

## **MEDIA PROCEDURES**

The Media is welcome onsite for the duration of the Gaudet family home build. Keep in mind, however, that this is a very busy construction site and closed set. Specific procedures are in place to assist the media with gathering the most relevant information and to help the construction/design teams focus on the task at hand.

### **Media Tent**

All media are required to stay in the media tent for their coverage. Suggested media hours are February 1-8, 2008, 7AM - 7PM. Daily media alerts will be distributed electronically and/or on site. Media ID is required at site check-in and advanced scheduling is highly recommended. News releases and press kit about the build will be available on site and at [www.heritagehomesfamily.com](http://www.heritagehomesfamily.com).

### **Media Badges**

Media badges will be distributed at check-in and must be clearly displayed at all times. To obtain a media credential (badge), all media must visit the clearly marked media tent. All media representatives will need to show station/publication credentials and photo identification.

### **Park & Ride**

Media, VIP, and spectators are to park on the south side of Bel Air Mall, in Mobile, Alabama. Take Airport Boulevard exit (Exit 3) off I-65 in Mobile. Drive east, past Bel Air Mall on the right and turn right on Bel Air Blvd at the intersection (Wendy's & Goodyear Tire Store). Continue south on Bel Air Blvd past Shoe Station on the right, until you reach Bel Air Mall Dr. on the right. Turn right and look for signs of shuttle parking for the project. It is the parking lot that is behind the Target/JC Penney stores. A shuttle will take media to and from the building site.

### **Other rules**

Closed toe shoes (sensible footwear) must be worn at all times.

### **Interviews**

Interviews with the builders, designers and project managers are an excellent way to supplement stories with visuals and human interest angles. Interviews may be scheduled through the duration of the project. All interviews must be scheduled through the appropriate media contacts. Attempts to interview on-site without permission will result in loss of access to the site.