



MEDIA ADVISORY

For Immediate Release - Planning Purposes Only
Tuesday, March 27, 2012

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SHENANDOAH APPLE BLOSSOM FESTIVAL® PLANNING COMMITTEE

RELEASES MEDIA CREDENTIALING INFORMATION FOR 2012 FESTIVAL

WINCHESTER, VA – Today the Shenandoah Apple Blossom Festival® Planning Committee announced details regarding media credentialing for the 2012 Festival. The credentialing application process will begin Wednesday, March 28, 2012 and will conclude Friday, April 20, 2012.

In order to obtain a media credential for access to special events of the 2012 Shenandoah Apple Blossom Festival®, media will be required to complete the following Media Credential Guidelines. The Festival will be held Friday, April 27 thru Sunday, May 6 in Winchester, Va.

2012 Shenandoah Apple Blossom Festival® Media Credential Guidelines

Overview

The following guidelines were established to provide fair and equal access to all media representatives wishing to provide coverage of the 2012 Shenandoah Apple Blossom Festival® (SABF).

Eligibility

Media credentials will be issued to members of the working media only.

By definition, a member of the working press shall be a paid employee or representative of a known and established media organization (newspaper, magazine, television, radio, etc.)

Media covering Festival events are asked to designate one person as a point of contact (POC) from their organization to receive all further communication from the Media Credential Coordinators.

Journalists who receive credentials must be on assignment for a specific media organization at each event. All journalists who wish to attend Shenandoah Apple Blossom Festival® events must submit a media credential application. The number of credentials issued to any organization will be based on the amount and/or scope of coverage of the event.

Freelance journalists must submit a letter from the media outlet for which they are working. The letter must indicate that they are on assignment at that specific event and be signed by the editor.

Types of Media Credentials

1. Official Festival Media (Red)

This includes media professionals directly associated with or contracted by the Shenandoah Apple Blossom Festival®. This would include official photographers and Television personnel. This is an all access credential providing that the event is work related.

2. Media Green Level

This is an all access credential, including the limited seating events (*as listed below), providing that attendance at the event is work related.

Limited Seating Events

- Queen's Dinner (*Thursday at 5 p.m.*)
- Bloomers' Luncheon (*Friday at 11 a.m.*)
- Commonwealth Luncheon (*Friday at 11 a.m.*)
- Stag Luncheon (*Friday at 11:45 a.m.*)
- Coronation of Queen Shenandoah LXXXV (*Friday at 1:30 p.m.*)
- Press Conference Access (*Friday at 3:45 p.m.*)
- Firefighters' Parade Grandstand Access (*Friday at 5:30 p.m.*)
- Sports Breakfast (*Saturday at 8 a.m.*)
- Grand Feature Parade Grandstand Access (*Saturday at 1 p.m.*)

*Note: Issuance of a media credential does not guarantee a seat at an event or venue.

Application Deadlines

All applications for media credentials for the 2012 Shenandoah Apple Blossom Festival® held April 27 thru May 6, 2012 must be received prior to Friday, April 20, 2012. SABF will not guarantee that journalists who submit their applications after the deadline will be accommodated.

Credential Acceptance

SABF encourages all media to attend festival events. However, if there is a limitation on the number of credentials issued for a specific event, SABF will consider the following criteria when issuing approval:

- 1) Priority will be given to local media and those who have a long-standing history of Festival coverage;
- 2) Consideration for media outlets that attend SABF events on a regular basis; and,
- 3) Consideration for applications that are received by the deadline date.

Credential Usage

Credentials must be worn at all times. Each media credential is issued specifically for the journalist who was accepted through the credential process. Any media outlet that wishes to change the name(s) of their credentialed journalist(s) may do so by contacting the SABF, prior to the event. Credentials may not be given or loaned to another person for any reason.

The SABF is committed to providing a professional working environment for all media.

Misuse of a

SABF media credential will result in the immediate loss of the credential, removal from the Festival areas and the possible loss of credential privileges for future events for the journalist and his/her organization.

Credential Pick-up

Credentials will be available for pick-up at Festival headquarters beginning on Friday, April 27, 2012. For any media interested in covering the United Bank Bloomin' Wine Fest, please return the credential request form by Friday, April 13, for credential pick-up on Friday, April 20.

Celebrity Press Conference

Due to increasing popularity and security concerns, access to the Celebrity Press Conference on

Friday, May 4 immediately before the Firefighters' Parade will be limited to working media who have been approved in advance. No autograph requests, please.

Because of time constraints and broadcast/publishing deadlines, personal interview opportunities will be offered on a limited basis. We will do our best to allow all media equal access to our celebrity guests.



Shenandoah Apple Blossom Festival® Request for Media Credentials

Please return this completed form prior to April 20, 2012 to:

Shenandoah Apple Blossom Festival®, FAX: 540-542-6604
Or by e-mail to: rours@su.edu or emily.burner@gmail.com
Attn: Media Credentials

Name of Media Organization _____

Address _____ City _____ Zip _____

Phone _____ Fax _____ Email _____

Type of Organization: Newspaper ___ TV ___ Radio ___ Magazine ___

Web ___ Other ___

Name of senior Editor/Producer/Director _____

Signature of above _____ Date _____

Type of Coverage

Briefly Describe Type of and Length of Coverage

Name _____ Title _____

(As you want it to appear on credential)