PASIC® Media Policy

Media Policy Overview

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

A PASIC media credential will give you access to the International Drum and Percussion Expo during show hours, and access to the front of the house for clinics, masterclasses, concerts, panels, presentations, and competitions. With a PASIC media credential, you will also have access to the front of the house during sound checks — with the exception of Drumset sessions* — unless otherwise specified by the Artist. Sound checks take place one hour before the scheduled session time and last 45 minutes maximum.

*If you are interested in covering Drumset sessions, please email PAS at marketing@pas.org

Artist Sponsors and Media Organizations are eligible to apply for a PASIC media credential.

Eligible Applicants

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

Artist Sponsors: Confirmed PASIC Artist Sponsors are eligible to take photos and videos of their sponsored artist(s) during sound checks and sessions by displaying a media credential on their PASIC badge. Please apply for a media credential *after* your company has submitted a PASIC badge roster. Fill out the Media Credentials Application online at: https://pas.org/pasic/media-policy-credentials/. Media credentials may be granted to no more than **two** individuals from any one sponsor.

Media Organizations: PAS welcomes members of the media whose attendance at PASIC will result in coverage of PASIC — whether print, online, or broadcast. You may apply for a complimentary PASIC Attendee badge and media credential by filling out the Media Credentials Application online at: https://pas.org/pasic/media-policy-credentials/. Media credentials will be granted to no more than **two** individuals from any one media organization.

Eligible Media Organizations

- Photographer credentials are approved for editorial shooting for a recognized media outlet 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, websites or channels dealing with the music, percussion, and/or music education industries may be granted media credentials at the discretion of PAS. This credential is for the use of documenting PASIC, and does not give the holder permission to collect content for uses outside of documenting PASIC such as using videos of PASIC performances or clinics as a content library for their own social media channels or websites.
- Online journalists must have bylined articles on the site in which they are representing, as well as business cards verifying their position/title. Only journalists with news-based websites qualify for media

credentials. The website must include original editorial news coverage and editorial content must be independent of advertising or sponsorship. Personal websites are not acceptable.

General Conditions

- Media credentials must be applied for in advance and will be confirmed or denied via email before PASIC. Confirmed credentials may be picked up at PASIC Registration during open hours at the Artist/Exhibitor window. Identification is required to pick up your credentials.
- Credentialed media at PASIC are required to wear their media credentials at all times, and are required to identify themselves as media representatives when interacting with convention artists, attendees, guests, and staff.
- International journalists should apply early enough to meet any visa and/or passport requirements that are necessary to enter the United States.
- Media representatives cannot obstruct the efforts of PAS Staff, Official PAS Production Crew, Stagehands, or Logistics Team. Failure to comply will result in the media representative being asked to leave, and media credentials may be revoked.
- Media representatives 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 sound check or session.
    - Standing on chairs or other platforms.
    - Using flash or artificial lighting.

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 Artist Sponsors are the **only** media representatives permitted to record full videos of sessions or concerts, unless special permission is granted by PAS Staff in advance. 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.

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- Video taken on a phone or small recording device for the purpose of using on social media short videos is allowed for those with a media pass, though all other video rules still apply. Shared video must NOT exceed 10 minutes per session. 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 24 hours 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.

Video & Video Guidelines

Soundcheck & Session

- Unless authorized, videography of an entire concert or session is prohibited.
- Audio recording of concerts, competitions and sessions is not permitted under any circumstances.
- 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. These may be placed by the artist or artist's sponsor only.
- 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 soundcheck, session, concert, or competition.
- 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 Online 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 any print issue featuring PASIC for our files. When the article is published online, the article must link the Percussive Arts Society website (http://www.pas.org), and the PASIC website (http://www.pas.org/pasic).

Photographs

If requested, media representatives and their affiliate company will supply photographs of PASIC 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 media representatives must include the official PAS logo as a watermark. Logos are available for download here. 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 Artist 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

NOTE: Video and Photo content from PASIC is allowed for the sole purpose of documenting PASIC. Under no circumstances may videos from PASIC be cataloged or saved to use as another channel's personal content library throughout the year. We encourage artists, participants, and fans to share their excitement about PASIC and their experiences at the event.

Facebook and Instagram

- All content (print & internet publications, photographs, and video) derived from PASIC and shared on Facebook and/or Instagram (during and shortly after the convention) must be accompanied with an active '@' tag the Percussive Arts Society accounts, using @percussivearts as well as the PASIC hashtag for that year, i.e. #PASIC2026, #PASIC2027, etc.

YouTube

- All video content, photos, and/or slideshows derived from PASIC® (during and shortly after the convention) must include the following information in the description (with active hyperlinks) of the YouTube video or slideshow:
    - "Video used by permission. The Percussive Arts Society (PAS) is the world's largest percussion organization, with nearly 8,000 members in over 70+ 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 PASIC® [Add year] in Indianapolis, Indiana, November [add dates and year]. For more information on PAS and PASIC, visit https://www.pas.org/ and subscribe to the PAS YouTube channel (https://www.youtube.com/user/PercArts)."

    - All footage taken must include the official PAS logo as a watermark. Logo will be available for download on pas.org.

All Other Social Media Platforms:

If PAS does not have an active account on the social media platform on which you are posting please follow these guidelines:

All content (print & internet publications, photographs, and video) derived from PASIC® and shared on the social media platform (during and after the convention) must be accompanied with mentioning or linking Percussive Arts Society, and using the URL or text for pas.org or pas.org/pasic, as well as the PASIC hashtag for that year, i.e. #PASIC2026, #PASIC2027, etc. ***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 the PAS staff at percarts@pas.org with any questions.***

PASIC Media Guide At A Glance

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

DO...

- Read the PASIC Media Policy and submit a Media Credentials Application online at https://pas.org/pasic/media-policy-credentials/ to be considered for a PASIC media credential.
- Wear your PASIC media credential at all times.
- Share live PASIC updates during the show on your company's social media accounts, and encourage your artists to share their experience by using:
    - #PASIC2026 (or #PASIC2027, #PASIC2028 – Whatever that year's hashtag is.)
    - @PercussiveArts
- Contact PAS post-PASIC to share any official photos, videos, or articles shared on your website, in your publication, or on your social media channels.
- Sponsors should 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.
- Include the official PAS logo on all published video content.

DO NOT...

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