

# 5 in 1 - PRESS PASS Credentials



The new Gold Press Pass program embodies all the successful aspects of the original Press Program and incorporates new vital information and features needed based on the real experiences of our press photographers and the assignment editor of *Today's Photographer International* magazine. Collectively, the Gold Press bundle represents a total state-of-the-art "systems" approach designed to get you and your camera to the action.

**1. The GOLD SEAL** which appears throughout the credentials, is emblazoned with the American Image PRESS logo to distinguish the new credentials with all of its improvements, from the original landmark Press Program. It is a result of carefully reviewing every "gain access" situation experienced over the past 15 years. We expect this new program will achieve markedly increased results across the board, for all kinds of events, all over the world.

**2. ISSUING INFORMATION** has been added to the credentials which is extremely valuable for gaining access in those particularly tough situations when credentials are being scrutinized for every piece of validating information. Nationality, sex, date and place of birth add verifiable information often required by uniformed officials in law enforcement, fire and emergency, the military, customs and immigration.

**3. CLASSIFICATION** is now based on a full 4-tier range of publishing credits starting at A for yet-to-be published photographers and reaching to AAAA for those who are published frequently.

**4. COMPLETE BUNDLE** of all credentials and Internet Verification is automatically shipped to those who enroll in the Gold Press Program. Members no longer have to decide whether the Badge style or Passport style credential works better for the events they cover or whether covering weekend or after-hours events warrants the Internet Verification option or not. You get it all.

**5. INTERNET VERIFICATION** All Gold Press Pass holders will be assigned a verification code printed on the face of all the credentials. This code can be used to verify your assignment status with *Today's Photographer* magazine by press officials 24 hours a day EVERY day from anywhere in the world. The Internet Verification site is at [www.aipress.com/verify](http://www.aipress.com/verify).

**6. VERIFICATION UPDATES** Now you can go online using your Verification Code and update your own Assignment Verification record. You can change your mailing address, add an email address or change other contact information in seconds.

**7. PUBLISHING CREDITS** Now you can actually display the names of the publications that have published your photos right on your Internet Verification site so press officials can see your breadth of experience. And... you can use your Verification Code online and update your list of publishing credits as often as you like, without having to call the American Image office.

**8. RECENT ASSIGNMENTS** Now you can display your recent assignments on your Verification site so press officials can see what kind of events you've been covering. And... you can use your Verification Code online to update your display of recent assignments as often as you like.

**9. EXPIRATION DATE** At last, we have added an expiration date to our Press Credentials. As great as the "lifetime" press credentials may seem, there are big drawbacks. "No expiration date" is the single largest reason for problems being accepted in some venues, not to mention that photos become outdated. Gold Press Pass holders will be able to renew their credentials every 3 years to keep them current, and they will get a whole new set with each renewal.

**10. NEW LOW PRICE** of only \$99 is a full \$129 SAVING off the price of the previous program for all the credentials and options. But remember, the programs are not equivalent.

**11. NEW FEATURES** Even at the same price, the Gold Press Pass program has features enumerated here that aren't even available in the previous program. The addition of door-opening "Publishing Credits" and "Recent Assignments" alone may achieve more in gaining new access as our original Press Program concept born in 1985.

## The American Image Press **Photographer's Code of Ethics**

A press photographer's reputation is often based on his own code of ethics. Although getting the story is the ultimate goal, ethical standards can "make or break" a career. As a press photographer, it is your duty to document newsworthy happenings — never altering circumstances or interfering with action to enhance your photographs. Your photos should tell a story just as it happened. Meeting the high standards of good press photography requires patience, determination and a strong set of ethics which can be the difference between success and failure.

First, foremost and always remember that Press access is a privilege not to be abused. Use the following Code of Ethics to guide you:

- Arrive early — at least 45 minutes to an hour before the event is scheduled to begin — in order to check in, find the press area, check out the stage or facility lay-out and choose a vantage point.
- Never show up for an event unprepared. Not only should you have all the proper equipment, you should have a basic knowledge and understanding of the event. Do your homework!
- Try to work with promoters and authorized officials rather than against them.
- Conduct yourself in a professional manner at all times. Photographers who complain or cause problems aren't likely to be admitted again.
- Don't just start shooting. Take time to think about what you're covering.

