



“EXTREME” MEDIA INFORMATION & GUIDELINES

Contacts:

Danielle Bacon-Parnagian

559-259-7504

Danielle@deyoungproperties.com

Sarah Strid

559-696-1959

sarah@cohencommunications.com

General Information:

The media is welcome and encouraged to come on-site daily to cover this extreme build. The PR department is here to answer you questions, make your job easier and provide you daily with updated information and story ideas. This is a community-driven effort and we thank you in advance for your participation and partnership.

- Recommended media hours on-set are daily, January 8th – January 15th from 8am – 8pm (special arrangements must be made for coverage outside of these hours).
- Daily media alerts will be sent electronically and will be available at www.deyoungproperties.com.
- Media ID is required at all times on location.
- Please keep in mind that this is a closed construction site. Safety is of utmost importance and all rules must be followed.

Park & Ride:

Parking information will be made available at www.deyoungproperties.com on Door Knock, January 8th. ALL media must go through the check-in tent daily for access to the site.

Media Badges:

Media badges will be distributed to valid members of the media at the check-in tent. Media Badges must be clearly displayed at all times. At the tent, each media representative will be required to show station/publication credentials and photo ID in order to obtain a media badge.

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de young properties

PO Box 5178 · Fresno, CA · 93755

www.deyoungproperties.com



Media Tent:

The Media tent will be open daily from 8am-8pm. The media tent is your front row access to the build. Please be advised that all media are required to stay in the media tent for their coverage. They are never allowed to be part of construction, volunteer or walk into the house during the build or until after the airdate.

Clothing Rules:

Media, volunteers, and subcontractors must wear closed toe shoes at all times – No Exceptions.

Interviews:

Interviews with the builders, designers and project managers are an excellent way to supplement stories with visuals and human interest angles. Interviews can be scheduled through the duration of the project. All interviews must be scheduled through the media contacts (listed above). The PR team will do their best to schedule interviews with who you need, when you need them but please keep in mind that this is a busy construction site and everyone involved is in a race-against time to complete the build; your patience and understating is appreciated! Attempts to interview on-site without permission will result in loss of access to the site.

Live Shots/Satellite Trucks

Please note that space will be limited at the construction site. The ability to do live shots will depend on space available. We will do our best to accommodate but please keep in mind this is a closed construction site.

Updated information will be available daily on www.deyoungproperties.com. We look forward to working with you. Please do not hesitate to call us with any questions or concerns you may have.

Sincerely,
Danielle Bacon-Parnagian & Sarah Strid
Public/Media Relations

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Mozell Miley
ABC publicist
PH: 212-456-6444
mozell.i.miley@abc.com

Jonathan Hogan
ABC publicist
O: 818/460-7016
Jonathan.Hogan@abc.com