entry to any backstage areas. **Media members seen in backstage areas without a backstage access wristband will have their wristband clipped and media credentials revoked, and will be asked to leave the festival.**

The Media Credential laminare must be worn and easily visible while on festival grounds.

### **Credential pickup:**

Media credentials will be available at the Media Check-In Tent at the times listed below. A photo ID is required when getting credentials at the Media Check-In Tent. One representative from a media organization is allowed to pick up all credentials for that organization.

Media Check-In Tent hours are:

Thursday, April 25	2 p.m. – 6 p.m.
Friday, April 26	10 a.m. – 6 p.m.
Saturday, April 27	10 a.m. – 6 p.m.
Sunday, April 28	10 a.m. – 6 p.m.

**\*Please note the location of the Media Check-In Tent:** Media representatives can park free of charge in the Blue Lot, located across Hwy. 268. Use the free shuttle from the Blue Lot to the festival entry gate. The Media Check-In Tent is located in this area.

The media credential wristband gives you access to the festival grounds and the general admission seating areas. **It does not provide access to the backstage area at any stage.**

### **Press Conferences:**

The primary Watson Stage performers are invited to participate in the once-a-day press conferences that take place in the Artist Getaway Tent backstage. Journalist who wish to participate in these press conferences should gather at Nancy's Gate – located near the entrance to the Expo Tent - 15 minutes before each day's press conference; journalists will then be escorted by a Publicity Team member to Artist Getaway. Once the press

conference is over, media will be escorted out of the backstage area. A schedule of press conferences will be posted at the security station at Nancy's Gate and the Media Room.

Only working, credentialed journalists will be allowed access to the press conference, and access to the press conferences can be at the discretion of the MerleFest staff. We ask that, during these scheduled interview sessions, journalists respect their fellow journalists and allow everyone the chance to ask questions of the artists. **Due to time constraints, artists will not be able to do radio/TV "liners" or "IDs" at these sessions. We also request that no autographs/personal photos with the artists be done at this time and that journalists do not give gifts/swag to artists at this time.**

**Media Room:**

It is our hope that the Media Room will make your working experience at the festival easier and pleasant. The Media Room offers Internet/Wi-Fi access, a few computer stations (both PCs and Macs), two phone lines, information on the performing artists, and of course, a quiet work area and shelter from the elements!

The Media Room is located in **Lowe's Hall Room 1708**. Media Room hours are:

Thursday, April 27	2 p.m.-10 p.m.
Friday, April 28	8 a.m.-10 p.m.
Saturday, April 29	8 a.m.-10 p.m.
Sunday, April 30	8 a.m.-7 p.m.

Requests for access to the Media Room outside of these hours must be directed to Maria Ivey at least 24 hours in advance:

**Maria Ivey**

MerleFest Publicist

[maria@ivpr.co](mailto:maria@ivpr.co)

(615) 306-0737

IVPR

Nashville, Tenn.

<https://www.ivpr.co>

**Interview Room:**

MerleFest offers an Interview Room, in **Hayes Hall Room 312**, where journalists may conduct interviews in a quiet environment and take photos in front of the MerleFest backdrop. To gain access to the Interview Room if it is locked, contact Security – call Security at 336-838-6275 or use the courtesy phone located midway down the first floor hallway – to request access. If using the courtesy phone, you only need to dial 6275. It is our hope that this room will enhance your reporting experience at the festival.

**Audio recording:**

Audio-only recording of any performances at MerleFest is prohibited without written consent obtained in advance from the performing artist(s) and MerleFest management.

**Video recording:**

Video recording of any performances at MerleFest is prohibited without written consent obtained in advance from the performing artist(s) and MerleFest management. The Videographer and Social Media Content Producer Guidelines are provided to all credentialed members of the media.

**Photographers:**

The Watson Stage photographer's platform is reserved for use by official MerleFest photographers only. No photographer credentials will be issued to media, unless pre-approved. Please take advantage of the high-resolution photos made available to media outlets at [MerleFest.org/Media-Room](https://MerleFest.org/Media-Room). New photos will be added to this collection throughout the festival. **If using photos taken by official MerleFest photographers, proper credit must be given to the photographer.**

Other stages are easy to photograph and platforms are not needed.

By accepting a media credential to MerleFest, all journalists agree that their photographs will **ONLY** be used for news coverage by the media outlet(s) for which they are credentialed. **No resale** – whether for profit or not – of MerleFest photography to third parties (including the public via direct sale, eBay, or other means) is permitted without permission from MerleFest, the official MerleFest photographer, **and** the artist(s)' representatives.

Photos may not be used for any other programming, direct or indirect commercial tie-ins, or endorsements, or in any products intended for retail sale without written permission from MerleFest, the artist, **and** the artist(s)' representatives.

Photos may only be used under limited license as expressly authorized under these guidelines.

**Contact:**

Maria Ivey

MerleFest Publicist

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