



**Easterfest 2010 is bigger and better than ever, with even more artists, stories, photo opportunities and action, and a whole new festival layout.**

**Main stream media and Christian media outlets will find great news stories, colourful feature stories, in-depth and thought-provoking interviews and endless lively photo and footage opportunities at this year's festival, Australia's biggest drug and alcohol-free event which aims to share the true story of Easter. The event attracts tens of thousands of people each year, so no matter who your target audience is, they will be at Easterfest in droves.**

**Whether radio, print, television or online, the Easterfest media team can provide your newsroom with all your requirements. Staffed by industry professionals across all media, we fully understand and can meet your deadlines, whether early morning breakfast radio, or the last print run late at night.**

**There will be regular daily press conferences with this year's artists, so each media organisation can easily access the groups they wish to interview. The press conference area will also be open to festival-goers to witness the process, which will make for a fun and lively atmosphere.**

**Phone lines, work spaces and wireless internet will be available for staff attending the event. And for outlets unable to send staff, our media team will compile extensive resources, which will be available online for secure download, so you can scroll through media releases, images and video files and select your own. We can also arrange phone interviews throughout the event, and we have onsite IT support, should you encounter any issues with your equipment or the download process. If you have any specific requirements, please don't hesitate to contact me beforehand, or throughout the event.**

**Most of all, the coffee will be hot and there will be more of it than you can poke an Easter egg at.**

**Jennifer Kerr  
Media Coordinator  
0439 797 830  
jenkerr.designer@gmail.com**



## APPLICATION FOR EASTERFEST MEDIA ACCREDITATION

APPLICATIONS DUE: 5pm 25<sup>th</sup> March 2010

### Section 1 (to be filled in by supervisor/manager)

Media Organisation			
Authorising Manager			
Position			
Postal address	CITY:	STATE:	POSTCODE:
Email			
Phone (office)			

### Representative 1 (~if known at this stage)

Name	
Position	
Email	
Mobile Phone	
Aims for visit (ie outside broadcast, live crosses, articles for later etc)	

### Representative 2 (maximum 2 per organisation)

Name	
Position	
Email	
Mobile Phone	
Aims for visit (ie outside broadcast, live crosses, articles for later etc)	

Easterfest media passes do not include camping. Please contact us if you would like to purchase camping upgrade passes for \$30 per pass.

Please post/fax/email this completed form by 5pm, 25<sup>th</sup> March 2010 to

**Easterfest Media**

PO Box 2090

TOOWOOMBA QLD 4350

[marketing@easterfest.com](mailto:marketing@easterfest.com)

(f) 07 4632 6921



# EASTERFEST 2010 MEDIA POLICY

Easterfest appreciates the support of media organisations and the exposure generated as a result of media attending the festival.

We are more than happy to support working media by supplying media passes to Easterfest 2010. We consider working media to be one of the following:

- Radio representatives doing live crosses.
- Radio representatives accessing artist interviews/conferences for broadcast on a recognised program.
- Our official Easterfest radio partners.
- Press representatives profiling Easterfest 2010.
- Press representatives accessing artist interviews/conferences for publication.
- Online media services.
- Our official Easterfest press partners.
- TV representatives doing live crosses during our event.
- TV representatives accessing artist interviews/conferences for broadcast on a recognised program.

By registering as a working media representative to Easterfest 2010 you are indicating your willingness to cover Easterfest 2010 and to furnish copies of your work, in whatever format it is produced, for the Easterfest media archive.

It is an Easterfest 2010 Media Registration requirement that registered representatives of the working media agree (by registering for Easterfest 2010) to attend a daily media briefing at Easterfest. It is envisaged that these Media briefings will take place at approximately 11am on Friday, 9am on Saturday, and at 9am and 5pm on Sunday.

Easterfest considers attendance at these Media Briefings as essential, as this is when the CEO Isaac Moody, other organisers, police etc brief the media and assist with quotes and general stories.

Easterfest will provide an Easterfest 2010 Media Pack to all working media at Registration at Easterfest 2010. Details of the daily media briefings will be included.