

LUMINATO®

LUMINATO 2012 MEDIA ACCREDITATION INFORMATION

Due to limited venue capacities and to maintain high service levels, **LUMINATO** will grant media accreditation to journalists, reporters and bloggers on an individual basis according to the amount of coverage and level of exposure (readership, viewership, site traffic, etc.) provided.

Applications must be received NO LATER THAN May 18, 2012.

Please fill out the following form by clicking on each field.

All fields are required and can be completed electronically.

Your accreditation status will be advised by email.

PLEASE NOTE:

- Media tickets for advance coverage and/or review purposes will be handled on an individual basis subject to availability. A media ticket request form will be forwarded via email upon approval of media accreditation.
- All applicants must be on editorial assignment for an established media outlet
- Media outlets submitting applications for more than three (3) staff members must contact Grant Ramsay at grant@flip-publicity.com directly
- Social networking pages (Twitter, Facebook, Flickr, Tumblr, YouTube) are not eligible for accreditation
- **LUMINATO** is fully cognizant of the emerging power and popularity of new media, and welcomes the interest of professional, recognized and experienced bloggers. Accreditation of bloggers will be done on a case-by-case basis. Some of the criteria currently applied to online media will be considered, as will any additional information and metrics you wish to provide. Bloggers must have an active website and have been established for at least two consecutive years. The website must be updated at a minimum of once a week.
- Freelance journalists, including photographers, must provide clear documentation that they are on assignment from a specific news organization or publication with a valid assignment letter from that news organization, or publication.
- All media accredited to **LUMINATO** must provide clips of their reports by June 30, 2012.

First Name:

Last Name:

Email:

Media Outlet:

(If freelance, please provide letter of assignment)

Your title:

(Editor, Writer, Critic, Producer, Photographer, Correspondent, Host, Other (explain))

Section or Program Name:

Website:

Blog:

Twitter:

Facebook:

Business Telephone #:

Mobile #:

Address:

City:

Province/State:

Country:

Postal/Zip*:

Assignment editor's name:

Assignment editor's phone:

Assignment editor's email:

Media type:

(Print Daily, Print Weekly, Print Monthly, TV, Radio, Online, if Other, please explain)

Daily Circulation:

(Number of readers, listeners, viewers, hits, etc.)

Your reports will be in:

(English, French, Spanish, if Other, please explain)

Pre-Festival coverage plans:

*Please send any additional details via email if there is not sufficient space.

Post-Festival coverage plans:

*Please send any additional details via email if there is not sufficient space.

Benefits of Accreditation:

- Accreditation will allow still photographers and TV news cameras access to the raised media risers at outdoor venues.
- Accreditation will allow still photographers and TV news cameras access to ticketed venues to shoot performance footage for news purposes only as per the performing arts organization and/or IATSE rules and regulations, arranged 24 hours in advance.
- Access to **LUMINATO** daily e-lets, the one-stop media source for all **LUMINATO** information. Emailed every morning during the festival, **LUMINATO** Daily e-lets provide media with up-to-date information on scheduled artist appearances, and last-minute Festival news.
- Access to **LUMINATO**'s Media Gallery, containing informative press material and exclusive event photography (updated daily).

Please submit this media accreditation form to Grant Ramsay at grant@flip-publicity.com directly.

Media Contact: FLIP Publicity & Promotions Inc., 416.533.7710, www.flip-publicity.com
Grant Ramsay X222, grant@flip-publicity.com or Carrie Sager X224, carrie@flip-publicity.com