

MUSIKFEST 2010 MEDIA GUIDELINES

Contact Information:

For media inquiries, credentials requests and questions, please contact:

Mark Demko, ArtsQuest Asst. Director of Editorial Services
mdemko@artsquest.org
610-332-1342 or 484-634-1800 (cell)

Curt Mosel, ArtsQuest Director of Marketing and Public Relations
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610-332-1333 or 484-239-4777 (cell)

Musikfest Press Center

Hours: Aug. 6, noon-11 p.m. and Aug. 7-15, 10:30 a.m.-11 p.m.

Telephone: 610-625-4145

All media members (other than concert reviewers) must stop at the Musikfest Press Center, located at the Festplatz venue off Main and Spring Streets, to secure daily media credentials necessary for covering the festival. The Press Center also offers internet access, Musikfest information and media kits, work areas for filing stories and hosts to show you around the festival.

Media Credentials

Media credentials are issued only to accredited media members covering the festival for legitimate publications, internet sites, cable networks and radio/television stations. Credentials are valid only for the date of issue and are available only from the Press Center; they are nontransferable and may be revoked at any time. Please note: Media credentials do not grant access to the Sands RiverPlace, Musikfest Performing Arts Series or PNC Bank Candlelight Concert Series venues without a festival staff escort.

Concert Review Tickets

Requests for review tickets for RiverPlace, the Performing Arts Series and the Candlelight Concert Series are reviewed on a case by case basis. Preference is given to major news outlets that have a proven track record of covering previous Musikfests and similar festivals. Ticket requests must be made by completing the "Musikfest Concert Coverage Request Form" and must be received by Friday, July 23. Print media members who are reviewing concerts and are on deadline may bring their laptops to the concert.

Media Parking/Parking Passes

A limited number of parking passes are available to media outlets that request them in advance; a map of the Musikfest parking lots will be included with your parking passes when you receive them. Requests for parking passes must be made by completing the "Musikfest Concert Coverage Request Form" and must be received by Friday, July 23.

Concert Review Ticket and Parking Pass Pickup

Arrangements should be made to pick up tickets and parking passes at the ArtsQuest offices, 25 W. Third St., Bethlehem, prior to the opening of the festival. Media members may also pick up their tickets and passes at the Musikfest Press Center at the festival.

Photography & Video Guidelines

Requests to photograph or videotape any RiverPlace, Performing Arts Series or Candlelight Concert Series performer are reviewed on a case by case basis and are subject to management approval. Preference will be given to major news outlets that have a proven track record of covering previous Musikfests and similar festivals. Requests for Photo/Video Passes must be made by completing the "Musikfest Concert Coverage Request Form" and must be received by Friday, July 23.

Media should avoid using flash or lights when taping or photographing entertainers or audience. Because of limited parking at the festival, cameramen will often have to walk through the festival grounds with their equipment. If a person needs help with equipment, he or she may contact the Press Center for assistance. Efforts will be made to accommodate TV news trucks on the festival grounds if the station will be broadcasting live from Musikfest.

Festival Information, Programs & Images

Musikfest facts, figures and history are available online at www.artsquest.org/media. Official Musikfest Program Books and media kits may be requested in advance by contacting Mark Demko or Curt Mosel. Program books and media kits are also available at the Musikfest Press Center during the event. Photographs of the festival are available for accredited media use. Photos are found at www.artsquest.org/media. Please note that proper photo credit must be given when using these images.

Performer Interviews

Media may request interviews with Musikfest performers prior to the festival. Interview requests should be received as far in advance as possible and are subject to artist management approval. Day-of-show interviews are highly unlikely, unless requested in advance and approved by artist management.

Media Tours

Accredited media members may arrange for personalized tours of the Musikfest grounds. To inquire about arranging a tour, please contact Mark Demko or Curt Mosel.

MUSIKFEST 2010 CONCERT COVERAGE REQUEST FORM

For Sands RiverPlace, PNC Bank Candlelight Concert Series and the Musikfest Performing Arts Series

ArtsQuest has a very limited amount of complimentary concert review passes available for accredited print and online media for performances at Sands RiverPlace, the PNC Bank Candlelight Concert Series and the Musikfest Performing Arts Series. Media members interested in reviewing a concert(s) must complete this form for consideration for review tickets. Requests are reviewed on a case by case basis. Preference is given to major news outlets that have a proven track record of covering previous Musikfests and similar festivals. **(Please note that requests must be limited to two concerts per individual).**

Print, online and television outlets interested in sending photographers or videographers to cover performances at Sands RiverPlace, the PNC Bank Candlelight Concert Series and the Musikfest Performing Arts Series must complete this form to request photo and video passes. Requests for coverage will be reviewed on a case by case basis and are subject to artist management approval.

No request will be considered unless all information on this form has been completed. Each media member must complete his or her own form. If an editor is submitting this form, he or she **must** submit a different form for each staff or freelance request.

Your Name & Title _____

Publication, Station, Program or Website _____

Address _____

City/State/Zip Code _____

Telephone Number _____

E-mail Address _____

Website _____

Media Type (Circle One)	Print	TV	Online	Radio
Circle if Applicable	Daily Network	Weekly Local Station	Magazine Other (Describe) _____	

Please complete the following section with your request for the show(s) you are interested in covering:

Concert Review Tickets (Please indicate show and whether 1 or 2 tickets)	Photo or Video Pass (Please indicate 'Photo' or 'Video' if you're inquiring about a Photo/Video Pass for RiverPlace, Performing Arts Series or Candlelight Concert Series)	Parking Pass (Only one per organization per day)
EX: Norah Jones- 8/7/10 - 2 Tickets	EX: Martina McBride-8/8/10 - Video	X

Fax or email completed form to Mark Demko, 610-332-1310 or mdemko@artsquest.org, by Fri., July 23.

