



Salmon Arm Folk Music Society, Box 21,
Salmon Arm, British Columbia, V1E 4N2
Web Site: www.rootsandblues.ca
Email: kelseyh@rootsandblues.ca
Phone: 250-833-4096 Fax: 250-833-4097

August 19-21 2011

Hello and welcome to the Nineteenth Annual Salmon Arm Roots and Blues Festival! Our objectives are to help provide members of the media with a quiet place to prepare or unwind and to help you get your interviews and shots. We appreciate your support by joining us and by continuing the important work of sharing this fabulous festival with the world.

Media Information

CONTACTS

Throughout the year, you can contact Publicity and Marketing Manager, Kelsey Hucul, at the SAFMS office: kelseyh@rootsandblues.ca
Telephone: 250-833-4096 Fax: 250-833-4097

However, due to the extremely heavy volume of communications during the weeks leading up to the festival and the festival weekend itself, we will have additional staff that will assist you with your informational needs. Contact name/names will be emailed to you as they become available.

SITE ACCESS

Access is granted to accredited media personnel only. **Please submit your [Media Accreditation Request Form](#) by June 3th.** A downloadable version is available on the Media page on our website.

When you first arrive at the Festival, **your initial point of entrance needs to be the Special Access Check-in desk** located within the Box Office at the main entrance gate (490 - 5th Ave SW, at the log building). This is the designated area for pick up of your on-site package, and media-specific wristbands and badges. Initial entry will not be granted at any other gate or area of the Festival.

Please note that media is not permitted behind the main stage with the exception of those with an approved Photo Pit Pass. If you are requesting a Photo Pit Pass, please indicate on the Media Accreditation Request Form. Your request will be determined nearer to the Festival.

We are not able to provide reserved parking for media. Exceptions may be made for those with bulky/heavy equipment or physical disabilities but must be arranged prior to Festival weekend.

Photo Pit: We plan to repeat the 'photo pit' this year, an area on each side of main stage for photographers during evening concerts. If approved to be in this area, please use professional and unobtrusive conduct while working; keep to the sides, or well below the audience's view. You will need an extra pass to access the Pit, which we will revoke in cases of abuse.

MEDIA PARTY

A Backstage Media and Performers' Party will be held near the Media Tent on Saturday afternoon at 3:00 pm. We will invite all performers, but can't guarantee which ones will be present. Please check your on-site package for more information. For your convenience and relaxation, the Media Tent is also available to meet with colleagues between interviews.

INTERVIEWS

Media liaison volunteers will work to facilitate your requested interviews. Please use our festival process or plan interviews through other processes. Please remain mindful of convenience and comfort of performers if approaching them before or after sets. This process ensures that they are prepared and welcome an interview.

Before the Festival

Fill out an [Interview Request Form](#) and send to our office by June 3th. We will do our best to accommodate your preferences but cannot guarantee all requests will be fulfilled.

At the Festival

Fill out the Interview Request Form from your Media Kit if you wish to add further interviews and leave it with coordinators at the Media Tent or call our Media Liaison team (names and number will be supplied in Media Kit).

Interview Confirmations

Performers will inform us as to whether they prefer a scrum or one-to-one interview. This is up to the performer. Please check our Interview Board at the Media Tent for interviews confirmed with the performers or to check for alternate times, or contact our Media Liaison team.

Please note: It is important to provide your cell phone numbers through the forms given or by dropping the information at the Media Tent so that you can be contacted during the Festival, as soon as information is available.

CAMERAS AND RECORDERS

PHOTOGRAPHERS ARE NOT PART OF THE SHOW.

Please be courteous to our paying patrons when setting up your equipment or working. Do not block the audiences' view of stages when taking photos and avoid flashes, whenever possible. Photos should be taken during the first two songs of a performer's set.

Do not set up lights and generators that will disrupt the audience or performers. If you have any questions about where to set up – please contact the Media Tent for assistance.

Video/Audio recorders are only to be used during interviews and not during performances. Any artists not wishing to be photographed or recorded must be respected. Please check with the Media Tent for a **“DO NOT SHOOT”** list.

MEDIA CHECK-IN DESK HOURS		MEDIA TENT HOURS	
Friday	12:00 PM – 8:30 PM	Friday	3:30 PM – 8:00 PM
Saturday	9:30 AM – 8:30 PM	Saturday	10:30 AM - 8:00 PM
Sunday	9:30 AM – 8:30 PM	Sunday	10:30 AM - 8:00 PM

The Festival requires copies of your media coverage and feedback.

We request that all media attending the Festival send us copies of any articles or recordings from past years and, upon publication, current ones that cover the Festival. Other feedback to help us improve the Festival and media procedures is also welcome. We would like to have this information for our own records, and for the purpose of knowing what coverage we receive and for planning future Festivals.

Please return the attached forms by FRIDAY, JUNE 3TH.

Due to the nature of a festival this size, planning may be modified. We will do our best to keep you well informed and changes to a minimum. If you have any questions – please do not hesitate to ask. If you have any suggestions to improve our media relations, we'd love to hear them.

We look forward to meeting you at the Festival!