

Media Credentialing Protocol

Please send completed forms to: Courtney Lawrence at clawrence@armentdietrich.com or Amanda Darnley at adarnley@sbaa.org.

Thank you for your interest in covering the 2008 Roast for Spina Bifida. Your coverage helps the Spina Bifida Association bring about awareness for our mission: to promote the prevention of Spina Bifida and to enhance the lives of all affected.

Only pre-approved and credentialed media will be admitted to the 2008 Roast for Spina Bifida. Completion of this form is an important part of this process. Please know that we will do our best to accommodate your requests.

We will notify you via e-mail once we have made a decision regarding your coverage of the Roast, no later than October 24. If you have questions regarding your status feel free to e-mail clawrence@armentdietrich.com or adarnley@sbaa.org.

Background Information

To help us review and respond to your request, please provide background on your news organization.

What is the type of media outlet do you represent:

- Print
- Broadcast
- Internet (Web-based)

If you represent a print publication, how often are you published?

- Daily
- Weekly
- Monthly

What is your circulation or estimated audience reach?

When is your story file deadline following the Nov. 14 event?

Who from your organization will be covering the 2008 Roast?

- Reporter's name, beat, cell phone, office phone and e-mail address
- Photographer's name, cell phone, office phone, and e-mail address

What aspect(s) of the event are you most interested in covering?

- Entertainment
- Business angle
- SBA's Mission: Research and Patient Services
- Patients and patient families
- Roast VIPs
- Other

Which individuals are you most interested in speaking to?

- Event Co-Chairs or Executive Committee Members
- Participating celebrities
- Participating political figures
- SBA's Staff Members
- Patients/Families
- Other

Photographs

We will have professional photographers on site and will be happy to share our photographs with you.

- Please describe the type of photos that are of most interest to you.
- When would you need them by?
- In what format should they be sent?

Selection

Preference will be given to those outlets that have covered the Roast in the recent past and who can document that coverage for us. Please send us copies of any coverage that you have published in the recent past.

2008 Roast for Spina Bifida Event Information:

Friday, Nov. 14, 2008

Washington Hilton

1919 Connecticut Ave. NW, Washington, D.C.

Reception begins at 6:30 p.m.

Attire: Black-tie optional

Thank you again for your interest in the Roast!