



love hope strength foundation

AT AUSTIN CITY LIMITS
MUSIC FESTIVAL

2016 Love Hope Strength Foundation at ACL Ambassador Team Overview Media Assistant Team

LHSF Ambassador Role

LHSF Ambassadors on this team will help to spread awareness of the cause and increase registration for the GET ON THE LIST campaign. All Ambassadors understand that they are representatives of Love Hope Strength Foundation and must abide by all rules and regulations outlined by the host venue while supporting the Foundation. Ambassadors must be personable, complete a task assigned by LHSF, and help promote the GET ON THE LIST marrow registration initiative.

Check-In

Check in at Ambassador Grove about 30 minutes before your shift. **Be on time!** Plan for heavy traffic, long lines at the Festival shuttles, heavy pedestrian traffic, etc. See the General Orientation for more check-in details.

What is Love Hope Strength Foundation | Why Is It Important to Get On The List | Details on LHSF Ambassador Role

Read the General Orientation for details on LHSF, the **GET ON THE LIST** campaign, and your role as an LHSF Ambassador in promoting the campaign.

Media Assistant Team Role

Some of the duties of this team include: Media check-In, bag check, keeping working spaces organized and clean, keeping the snack area and water coolers replenished, helping the catering and happy hours run smoothly, providing maps or handouts as needed, answering questions, and generally keeping things neat, organized, and welcoming.

Members of the Media Assistant team are expected to be friendly and professional in all interactions with the media.

The Press Lounge

The Press Lounge at ACL is where 500-600 credentialed media will go to conduct interviews with artists, write and file their stories, mingle, relax, and refresh. It is a restricted area.

The area hosts radio stations, newspapers, magazines, television shows, and bloggers from around the country and the world. It is your job as a LHSF Ambassador to make their Festival experience as comfortable as possible as they log long hours at the park.

ARTIST INTERACTION: The Press Lounge is an area where artists are brought in for interviews, photographs, etc. In your role as a LHSF Ambassador, you are expected to conduct yourself in a professional capacity, which means you should NOT try to chat with artists, ask for autographs, take photographs or videos, try to take selfies with an artist or their guests, etc. This is a strict policy and Media Assistant team members who do not adhere to it will be escorted out of the Press Lounge area and either given a new team assignment or cut from the program altogether at the discretion of the Media Assistant team managers and Festival staff.

Press/Media Interaction: The credentialed media in the area are there to do their jobs, usually under tight deadlines. They need to focus on the duties of their jobs. Please don't take your role as an opportunity to network with the press, chat at length, etc.

Snacks: As mentioned earlier, the Press Lounge does feature snacks and beverages that are provided for the hundreds of media in the area and are in limited supply. Please don't use your shift time as an opportunity to help yourself to these items and spend your time snacking away. Thank you for understanding. Your focus should be on the job at hand.

How Can I Prepare?

Visit the Festival's Website. In order to be a successful LHSF Ambassador at ACL, take the time to prepare for your team role. Visit the Festival's website (www.aclfestival.com) to review the Festival map, and become familiar with the Festival layout, such as stage locations, Information booths, the Access Center, etc.

As you review the Festival map, start to get your bearings. The Festival covers a large area and no matter which team you are on, a patron may turn to you for directions. It really helps to walk in having a good sense of direction (the Samsung Stage is East; the Honda Stage is West, the Access Center is west of the Barton Springs entrance, etc.).

LHSF Booth Location in ACL Cares: Study the Festival map and the LHSF Ambassador General Orientation and are clear as to the exact location of the Love Hope Strength Foundation booth in ACL Cares. **It's just east of the Barton Springs entrance.** As an Ambassador for LHSF, knowing where to direct patrons and Ambassadors to GET ON THE LIST is essential! Ask your team lead if you have any questions.

The LHSF Mission: Make sure you understand the GET ON THE LIST campaign by reading the Ambassador General Orientation, or by visiting the LHSF website for more information (www.lovehopestrength.org). You should be prepared to easily relay the "4 Steps to Save a Life" message to any patron or Ambassador.

We are hoping all Ambassadors will GET ON THE LIST by signing up for the international marrow registry. Take a few minutes to sign up at a special station in Ambassador Grove or visit the LHSF booth in ACL Cares. See how easy it is to sign up and know that this small action could help save a life, or give the gift of time, to someone in need.

Questions: email us at lovehopestrength@aclfestival.com.

See you soon!