



LUCIDITY MEDIA COVERAGE FAQ

So you want to take pictures or video at Lucidity Festival?
Here's what you need to know...

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Logistics

What Should I Do When I Arrive?

Please follow the directions of Box Office/Ticketing. If you are an early arrival (before Friday morning), we may be able to assist you in shuttling your gear. Have Box Office radio the Media channel (15) or call Wolfbear at 714-642-5569. If you arrive on Friday or later, please utilize the shuttle system with the rest of the festival population! Within an hour or two of arrival, please make your way to the Media Hub for credentialing and orientation.

Do I Have Car Camping?

No. Unless you have already arranged for it by buying your own Car Camping Pass (they're already sold out), you may not bring your car up the hill. It must remain down in the parking lot, no matter what day you arrive. This is a serious statement, and if you break this very simple request, you could be removed from the festival. Your car stays in the parking lot at the bottom of the hill!

Where (and When) is the Lucidity Festival Media Hub?

Located around the edge of the Lucidity University Education Hubs, we will be open around the hours of 10AM-8PM. Maybe later! Come by for Media Master Classes, hospitality, media dumps, guidance, information and awesome media assignments!

Where Is "Media Camping"?

There will not be a cordoned off zone for Media camping, as all camping at Lucidity is first-come, first-serve. However, we will try to cluster early arrival media in a shaded grove near the Media Hub. You're free to camp with friends or wherever you'd like! If you don't know where to go/where to camp when you arrive, feel free to take the shuttle to the Media Hub (near the University) and put your stuff down for a moment while you figure out where to set-up.

Where is the Gear/Baggage Check?

At the Media Hub, we will be operating a locked gear check for media gear only (no suitcases, please). If you leave gear overnight, it may not be possible to retrieve it until the Media Hub is operational again. There will also be a Lucidity Festival baggage check run through the Information Hub. We can tell you more about that on-site.

When Is the Press Conference/Mixer?

Please put Friday afternoon from 2-4PM into your calendars as a Media meet-up time. We're working on a small press conference with an opportunity to mix with fellow media folks, ask questions to festival producers and hear from some of the artists that make this festival so special. If you have someone in mind that you'd want at the press conference, e-mail media@lucidityfestival.com with your request! We'll see what we can do :)

Credentials

What Do My Credentials Mean?

Not everyone will receive a Media Credential. Please don't take it personally. It will be a mixture of first-come, first-serve and as-needed. If you do receive a Media Credential, it just means that

you have gone through the Media Hub and are under an agreement to have read and agreed to your agreement and this FAQ.

Your credential is non-transferrable and provides you no additional benefits or rights or access. It just makes it so that Security and our attendees can easily identify Media.

Am I Allowed Backstage or Onstage?

MEDIA credentials does not allow you any additional privileges or access in any sphere. It is only for attendees to easily identify those who have been vetted by the Media Department.

Your MEDIA credential or status is not the same as a STAGE pass. All MEDIA are restricted from shooting backstage/on-stage at the Lucid, Alive, and Nomad's Nook stage. You must get *explicit* permission for each set from the on-duty stage manager, artist manager or artist. Artists should not be contacted DURING THEIR SET for permission. STAGE credentials can still be restricted at the discretion of stage management, artist management or artist request. If you aren't sure, ASK.

Shooting Guide

What Liability Does Lucidity Have?

Lucidity Festival LLC is not responsible for loss or theft of property, loss of life, injuries or emotionally-charged experiences resulting in deep reverberations in your soul space. There are many ways of getting injured on-site (electricity, interactive environments, unicorn horns, etc.). You are solely responsible for any injuries or mistakes made while in operation of yours or other people's equipment. Please exercise safety and caution and a deep level of common sense.

Have Attendees Signed a Photo Releases?

While Lucidity festival goers agree to be in photographs and videos by being on-site, you do not innately have a photo release from the entire festival to use their photos for profit. Please practice consent and communication when building work for a project that will develop into a paid project and write and earn your releases from each model or artist.

