



# HARRIS PUBLIC RELATIONS

Cultivating & Maintaining Relationships

## Dear Media:

The Miami-Broward One Carnival Host Committee is proud to celebrate Miami Carnival in the Gardens at Sun Life Stadium, Miami Gardens, FL- **EVENT DATE/TIME:** Sunday, October 9, 2011 from 12noon-11pm

### Location:

Sun Life Stadium-2269 NW 199th Street, Miami Gardens, FL 33056

**EVENT PRODUCERS:** Miami-Broward One Carnival Host Committee

### • **COVERAGE OPPORTUNITIES:**

- Miami-Broward One Carnival Launch, July 16, 2011
- Junior Carnival-Sunday, October 2, 2011
- Carnival Day on Sunday, October 9, 2011
- Interviews with Talent performing
- Interviews with key personnel
- Backstage access

### **ON-SITE MEDIA PROVISIONS:**

Full Service Media Center-Tent

Broadcast Media Interview Area

Media Work Areas

Backstage/onstage access

### **PROCESS TO REQUEST MEDIA CREDENTIALS** (Please Read Carefully)

Media Credential Request Deadline: Friday, September 23rd, 2011

\* Media credentials forms may be submitted to Yvette N. Harris, Miami-Broward One Carnival Press Manager at [events@harrispublicrelations.com](mailto:events@harrispublicrelations.com) or mailed to Yvette N. Harris, at the Miami Broward Carnival office at 18425 NW 2<sup>nd</sup> Ave, Suite 335, Miami FL 33169. Each media outlet should designate a primary contact to complete the forms for each representative. All responses, questions or requests for additional information will be directed to that individual.

\* Credentials are available only to legitimate newsgathering organizations and are subject to approval by the Miami-Broward One Carnival Press Manager. All information provided is subject to verification. We would appreciate media cooperation in keeping attending staff to the absolute minimum necessary to cover the 2011 Miami Carnival in the Gardens on Sunday, October 9, 2011. Credential applications are evaluated each year. While we will try to accommodate as many media outlets as possible for our event, space is limited and being credentialed in the past DOES NOT GUARANTEE you will be credentialed again.

\* Requests from freelancers or non-staff employees on assignment must have the assigning editor submit a letter of assignment on the assigning outlet's letterhead via email: (Attn: Yvette N. Harris/Director of Public Relations). This assignment letter is to be provided in addition to (not as a substitute for) the credential form.

\* Priority access to events, interviews and photo opportunities will be given to media outlets and working journalists covering the Miami-Broward One Carnival 2011 event for deadline sensitive news purposes. All



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other requests (i.e. reporters attending the event to gather background for stories on artists, celebrities, etc.) will be considered on a space-available basis only.

\* Once you are approved, you will receive an e-mail that will inform you when and where you may pick up your media credentials. Credentials are non-transferable, and may only be picked up by the individual to which the credential is assigned. Photo identification must be shown at time of credential pick-up. Location for credentials pick-up will be shared at the time of request approval.

\* All media members must exhibit appropriate professional behavior at all times and comply with event coverage rules and parameters as dictated by the Miami-Broward One Carnival Host Committee and Bicentennial Park. Failure to do so may result in confiscation of media credentials and expulsion from the event.

**CONTACT:**

Yvette N. Harris

Harris Public Relations

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Events@harrispublicrelations.com