



PASIC18 Media Policy

Please read the following information before filling out the Media Credentials Application online at: <https://pasic.org/media-policy-credentials/>

Artists/Groups: If you are a PASIC18 Artist, please refer to the Artist Media Policy in your Artist Packet.

Artist Sponsors: All confirmed paid PASIC® Artist Sponsors are eligible to take photos and videos of their booth and/or sponsored artists during sessions and soundchecks, but will need to obtain a PASIC® Media Badge by filling out the Media Credentials Application online at: <https://pasic.org/media-policy-credentials/>.

Media Organizations and Non-Sponsor Exhibitors: PAS welcomes members of accredited media organizations whose attendance at PASIC® will result in coverage — whether print, online, or broadcast — of PASIC®. Please fill out the Media Credentials Application online at: <https://pasic.org/media-policy-credentials/>.

Eligibility Requirements - Media Organizations and Non-Sponsor Exhibitors

Media credentials will only be issued to confirmed paid artist sponsors, editors, print and broadcast reporters or columnists, broadcast producers and directors, camera operators, and professional photographers. In order to qualify for a complimentary media badge, you must meet the following criteria:

- Freelance writers and non-editorial staff covering PASIC® in an editorial capacity must present a letter of assignment 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. 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 stockhouses, resale, and other commercial purposes will not be credentialed.
- 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 PAS.
- 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 PAS. The website must include original editorial news coverage and 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.
- Sales representatives with exhibiting publications should register for an exhibitor pass, unless they are specifically writing or filing a bylined story on the event.

Credentials will be granted to no more than two individuals from any one sponsor or media organization. Those desiring to send additional representatives or staff must contact PAS in advance.

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.

The following **do not qualify** for media credentials:

- 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.

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, concert, or competition. 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 email 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 PAS Staff 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 United States.

General Conditions - Artist Sponsors only

- Only (2) individuals from any (1) sponsoring company will be allowed to take photo and video during the concert or session soundcheck time.
- Artist soundchecks occur (1) hour before their scheduled session or concert time, and lasts 45 mins. maximum.
- Sponsor media personnel or artists cannot obstruct the efforts of PAS Staff, Official PAS Production Crew, and Stagehands or Logistics Team. Failure to do so will result in personnel being asked to leave and Media Credentials may be revoked.
- Sponsor media personnel or artists will not interfere with PASIC® production staff or the view and experience of attendees in their attempt to get video footage or photos during a session, concert, or competition. This includes:
 - Standing in front of attendees to take photos or videos.
 - Positioning tripods in a manner that will obstruct an attendee's view.
 - Using selfie sticks for a mobile device to record or take photos of a session, concert, or competition while seated in the audience.
 - Being on stage during the session or concert.
 - Standing on chairs or other platforms.
 - Using flash or artificial lighting.

Expo Hall

- Artist Sponsors may take video, photos, and audio of their artists in the Expo Hall, while adhering to the following:
 - Artists playing instruments must abide by the PASIC18 Sound Policy. Instruments are not to be played for more than 20 seconds continuously and volume level must be moderate (mf) or lower.
 - Sponsor 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 Guidelines

- 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.
- Confirmed paid sponsors of artist appearance are the **only** media representatives permitted to record videos of sessions or concerts. *Unless special permission is granted by PAS Staff.
- If you are granted permission to take video, video recording requiring artificial lighting of any kind is prohibited.
- Short-term videotaping for local or national TV news coverage may be allowed by request only. Contact PAS Staff at least 24hrs in advance of the event.
- Audio recording of concerts, competitions and sessions is not permitted.
- 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.
- Entertainment and commercial use of photographs are not considered bona-fide news purposes*

*Approval must be gained by PAS Staff 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 indemnify, defend and hold harmless PAS and PASIC® against and from any and all liability, loss, damage or expense against third party claims.

General Guidelines - Artist Sponsors

Audio Guidelines

Soundcheck & Session

- Audio recording of concerts, competitions and sessions is not permitted under any circumstances.

Video Guidelines

Soundcheck & Session

- Unless authorized, videography—particularly that requiring artificial lighting of any kind—of an entire concert or session is prohibited.
- No professional grade video cameras or videography allowed on stage during session or concert. GoPro cameras mounted on a freestanding stand are permissible on stage during a session or concert.
- The use of GoPro cameras or a similar device on the instruments or hardware of PASIC® artists is permissible on stage during soundcheck only, as long as the placement of the device does not interfere with the work of PAS Staff or Official PAS Production Crew who reserve the right to ask any sponsor to remove or readjust any device that is an obstruction. All GoPro cameras must be removed from the hardware and instruments prior to the session or concert and placed on a freestanding stand.
- Do not interfere with or obstruct the view of the attendees, PAS Staff or Official PASIC® Production Crew during a session or concert. PAS reserves the right to ask any sponsor or artist to remove or readjust any device that is an obstruction.