What Will Happen If I Break the Rules?

You agree and understand that your presence at Lucidity Festival is contingent upon your ability to follow these procedures, and that by taking a camera out, there are additional expectations about your behavior. Please refer to this Shooting Guide and the [Event FAQ](#) for guidelines and if you have any questions, ASK.

Lucidity Festival LLC reserves the right to revoke wristbands and escort festival attendees from the event for failure to follow these guidelines and is not liable for any damage or losses as a result of failing to follow the rules.

I Want to Submit My Photos/Videos. What Should I Do? What is the Licensing?

Lucidity Festival LLC requests an open channel for sharing content created while on-site and under agreement. You can e-mail media@lucidityfestival.com to submit high-res photos and videos. Or please take advantage of our on-site media dump available at the Media Hub during operating hours (about 10AM-8PM, Friday-Sunday).

Submitted content is shared with Lucidity Festival LLC under the [Creative Commons BY-SA 4.0 License \(Full Terms\)](#). Creative Commons allows you to “retain copyright while allowing others to copy, distribute, and make some uses of their work.” These terms are for the purpose of enlivening and promoting conscious energy events developed by Lucidity Festival LLC or for like-minded events with which Lucidity Festival LLC is contracted to support.

In the case of third parties requesting material from Lucidity for promotional purposes, we will always do our best to connect them directly to photographers to negotiate rights and licenses. Some photographers will be asked to contribute to a photography pool that can freely be used for these purposes, but Lucidity Festival LLC will never make any money directly from the sale of media for which we do not have the full-rights to do so.

On Consent: “Is It Okay If I Take a Picture Of [You]?”

This is a GREAT question to ask! Consent is numero uno at Lucidity Festival. We give our Media relatively free reign across the festival experience to capture unique and meaningful moments from all of the different environments. ASK FIRST is a cardinal rule at Lucidity!

If you’re asking yourself whether it’s okay to capture this moment, it sounds like you may have stumbled into a moment where you need to ASK FOR CONSENT. Sometimes, solid eye contact is more than enough. You have your camera pointed from your eye but pull away from the shutter to make sure they see you and acknowledge what you’re doing.

Most scheduled events, workshops, parades, etc. are understood to be a very public experience. But consider the careful line between archivist/artist and creeper. Think about why you would possibly need to capture intimate workshops, whether emotional or sexual, yoga classes, attendees in states of undress or physical contact, or pictures of children without their parents’ explicit consent. This conversation is as much for your safety and professional identity as it is for the privacy of our guests. If you’re not sure, ASK. And if you feel like you may have made the wrong decision, apologize and delete it.

We understand the desire to capture candid pictures, but consider the consequences of invading the privacy of someone’s very personal moments. Is there another way to get this shot *with* permission? We ask our media to be an active voice in their art, to not just be a floating camera with no one controlling the shutter. Taking that extra moment to check your surroundings and agreements is a gateway to even more magical pictures. It’s also an opportunity for you to make a deeper connection with your subjects, to offer slight corrections that might improve your shot, to get a little bit more context for your captions or storytelling.

If any participant asks you to stop filming, you must stop immediately. If you continue to photograph or film, you face the possibility of being escorted from the event.

What Should I Do If Someone Is Being Inappropriate With Their Camera?

Contact Security or the Media Team immediately. If you do not know how to get in contact with Security, please immediately find someone with a radio to assist you.

How Can I Take the Best Photos at Lucidity Festival?

Be engaged with your subject and be precise with your gear. The best camera is the one you have with you at the time, so bring your camera with you when you’re ready to be engaged with your picture-taking. In general, fast, wide-aperture lenses are the best bet at festivals like ours,

where lighting is often moody and dramatic. If you don't have fast lenses, bring a monopod or tripod. Keep your ISO as low as possible, depending on light, to keep your pictures looking crisp and clean. Shoot in RAW! Get off AUTO mode and start playing with some advanced settings. Share knowledge and ask questions of other photographers: this is the best environment to learn amongst professionals that are more than happy to share and talk gear.

