

PASIC 2010 MEDIA POLICY

Please read the following information before filling out the application form.

Purpose

Media credentials are given to members of the working media whose attendance at the Percussive Arts Society International Convention (PASIC) will result in coverage, whether print, online or broadcast, of PASIC. Qualified working media may submit a registration request for a complimentary PASIC 2010 media badge that provides:

- Exhibit-floor access during show hours
- Access to clinics, master classes, concerts, panels, presentations and competitions

Credentials will be granted to no more than two individuals from any one media organization. Those desiring to send additional representatives or staff must contact the PAS Marketing and Communications Director.

Media Registration Qualifying Criteria

To qualify for complimentary media registration, you must meet the following criteria:

- Media credentials will only be issued to **editors**, print and broadcast **reporters** or **columnists**, broadcast **producers** and **directors**, **camera operators** and professional **photographers**. As a courtesy, PAS will grant media credentials to one publisher per publication.
- **Freelance writers** and **non-editorial staff** covering PASIC in an editorial capacity must present a letter of assignment from a publisher, editor or producer (on letterhead) of a recognized media outlet to receive media credentials.
- Broadcast reporters and camera crews must present a letter of assignment (on letterhead) from a recognized outlet to receive media credentials.
- All **photographers** must be on assignment. Photographers must present a current, original letter of assignment from a recognized media outlet or a copy of their contract with a publisher, news organization or exhibiting company.
- Editors and publishers of **online newsletters** or **websites** dealing with the music, percussion, and/or music education industries may be granted media credentials at the discretion of the PAS Marketing and Communications Director. Online journalists must have bylined articles on the site, as well as business cards verifying their position/title. **Only journalists with news-based websites qualify for media badges. Approval for sites that are primarily for business or sales purposes are at the discretion of the Percussive Arts Society.** The website must include original editorial news coverage. Editorial content must be independent of advertising or sponsorship. Advertising must be clearly identifiable as advertising. The website, if sponsored by a for-profit entity, must have multiple sponsors and be clearly identified. Personal websites are not acceptable.

Those requesting media credentials that do not have editorial positions listed on the masthead must additionally submit a letter (fax, e-mailed, or mailed) from the appropriate editor stating that the registrant: (1) Is attending the meeting solely in an editorial capacity; and (2) Will be submitting a bylined article about the event for publication in a future issue.

Not qualified: Family members, friends, children, etc., are not issued media credentials, nor are media representatives whose primary purpose for attending PASIC is not to cover the event as working news media.

Sales representatives with exhibiting publications should register for an exhibitor pass, unless they are specifically writing or filing a bylined story on the event.

Audio/Video/Photo Guidelines

Audio recording of concerts, competitions and sessions is not permitted.

Unless authorized, videotaping—particularly that requiring artificial lighting of any kind—of an entire concert or session is prohibited.

Short-term videotaping (for news purposes) of performers or speakers is limited to credentialed media. Other videotaping may be allowed at the discretion of the artist or speaker when accompanied with written permission. Contact the PAS Marketing and Communications Director at least two weeks in advance of the event.

No flash photography will be allowed during any concert, competition or session.

No convention signage or branding is to be moved, altered or removed from its original location.

Video production crews (non-news) must receive approval from PAS before receiving credentials. This also applies to Internet media that are shooting video for release on web sites.

Photographer credentials are approved for editorial shooting only. Photographers shall agree to use their photographs (or other means

of reproduction) only for bona-fide news purposes. Bona-fide news purposes include regularly published newspapers, magazines or internet sites recognized by PAS. Photographers shooting for stock houses, resale and other commercial purposes will not be credentialed.

Entertainment and commercial use of photographs are not considered bona-fide news purposes. Approval must be gained by the PAS Marketing and Communications Director for use of photographs for purposes other than bona-fide news purposes. Should approval be granted to photographers to use photographs for entertainment or commercial use, photographers shall obtain all necessary licenses, consents or releases permitting the use of any party's proprietary material, including, but not limited to, any party's copyrights, trademarks, rights of publicity, rights of privacy or other proprietary or personal rights, however denominated, included in any photograph taken or other material obtained in connection with the credential. The photographer is solely responsible for determining which licenses, consents and releases shall be obtained and shall not indemnify, defend and hold harmless PAS and PASIC against and from any and all liability, loss, damage or expense against third party claims.

Media representatives must ask PASIC attendees, guests and/or staff members for permission prior to taking still photographs, shooting video or recording interviews (for print, Internet or video). Please respect the wishes of our attendees if permission is refused.

General Conditions

All media representatives must register in advance and check in at the PASIC Show Office in order to obtain their PASIC registration materials and media credentials, which will be required for admission to any session. Badges may be picked up at the PASIC Show Office during scheduled hours; badges will not be mailed in advance of the event.

Upon receipt of your registration, you may be asked to provide supporting documentation to receive your media credentials. All media will receive an e-mail confirmation of their registration.

Media representatives at PASIC are required to wear their media badge at all times and are required to identify themselves as media representatives when interacting with convention attendees, guests and staff.

Media representatives should feel free to contact the PAS Marketing and Communications Director for assistance in scheduling interviews and locating presenters.

International journalists should apply early enough to meet any visa and/or passport requirements that are necessary to enter the U.S.

Post-PASIC

PAS requires that registered media provide us with the following evidence of coverage, unless other arrangements are made, in advance, with the PAS Marketing and Communications Director.

Print and Internet Publications

Please provide the PAS Marketing and Communications Director with information regarding when and where the article(s) will appear in print and/or online, and please provide PAS with two (2) complimentary copies of the issue featuring PASIC for our files.

Photographs

If requested, media representatives, and their affiliate company, will supply photographs to the Percussive Arts Society at no charge to be used in Percussive Arts Society publications, web sites and marketing and communication materials. Photographs will include proper photo credit information if provided.

Broadcast Media

Please provide the PAS Marketing and Communications Director with information regarding when the footage/package will be broadcast, and please provide PAS with two (2) complimentary copies of the audio and/or video tape featuring PASIC for our records.

How to Register

Complete and sign the PASIC 2010 Media Credential Application Form and return to:

Percussive Arts Society
Marketing and Communications Director
110 W. Washington Street, Suite A
Indianapolis, IN 46204



Phone: (317) 974-4488



Fax: (317) 974-4499



Email: jfeustel@pas.org

PASIC 2010 MEDIA CREDENTIALS APPLICATION FORM

2010 PASIC

November 10-13 • Indianapolis, IN

Please return completed application and letter of assignment by October 1, 2010.

Please review the PASIC Media Policy before completing this form. You will be notified via e-mail if your request has been approved. Media credentials will not be mailed in advance—they must be picked up on-site at the PASIC Show Office during regular PASIC Show Office hours.

Name _____
(One name per media application form)

Title: ___ Camera Operator ___ Editor ___ Photographer ___ Publisher
 ___ Director ___ Freelance Writer ___ Producer ___ Reporter/Columnist

Company / Affiliation _____

Address _____

City, State, Zip _____

Country _____ Phone _____

Email _____ Web Site _____

Publication Name _____

Publication type that PASIC coverage will receive (check all that apply)

___ Magazine ___ Online ___ TV ___ Newspaper
___ Radio ___ Other _____

Publication circulation: _____


Anticipated publication date of coverage: _____


I agree to follow the Percussive Arts Society's media policies while covering PASIC.

Signature _____ Date _____

Percussive Arts Society
Marketing and Communications Director
110 W. Washington Street, Suite A
Indianapolis, IN 46204



 Phone: (317) 974-4488

 Fax: (317) 974-4499

 Email: jfeustel@pas.org