

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 Media Room (Lowe's Hall Room 1810), 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 laminate must be worn and easily visible while on festival grounds.

Credential pickup:

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

***Please note the location of the Media Tent:** It is located outside the Main Gate adjacent to the Box Office. Media Tent hours are:

Thursday, April 24	1:30 p.m.-9 p.m.
Friday, April 25	9:30 a.m.-9 p.m.
Saturday, April 26	9:30 a.m.-9 p.m.
Sunday, April 27	9:30 a.m.-3 p.m.

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 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.**

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 on 2nd floor of **Lowe's Hall Room 1810.**

Media Room hours are:

Thursday, April 24 2 p.m.-10 p.m.

Friday, April 25	10 a.m.-10 p.m.
Saturday, April 26	10 a.m.-10 p.m.
Sunday, April 27	10 a.m.-7 p.m.

Requests for access to the Media Room outside of these hours must be directed to Danielle Dror at least 24 hours in advance: danielle@teamvictorylap.com

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, with the exception of approved Media photographers who submit their request to photograph a Watson Stage set(s). All requests to photograph specific Watson Stage set(s) must be submitted to Victory Lap Media for approval. Please take advantage of the high-resolution photos made available to media outlets at 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.

Contacts:

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