And if you're thinking about bringing your 18-55mm f/3.5 kit lens, go to the store and pick up a 50mm f/1.8 for your bag. It's ~\$100 ([Canon](#)) or ~\$200 ([Nikon](#)). It's pretty much free.

How Should I Shoot While Onstage?

If you've been granted access to shoot onstage/backstage, please understand that this is a privilege, not a right. There is no flash photography allowed on-stage. Fast primes are your friend. While on stage, remember that you aren't the artist, you aren't the reason people are standing out in the crowd. In fact, you could be distracting people or upsetting them by behaving as if you belong on stage. Stay small, move quickly to get your shot and don't block lines of sight for more than a few seconds!

Can I Record This Entire Set?

Do not film extended footage from the same spot for 15+ minutes. There is no sound board recording allowed without written consent from the artist/management. You are responsible for following all copyright laws as they pertain to the transmission of live/performed music from your footage. Lucidity Festival LLC recommends getting explicit consent from artists whose music you feature in any final media product. If you aren't sure, ASK.

Can I Take a Picture of this Artist/Piece of Art?

The copyright of any unique design, written work or artwork is owned by the person or group of people who created it. You should ask permission to capture artists at work on their paintings, even if it's as simple as eye contact and a nod. You must obtain signed model/property license(s) or release(s) from all appropriate parties before re-broadcasting. Take a picture of the artist's business cards right after you capture their work and it will be easy to contact them when you get home.

Can I Fly a Drone?

Drones are an important conversation in our new media landscape. Because of this, we have considered the following guidelines to protect the safety, security and privacy of all Lucidity attendees:

- You may not operate an Unmanned Aerial Vehicle (UAV), Drone, Quadcopter or any ground-based aerial device over 20 feet unless you have explicit permission from Wesley Wolfbear Pinkham, Media Wrangler.
- Qualified operators may serve as supervisors of non-permitted UAV guests, but the total number of drones in flight may never exceed the number of agreed permitted operators.
- The supervisor is not financially responsible for any damage caused by the pilot. Pilots are financially responsible for any harm or damage caused during the event.
- The right to fly a drone can be revoked at any time for any length of time by any Lucidity Festival LLC Producer, including, but not limited to Security, Stage Management, or Media Management.
- Pilots must always have a spotter/assistant, be within a line-of-sight of their vehicle, keep their UAV under 400 feet in altitude and try to keep 25 feet of horizontal distance

between people and structures.

- Do not fly a drone at night without explicit permission and supervision of a lead producer.

Internetz

Will You Have On-Site Internet?

Maybe. Maybe not. It's quite spotty and we've had to run off of prepaid data in the past. If you have plans or needs for internet usage during the festival, you should plan accordingly with your own hotspots. If we are asking you to do something within the scope of Lucidity Media, we will do our best to provide connectivity.

What's the Deal with Social Media?

Instagram

If you'd like to post directly to Instagram during the festival, please contact Jacob Avanzato via e-mail at: jacob@jacobavanzato.com

General hashtags include #LucidityFestival #KindredQuest #TransformationalFestival #Festival #California #SantaBarbara

Facebook

Please like us on Facebook and include us with @ links in your posts before and after the festival! If you'd like to post galleries or end-of-day videos or images, let us know and we can help coordinate that while on-site.

Twitter

Our account is @LucidityFest. General hashtags are #LucidityFestival #KindredQuest

Who Should I Contact if I Have Any Further Media Questions?

For on-site Media Team Support, first come to the Media Hub, located next to the Lucid University complex. Check your Mapdana for exact location. If no assistance is available, ask for someone to radio Ch. 15 for Wesley Wolfbear Pinkham aka Wolfbear aka Wolf or make a general call for media support. For on-site Marketing Assistance, radio Ch. 15 for James Barnard aka Jaymo. Any pre- or post-event inquiries can be sent to media@lucidityfestival.com.