



## **MEDIA ADVISORY**

**For Immediate Release - Planning Purposes Only**  
**Monday, March 19, 2018**

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### **SHENANDOAH APPLE BLOSSOM FESTIVAL® PUBLICITY & PROMOTION COMMITTEE**

#### **RELEASES MEDIA CREDENTIALING INFORMATION FOR 2018 FESTIVAL**

**WINCHESTER, VA – Today the Publicity & Promotion Committee of the Shenandoah Apple Blossom Festival® announces details regarding media credentialing for the 2018 Festival. The credentialing application process begins today, **Monday, March 19, 2018, and will conclude Friday, April 6, 2018.****

**In order to obtain a media credential for access to special events of the 2018 Shenandoah Apple Blossom Festival®, media will be required to follow the Media Credential Guidelines. The Festival events will be held Friday, April 27, through Sunday, May 6, 2018, in Winchester, Virginia.**

#### **2018 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 2018 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.).**

Journalists and photographers who receive credentials must be on assignment for a specific media organization at each event. All 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. (Family members and guests will not be considered for credentials).

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. Festival Working Media **Green** Level

This is an all access credential, for media members. It includes the limited seating events, providing that attendance at the event is work related. Festival tickets are required for food and beverage at all events.

#### 2. Festival Official **Red** Level

This includes festival officials, such as the president, executive director, vice presidents and other officials as designated by festival leadership. This also 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.

### Limited Seating Events:

For a list of events, go to our website, [www.thebloom.com](http://www.thebloom.com). Some events have limited seating.

\*Note: Issuance of a media credential does not guarantee a seat at an event or venue. Additionally, this includes no food or beverage.

### Application Deadlines

All applications for media credentials for the 2018 Shenandoah Apple Blossom Festival® held April 27, through May 6, 2018, must be received no later than 5 p.m. Friday, April 6, 2018. SABF will not guarantee that journalists who submit their applications after the deadline will be accommodated.

### Credential Pick-up

Credentials will be available for pick-up at Festival headquarters beginning on Friday, April 27, 2018. For any media interested in covering the United Bank Bloomin' Wine Fest, please return the credential request form by Wednesday, April 4, for credential pick-up on Wednesday, April 25.

### Credential Usage

Credentials must be worn at all times. Each media credential is issued specifically for the journalist

or photographer who was accepted through the credential process. Any media outlet that wishes to change the name(s) of their credentialed journalist(s) or photographer 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/or photographer and his/her organization.

**\*IMPORTANT REMINDER\* - Celebrity Media Availability**

We will follow the same process introduced for the 2017 Festival, in that we will NOT hold the standard Friday afternoon press conference, as it is increasingly challenging to coordinate celebrity schedules and have them all on-hand at one time.

Instead, those who have signed up for press credentials will receive a media advisory no later than Wednesday, May 2, to inform you of which celebrities will be available for media interviews throughout the festival; please respond to that media advisory with your specific interview requests within 24 hours of receipt of this media advisory. We will make every effort to fulfill your request. Celebrity media availability may occur on Friday afternoon, but may also occur during Festival events or throughout the main Festival weekend.

A full schedule of celebrity interviews will be issued to those who have signed up for press credentials. In addition, those who have signed up for press credentials will receive email updates regarding any changes or additions to the celebrity interview schedule. Please ensure your correct email address is listed on your application – this is the only way changes and additions will be communicated.

**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 Friday, April 6, 2018 to:*

Shenandoah Apple Blossom Festival®, FAX: 540-542-6604

Or by e-mail to: [rours@su.edu](mailto:rours@su.edu) or [emily.burner@gmail.com](mailto: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)

*I have read and agree to the terms of the media guidelines of the SABF.*

Name \_\_\_\_\_ date \_\_\_\_\_