

CALGARY FRINGE FESTIVAL

Volunteer Media and Patron Etiquette

This is a guide to assist our Fringe Volunteers in how to address any media or patron questions:

Media:

- **INTERVIEWS:** If they want to know who they should talk to for an interview, or if they require Fringe Artist contact info, have them contact the Festival Director, Michele Gallant, at (403) 451-9726 or on her cell at (403) 397-7260. E-mail is michele@calgaryfringe.ca.
- **ALL ACCESS PASSES AND HOW THEY WORK:** The media will all be equipped with a Media All Access Pass to attend any of the Fringe shows they wish at no cost. They are not required to have a Fringe Button, however, they **MUST** have their Passes with them at all times. They will not be admitted without it.
- **ARTISTS LOVE THE MEDIA!** Don't be surprised if the Fringe Artists ask you if any media attended their show. When media do arrive to see a show, make it a point to find out which media they are with and mark it down on the Fringe recording sheet so you can tell the Fringe Artist afterward. They will love you for it! And...if media show up and you ran out of seats in the reserved seating pool but still have plenty of seats available in the general audience seating pool, ask your Venue Supervisor if you can let the media person have one of those seats...if they give the go ahead, then we extend that favour to the media. It's not something we're encouraging...but there may be the odd time when this may occur.
- **ALWAYS BE POSITIVE!** Yup, sometimes if there's a rumour floating around that appears to be controversial or 'negative', the media may ask you to comment or ask questions surrounding it (nothing 'sells' news like bad news or sensational news). If you do find that the media is asking you questions or asking you to comment on something that isn't friendly to the Fringe, politely but firmly request/suggest that they contact the Festival Director for her comments/answers to their questions. Chances are the rumour is not based on fact and we don't feel it right to place our Volunteers in a compromising situation where you may be misquoted or inadvertently drawn into something that you may have no knowledge of. It's best to leave that to the Festival Director to deal with...that's her job!

Patrons:

- **KNOW THE FESTIVAL GUIDE AND SHOWS!** Patrons invariably will ask you "What's good?" The simple answer is..."They're ALL good! What are you in the mood for?" As a Fringe Festival, our modus operandi is Uncensored, Unjuried, Unbiased. To be fair to the Fringe Artists and as their Fringe Ambassadors, we cannot select or hold up one show over another. We can certainly point out shows of a certain genre (eg. children shows, musicals, comedies, etc...depending on their tastes) but we cannot make specific show recommendations. We are there in support of all the Fringe Artists.
- **EXPLAIN THE FRINGE BUTTON:** we introduced the Fringe Button last year with great success. The Fringe Button helps the Fringe cover the venue and related technical costs so that we are able to keep our Fringe Artist application fees at basement prices AND allow us to continue paying the Fringe Artists 100% of their artist set ticket price. Almost all of the patrons last year were in full support of this and even those that were only planning on seeing one show ended up seeing more than one because they figured, "Hey, I've got the Button. Might as well make good use of it!"
- **ALWAYS BE POLITE, INFORMATIVE AND HELPFUL!** Goes without saying...a lot of this is already covered in your Code of Conduct but it bears mentioning here again too. You are, in the patrons' eyes, the frontline Fringe Face so present them with the best one you got (as you always do)!