



2026 Media Guidelines

Media Contact: Dalmath Associates

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Thank you for your interest in covering the 2026 Hoochenanny Festival. We're excited to welcome you for a weekend of incredible live music, American whiskey, craft beverages and unforgettable festival experiences.

To help ensure a safe, professional and enjoyable experience for everyone, please review the following guidelines and share them with anyone from your outlet attending as credentialed media.

General Media Access

Media credentials are reserved for working members of the press, photographers, videographers and approved content creators covering the festival.

- Please wear your media credential visibly at all times while on site.
- Credentials are issued to individuals and may not be shared or transferred.
- Your credential provides access only to approved media areas and does not include food, beverages or tasting experiences unless arranged in advance.
- Interviews, photo opportunities and backstage access are subject to artist management approval and festival operations.
- Failure to follow festival policies or staff instructions may result in the revocation of media credentials.

Photo & Video Guidelines

We love seeing Hoochenanny through your lens. To help everything run smoothly:

- Only credentialed media with photo/video access may capture professional photography or video in designated media areas.
- Flash photography, external lighting, drones and on-stage photography are not permitted unless approved in advance.
- Please remain within designated media areas and avoid blocking guest views or disrupting performances.
- Artist and management preferences always take precedence. Some artists may limit or prohibit photography or video during their performance.

Stage & Venue Access

Highball Stage

- Check in with the Hoochenanny PR team before each performance for that artist's approved photo policy.
- Most performances will follow a "first three songs, no flash" policy unless otherwise communicated.
- Photo pit access is first come, first served and may be limited due to capacity or artist request.

Harv's Fermenter Stage

- Credentialed media may photograph performances from designated media areas.
- Artist-specific restrictions may apply and will be communicated by the PR team.

Bourbon Broadcasts & Fireside Chats

- Still photography and brief video clips are welcome unless otherwise noted.
- Please minimize movement during sessions and be respectful of presenters and guests.
- Coordinate any planned interviews with the PR team.

World of Whiskey

- Media are welcome to capture the atmosphere, participating distilleries and educational experiences.
- Media credentials do not include whiskey tastings unless arranged in advance.
- Please be courteous to participating distilleries and festival guests.
- Contact the PR team if you would like to coordinate interviews with distillers or festival partners.

Social Media & Creator Access

We're excited to work with creators who help tell the Hoochenanny story.

- Creator credentials must be approved prior to the festival.
- Creator credentials do not include backstage access, artist meet-and-greets or tasting privileges unless specifically authorized.
- All creators are expected to follow the same photography and filming policies as credentialed media.

Interview Requests

Interested in speaking with an artist, distiller, festival organizer or partner?

- All interview requests should be coordinated through the Hoochenanny PR team.
- While we will do our best to accommodate requests, availability depends on artist schedules, management approval and festival operations.

A Few Final Notes

- Some festival areas have limited capacity and may temporarily restrict access.
- Please follow all directions from festival staff and security personnel.
- Respect fellow media members, artists, vendors and guests throughout the weekend.
- Misuse of credentials may result in removal from the festival and may affect future credential requests.

Need Help On Site?

Our PR team is available throughout the weekend to assist with interviews, photo opportunities and any questions.

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Thank you for helping tell the Hoochenanny story. We look forward to seeing your coverage throughout the weekend.