



Salmon Arm Folk Music Society, Box 21,  
Salmon Arm, British Columbia, V1E 4N2  
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August 13<sup>th</sup>-15<sup>th</sup>, 2010

Hello and welcome to the Eighteenth 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 incredibly diverse and fabulous Festival with the world.

## Media Information

### CONTACTS

Throughout the year, you can contact:  
Lori Wilbur, Publicity and Marketing Manager  
[loriw@rootsandblues.ca](mailto:loriw@rootsandblues.ca)  
Phone: 250-833-4096 Fax: 250-833-4097

With the increased volume of communications during the weeks leading up to the Festival and the Festival weekend itself, we will also have additional staff and our Media Liaison Crew to assist you with your informational needs. Contact names will be emailed to you as they become available.

### SITE ACCESS

Access is granted to accredited media personnel only, guests are not included with your media accreditation. **Please submit your Media Accreditation Request Form by June 4<sup>th</sup>.** A downloadable version is available on the Media page of 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 - 5<sup>th</sup> Ave SW, at the log building). This is the designated area for pick up of your on-site package that contain your media-specific wristbands and name tags. Initial entry will not be granted at any other gate or area of the Festival.

Please note that unless specific prior approval has been obtained, members of the media do not have access to the backstage area of the Main Stage. Our aim is to keep this space for the performers as much as possible and minimize the number of people in that area that are not directly related to the performance end of the Festival. This also prevents impromptu interviews in the backstage area where performers may be looking to network with other performers or for a bit of chill time before or after their set.

### INTERVIEWS

Media liaison volunteers will work with you to facilitate your requested interviews. Most interviews are conducted in the media tent. If requested, we can arrange for temporary access for pre-arranged interviews. Please indicate this request on the Media Accreditation Request Form. Your request will be decided nearer to the Festival. We offer a media reception on Saturday afternoon so all media can rub elbows with the performers on a more casual basis than the interview process may allow.

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

## **CAMERAS AND RECORDERS**

The Salmon Arm Roots and Blues Festival does not endorse the sale of photographs, recordings or filming of Roots and Blues Festival artists for profit by members of the media. Accredited media personnel are asked to respect the trademark of all performers and acknowledge that the sale of photographs for personal or commercial profit is prohibited unless expressly authorized in writing by the artist/artists in question. You will be asked to submit a signed agreement regarding this request prior to the Festival.

There is a 'photo pit' on each side of main stage during evening concerts. If approved to be in this area, please use professional and unobtrusive conduct while working. Photos should be taken during the first two songs of a performer's set. Please be courteous to our paying patrons when setting up your equipment or working and keep to the sides so as not block the audience view of stage. Avoid flashes, whenever possible and do not set up lights and generators that will disrupt the audience or performers. Many members of the media do not request to take photos from the front of stage area as their intent is to capture the overall feel and most performers are happy to have their photos taken at the interview, if asked.

### **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.

## **PARKING**

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 the Festival weekend.

## **MEDIA PARTY**

A backstage Media Reception will be held on Saturday afternoon at 3:00 pm. We will invite all performers, but cannot guarantee which ones will show up. 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.

## **BEFORE THE FESTIVAL**

Fill out a **Media Accreditation Request Form** and an **Interview Request Form** and send to our office by June 4<sup>th</sup>. We will do our best to accommodate your preferences but cannot guarantee all requests will be fulfilled.

## **AT THE FESTIVAL**

If you wish to add further interviews, fill out an additional Interview Request Form when you arrive (available at the Media Tent) and leave it with the Media Liaison team. They will contact you when arrangements have been finalized or you can check the Interview Board at the Media Tent for interview confirmations or to check for alternate times.

**Please note:** It is important to provide your cell phone numbers on 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.

## **THE FESTIVAL REQUIRES COPIES OF YOUR MEDIA COVERAGE**

We require that all media attending the Festival send us copies of any articles or recordings that cover the Festival upon publication. 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 from members of the media.

Due to the nature of a festival of this size and caliber, planning may be modified. We will do our best to keep you well informed and our changes to a minimum. If you have any questions – please do not hesitate to ask. **And again, please return forms by FRIDAY, JUNE 4<sup>TH</sup>.**

**We look forward to meeting you at the Festival!**