Photo Guidelines

Soundcheck & Session

- No photographer on stage during any session or concert.
- Flash photography is allowed during soundcheck with artist's permission only.
- No flash photography will be allowed during any session, concert, or competition.
- The photographer is solely responsible for determining which licenses, consents and releases shall be obtained and shall indemnify, defend and hold harmless PAS and PASIC® against and from any and all liability, loss, damage or expense against third party claims.

Post-PASIC®

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

Print and Internet Publications

In advance of PASIC®, please provide PAS 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. When the article is published on the internet, the article must link the Percussive Arts Society website (<http://www.pas.org>), and the PASIC® website (<http://www.pasic.org>).

Photographs

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

Video

All footage taken by Artist Sponsors or Media must include the official PAS logo as a watermark. Logo will be available for download prior to the convention and sent to each confirmed Media representative. Please provide PAS with one (1) complimentary copy of all footage. No more than 10 minutes of video footage may be released by the artist or sponsor from a single soundcheck AND/OR session without written permission from PAS.

Broadcast Media

Please provide PAS with information regarding when the footage/package will be broadcast, and please provide PAS with one (1) complimentary copy of the audio and/or video featuring PASIC® for our archives.

Distribution

All material derived from PASIC®, including video, photographs, or session handouts cannot be sold by a media representative, artist, or sponsor without the permission of PAS.

Social Media

Facebook

- All content (print & internet publications, photographs, and video) derived from PASIC18 and shared on Facebook (during and after the convention) must be accompanied by an active '@' tag of the PASIC® official Facebook page (<https://www.facebook.com/PASICPAS>), and the Percussive Arts Society official Facebook page (<https://www.facebook.com/PercussiveArts/>).

YouTube

- All video content and/or slideshows derived from PASIC18 (during and after the convention) must include the following information in the description (with active hyperlinks) of the YouTube video or slideshow:

- o " Video used with permission. The Percussive Arts Society (PAS) is the world's largest percussion organization, with over 5,000 members in over 80 Chapters across the United States and around the globe. PAS hosts the Percussive Arts Society International Convention (PASIC®) annually, featuring the top names in drumming and percussion. This video is from PASIC18 in Indianapolis, Indiana, November 14–17, 2018. For more information on PAS and PASIC®, visit <http://www.pas.org/> and subscribe to the PAS YouTube channel (<https://www.youtube.com/user/PercArts>).

- All footage taken by Artist Sponsors or Media must include the official PAS logo as a watermark. Logo will be available for download prior to the convention and sent to each confirmed Media representative.

Twitter

- All content (print & internet publications, photographs, and video) derived from PASIC18 and shared on Twitter (during and after the convention) must be accompanied by an active '@' tag of the PASIC® official Twitter account (@PASIC, <https://twitter.com/pasic>) and include the hashtag #PASIC18.

Instagram

- All content (photographs and video) derived from PASIC18 and shared on Instagram (during and after the convention) must be accompanied by an active '@' tag of the Percussive Arts Society official Instagram account (@PercussiveArts, <https://instagram.com/percussivearts/>) and include the hashtag #PASIC18.

****Artist Sponsors Media outlets that have not included the required information on the aforementioned social media channels will be contacted by PAS and asked to amend their post to include the pertinent information. Failure to comply will result in PAS asking the media outlet to remove the social media post entirely. Please contact Dan Ainspan, dainspan@pas.org with any questions.***

PASIC18 Media Guide At A Glance

Please find a concise guide of the rules stated in the PASIC18 Media Policy below:

DO...

1. Read the PASIC18 Media Policy and submit a Media Credentials Application online at <https://pasic.org/media-policy-credentials/> to be granted access to take official media.
2. Wear your PASIC® Media badge at all times.
3. Share live PASIC® updates during the show on your company's social media accounts using:
 - a. #PASIC18
 - b. @PASIC
 - c. @PercussiveArts
4. Sponsors — encourage your artists to share their experience using the information listed above.
5. Contact PAS post-PASIC® to share any official photos, videos, or articles shared on your website, in your publication, or on your social media channel.
6. Sponsors — Remove all cameras (including GoPro cameras attached to an artist's setup) from stage prior to a session or concert. GoPro cameras left on stage must be mounted on a freestanding stand.
7. Include the official PAS logo on all published video content.

DO NOT...

1. Shoot video footage of artist sound checks, sessions, concerts, or competitions if you are not a confirmed paid sponsor of a particular artist or group for PASIC®.
2. Release more than a total of 10 minutes of video footage. This includes video taken by the artist or sponsor from a single soundcheck AND/OR session. More than 10 minutes requires written permission from PAS.
3. Obstruct the view of PASIC® attendees during artist sessions in order to get photos or videos.
4. Use artificial lighting of any kind during sessions.
5. Get on stage during a session to take photographs or videos. NO cameras on stage during session or concert.
6. Move any PAS video, camera, or audio equipment during soundchecks or sessions, concerts, or competitions.
7. Interfere with the efforts of PAS staff to get video or photographs during soundcheck or sessions, concerts, or competitions.