

Media Contact: (512) 472-9599
Elizabeth Christian & Associates Public Relations

**Tribute to Lady Bird Johnson
Guidelines for the Media***

**This document is subject to revision.*

Friday, July 13, 2007

Media Briefing (Media Only)

8 a.m.

Lady Bird Johnson Wildflower Center

Briefing to be held in the onsite Media Room (in the Little House)

4801 La Crosse Avenue

Austin, Texas 78739

Family spokesperson Neal Spelce will share plans for upcoming memorial services and will be available for one-on-one interviews.

Parking for Satellite Trucks: Designated by onsite signage

Area for Live Broadcasts: Designated by onsite staff and signage

July 13 (continued)

Lady Bird Johnson Wildflower Center

**Ceremonial Procession with Armed Forces Body Bearers
(Private Event; Media Coverage by Designated Pool Only)**

Followed By

**Private Eucharist Service (Private Event; Media Coverage by
Designated Pool Only)**

Procession: 9:55 a.m. (tentative)

Service: 10:05 a.m. (tentative)

Lady Bird Johnson Wildflower Center

4801 La Crosse Avenue

Austin, Texas 78739

Pool Coverage Provided By:

KEYE (CBS) camera operator, Austin American-Statesman (photographer and reporter) and Associated Press (photographer and reporter)

Media Schedule:

4 a.m.

Wildflower Center grounds open; live shots for morning shows can begin.

6:30 to 8:15 a.m.

Broadcast media pool sets up equipment to cover service.

8 a.m.

Media briefing in Media Room at the Wildflower Center.

8:15 to 9:30 a.m.

No media permitted in room that will house the service.

9 a.m.

All media, other than the pool, should go to one of the following places: the onsite Media Room, the back gardens or the media parking area.

9:30 a.m.

Photo and print media pool covering the service to meet Elizabeth Christian at Visitors' Gallery (Elizabeth Christian can be reached at 512-422-6114.)

9:30 a.m.

Photo pool covering the ceremonial entrance from the front sidewalk to meet Kristin Marcum on the front sidewalk. (Kristin Marcum can be reached at 512-773-2680.)

9:50 a.m.

Pool team may begin coverage.

9:55 a.m.

Service begins.

11 a.m. (approximate end of service)

Pool team ends coverage.

Media Do's and Don'ts:

- Do not fly helicopters in the airspace over the facility between 4 a.m. and noon.
- Do enter the Wildflower Center through the Media Room, located in the Children's Center.
- Do utilize the wireless capabilities available in the Media Room.
- Feel free to do interviews or stand ups in designated media areas.
- Do not make any noise or disruption during the ceremonial entrance or ceremony. (This is a very quiet, solemn service.)
- If you do not leave immediately following the ceremony at 11 a.m., you will have to stay until after 12 p.m. to allow guests to depart.

Parking for Satellite Trucks: Designated by onsite signage

July 13 (continued)

Ceremonial Procession at the LBJ Library (Open Media Coverage in Designated Area Only)

Followed By

Family Memorial Service (Private Event; Media Coverage by Designated Pool Only)

12:30 p.m. (tentative)

LBJ Library

2313 Red River

Austin, TX 78712

Pool Coverage Provided By:

KVUE (ABC) camera operator, Austin American-Statesman (reporter and photographer) and Associated Press (reporter and photographer)

Media Schedule:

10:30 a.m.

Broadcast media pool sets up equipment to cover service.

11:30 a.m.

All media, other than the pool, that are covering the procession, must be in designated media area.

12 p.m.

Photo and print media pool covering the Family Service to meet Meg Meo at the front door of the LBJ Library (Meg Meo can be reached at 512-924-8932.)

12:20 p.m. (approximate)

Ceremonial procession begins (outside Library).

12:30 p.m.

Service begins.

Media Do's and Don'ts:

- Do not fly helicopters in the airspace over the facility between 10 a.m. and 2 p.m.
- Please be quiet during the ceremonial procession.
- Do not enter the LBJ Library (after the conclusion of the ceremony) until given the go ahead by Anne Wheeler.

Parking for Satellite Trucks: Designated by onsite signage

Area for Live Broadcasts: Designated by onsite staff and signage

July 13 (continued)

Lying in Repose at the LBJ Library (Open to the Public; Open for Media Coverage)

Beginning at 1:15 p.m.

LBJ Library

2313 Red River

Austin, TX 78712

There will be a condolence book available for the public to sign.

**Please consider including information about this event in media coverage to alert the public of this opportunity to pay respects to Mrs. Johnson.*

July 13, 6 to 10 p.m.

FOX, Austin American-Statesman reporter/photographer and Associated Press reporter/photographer to attend a service rehearsal at Riverbend Centre.

NOTE: Briefing on Saturday, July 14, to be held at 8 a.m. at the LBJ School.