

## Tips for Providing Media Coverage of PorchFest

Thanks for helping to crowdsource media coverage of Malden PorchFest! Urban Media Arts (UMA) will use the media collected to create a digital story and other content for archiving, celebrating and promoting next year's festival.

Here are some tips for helping with this crowdsourcing initiative:

### Video & Photos

- Shoot video and photos vertically or horizontally. We'd like to receive a mixture of each.
- Shoot a variety of scenes! Examples:
  - Band performances (short or long snippets)
  - Crowd shots and reactions of listeners.
  - "Moments" like kids writing with chalk on the sidewalks
  - Shots of the streets, houses, bikes parked on the sidewalks – anything that tells the story of the day!

### Interviews / Gathering Quotes

- Gather short quotes we can include in a digital story
- Record as an audio or video file, or write down and send as text
- Include person's full name or, alternatively, just their first name
- Talk to band members, porch hosts, attendees, and/or organizers! (Please identify who each person is).
- Sample questions:
  - What do you love about PorchFest?
  - Tell us about a memorable PorchFest experience
  - How do you think PorchFest enriches the city of Malden?
  - (To band members): how is playing at PorchFest different than other gigs?
  - (To hosts): Why did you want to host a performer for PorchFest?
  - (To event goers): How do you decide which performances to attend?
- Text quotes can be emailed to [umamalden@gmail.com](mailto:umamalden@gmail.com).

Help tell the  
Malden  
Porchfest 24  
story!

1

scan



or go to  
[bit.ly/mpf24](https://bit.ly/mpf24)

2

label

each file  
submission with  
**your name,**  
**band name**  
and/or **porch**  
**address.** We  
want to credit  
the band, the  
porch scene,  
and you in our  
story.

3

submit

the files you  
wish to submit.  
They can be  
video, image,  
sound, or text  
files.

# instructions

MALDEN  
PORCH  
Fest

'24

MAY 18  
12 TO 7

Capture performances,  
interviews, anecdotes,  
meaningful moments,  
scenes, & reflections.