

Farm Aid Media Policies

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Farm Aid's annual festival is an all-day celebration of music and family farmers featuring a unique lineup of artists and genres, along with family farm-identified, local and organic foods as part of our HOMEGROWN Concessions®.



Farm Aid 2020 will be announced this summer. Sign up for [email updates](#) to hear first about the date, location, lineup and your chance to buy pre-sale tickets.

Media Credentials

Media are required to register in advance for credentials to attend Farm Aid. Once the festival is announced, an online credential registration form will become available at www.farmaid.org/media. **Freelance media and photographers must specify their outlet affiliation** and/or the name of the outlet(s) they are representing at the time of registration.

Media credentials allow reporters admittance to the press event on the morning of the festival, and to designated press areas in the venue. **Media credentials do not allow access to a reserved seat, the backstage area or the photo pit.** The procedure to request photo credentials — which allow access to the photo pit — is noted below.

Farm Aid is a nonprofit organization, and the music and food festival is our largest annual fundraising opportunity. Each media representative is asked to pay a small fee for credentials to cover the cost of the media operation. Media credentials for the festival are \$30 in advance and \$35 on-site. If you purchase a ticket through the standard ticketing process, your credentialing fee is waived.

All media must represent a professional media outlet (broadcast, print, wire or online). A limited number of credentials are set aside for non-media blogs, and all requests will be considered on a case-by-case basis. Media from college and university outlets are eligible for Farm Aid credentials with approval from a Farm Aid publicity team member.

Photographers

Likewise, all photographers must represent a professional media outlet (broadcast, print, wire or online). A limited number of photo credentials are set aside for photographers representing blogs, and all requests will be considered on a case-by-case basis. Only media specifically requesting photo credentials will be allowed access to a rotating photo pit at the front of the stage. Photographers must have a professional SLR camera with interchangeable lenses to be granted a photo credential. **Each media outlet will only be granted one photo credential.**

All freelance photographers must submit a written assignment from a professional media outlet in order to receive Farm Aid credentials. If you arrive at the venue on the day of the event and are not affiliated with a professional media outlet and/or do not have professional equipment, credentials will not be issued, and no refund will be credited.

Any news photographers who do not meet Farm Aid's equipment and assignment criteria will not receive photo credentials but will receive non-photo credentials allowing access to the designated press areas within the venue.

Credentialed photographers will be escorted in groups to the photo pit near the front of the stage on a rotation to allow equal access to stage shots. The size of the group and number of songs will depend on the number of credentialed photographers and length of each artist's set, and—first and foremost—the artist's wishes. Photographers will be allowed access to public areas in the venue, including the HOMEGROWN Village, without an escort.

Artists reserve the right to authorize which photographers and outlets, if any, 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.

All photography, video and audio from Farm Aid festivals is eligible for use only by professional media outlets. The likeness of any artist may not be used for non-media commercial purposes without express permission of the artist. Farm Aid disclaims and will not accept any liability for the use of any artist photography, video or audio captured at Farm Aid.

Radio and Television Broadcast Crews

Broadcast media outlets will have access to designated broadcast areas at the festival, where they will be able to capture live footage.

Broadcast crews will be allowed to record 90 seconds of live audio and/or video **per artist set**.

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Documentary Crews

All documentary crews interested in attending the festival must submit a request and receive prior written approval from Farm Aid. Please email Brittany Vanderpool (bvanderpool@vancomm.com) with a description of your documentary and specific credential request. **Only approved documentary crews will be provided credentials to the festival.**

If approved, documentary crews will be held to the same policies as broadcast crews mentioned above.

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Interviews

All interview requests for artists, Farm Aid representatives, family farmers and farm advocates must go through the Farm Aid publicity team. Please do not reach out to artist management teams separately. Any interview scheduled without prior knowledge of a Farm Aid publicity team member is subject to immediate cancellation on-site. You may submit requests directly to Brittany Vanderpool (bvanderpool@vancomm.com) at any time throughout the year via phone or email.

The Farm Aid publicity team cannot guarantee specific artist interview requests, but we will try to accommodate as many requests as possible. Farm Aid's board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews will all speak at a press event the morning of the festival, prior to gates opening. In addition, press briefings featuring artists and farmers will be held throughout the day on the FarmYard Stage. **These briefings will be announced throughout the day in the designated press areas** within the venue, via text message and via the official festival app.

Additional Information

For more information about Farm Aid, family farmers, food and agriculture issues affecting our nation's farmers, as well as multimedia content from past Farm Aid events, visit www.farmaid.org/media.

High- and low-res photos, as well as videos from past Farm Aid events, are available in the press room at www.farmaid.org/media.