

OTTAWA FRINGE FESTIVAL

GUIDELINES FOR ACCREDITED MEDIA

The 22nd Ottawa Fringe Festival

June 14-24, 2018

Questions: Amanda Logan
Marketing & Communications
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613.232.6162 x 103

REQUEST GUIDELINES

Thanks for your interest in covering the Ottawa Fringe Festival. Please send us the following (brief sentences are fine) to marketing@ottawafringe.com.

- The organization you are working for and the format in which you will be publishing (e.g. broadcast, print, digital)
- A indication of how your coverage will be presented (e.g. review, feature, blog)
- An estimate of how many shows you are planning on covering.
- A sense of who your audience/readers are.
- Details of your plan to promote the Festival to your audience, leading up to opening night June 14 or throughout the festival.

USING YOUR MEDIA PASS

N.B. Media passes expire after Thursday, June 21.

IMPORTANT! Media comps are not available at the door. Book in advance.

Reserving comps in advance

NEW THIS YEAR:

Once this form is signed and returned, you will receive an email with instructions on how to book your media tickets online. Booking online will be the only option for booking media tickets. You are able to book **one** ticket per show, and cannot book tickets for shows after June 21st. We highly suggest

creating a Fringe schedule, as once a ticket is booked, it cannot be exchanged for another night.

ETIQUETTE

- **Passes are for working media, only.** Usage is being tracked by Ottawa Fringe staff and it is expected that media passes are being used only when pertinent to coverage or a review of the show. Sometimes unique circumstances prevent a media passholder from publishing their work in a timely manner – or at all. In such a case, please notify the Ottawa Fringe media team so that this can be taken into account when reviewing pass usage. Please send a note to marketing@ottawafringe.com or phone Amanda Logan at 613.232.6162 x 103.
- Passholders found to be abusing the privilege of media accreditation may have their passes revoked and may be refused future accreditation. Media passes are allocated at the the sole discretion of the Ottawa Fringe Festival.
- All information regarding shows and the festival can be found in our [Media Kit](#), at ottawafringe.com/media or in our [Show Listings](#) online. If there is any further information needed, please contact Amanda at marketing@ottawafringe.com.
- At the request of artists, please refrain from interviewing them about their work just before showtime or immediately following a performance.
- When approaching performers, always a good idea to open with, “is now a good time?” They have a lot going on, it’s a busy festival!
- If another seat is available, please refrain from taking notes in the front row of a performance.
- Turn off cell phones and all electronic devices during a performance. Video and audio recording is strictly prohibited during performances, as

is flash photography.

- Reviews are expected to be posted no later than 48 hours after seeing a performance. All reviews must be posted by June 22nd.
- Reviewers are not to review shows that involve anyone they have a personal relationship with.

PROFESSIONAL CONDUCT

Media are to expected to behave professionally at all times. Breaches of professional conduct outlined within these guidelines, including instances of foul language, intimidation and verbal abuse toward volunteers, staff, or artists will not be tolerated, whether in person or in an online forum. Such conduct will result in revocation of media accreditation.

I HAVE READ, UNDERSTAND, AND AGREE TO THE GUIDELINES FOR MEDIA ACCREDITATION AND CODE OF PROFESSIONAL CONDUCT.

Please return a signed copy of these guidelines.

Name: _____

Date: _____

Phone: _____

Email: _____

Signature: _____