- Stay within the boundaries of the photographers' area. Never interfere with the action, criticize a player or performer or interrupt an authorized official.
- Have patience. Resist the urge to inconvenience other photographers by changing spots. Your opportunity will come.
- Although it can be necessary to fight for a good position, always be courteous. You'll find other photographers are usually willing to share their space -- if you offer them the same courtesy. Try your best to get along with other members of the press.
- Always live up to your obligations to promoters and publications.
- If you agree not to sell the photos commercially, DO NOT break this agreement.
- Always clean up after yourself -- film wrappers, etc.
- Never photograph anyone in a compromising situation (backstage, locker rooms) unless it's a public figure in a public place which qualifies for news. Don't abuse the privileges you have been granted.
- Always remember you are a photographer on the job -- not a spectator.

Finally, the nature of breaking news makes preparation impossible. However, when you arrive on the scene, you are a press photographer -- expected to live up to the same ethical standards you have learned to display at scheduled media events. With practice and common sense, high ethical standards should come as naturally as pressing the shutter. Ω

# IFPO Press Program

state-of-the-art features get you and your camera to the action better and quicker than ever.



**EVERYTHING INCLUDED**  
EASY TO ASSEMBLE AFTER PLACING  
YOUR OWN PHOTO

**TRY IT OUT:** Just go online to [www.aipress.com/verify](http://www.aipress.com/verify), click on VERIFY and enter the special demo verification code 12345ABC. The test contact information will be displayed as a press official would see it. Click "BACK" on your browser to return to the verify page and this time click on UPDATE. Again, enter the demo code 12345ABC. This time you will be presented with a screen that allows you to modify and update the demo contact information as well as enter "Recent Assignments" and "Publishing Credits." Make all the changes you want and click on SAVE. Next, go back and click VERIFY to check that your updates were made!

## GOLD PRESS CREDENTIALS ENROLLMENT FORM

5 Digit IFPO Member# \_\_\_\_\_ or enclose dues (see page 17)

name \_\_\_\_\_  
address \_\_\_\_\_  
city/st/zip \_\_\_\_\_  
phone/fax \_\_\_\_\_  
email/U.R.L. \_\_\_\_\_

### ISSUING INFORMATION:

Nationality: \_\_\_\_\_  
Sex: \_\_\_\_\_  
Place of birth: \_\_\_\_\_  
Date of birth: \_\_\_\_\_

### CLASSIFICATION INFORMATION: (see ratings opposite page)

Check correct box and name publication(s) where your photos appeared.

- A Not yet published  
 AA Publishing pending in: \_\_\_\_\_  
 AAA Published once in: \_\_\_\_\_  
 AAAA Published frequently (list three publishers)  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

Cat#	Description	Price EA.
<input type="checkbox"/> 401GP	<b>GOLD PRESS CREDENTIALS</b> (Renewable in 3 years)	<b>\$99.00</b>
	<b>Includes:</b>	
	<ul style="list-style-type: none"> <li>• GOLD PRESS Passport</li> <li>• GOLD PRESS Badge Card I.D.</li> <li>• GOLD PRESS Wallet I.D.</li> <li>• GOLD PRESS Official Letter of Certification placing you on assignment for American Image Press and <i>Today's Photographer International</i> magazine.</li> <li>• Press Assignment Verification on the Internet.</li> <li>• Complete assembly instructions, laminating materials and badge clip.</li> <li>• Press Assignment Request Form and How to Use Your Press Credentials.</li> </ul>	
<input type="checkbox"/>	Checking this box confirms that I have read, understand and agree to comply with the Press Code of Ethics published on the opposite page.	
<input type="checkbox"/>	USA Shipping. First Class Mail (foreign shipping use the instructions on page 47)	<b>\$9.00</b>
<b>TOTAL AMOUNT ENCLOSED</b>		<input type="text"/>
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Visa/MasterCard/American Express/Optima Card # _____ expiration date _____		
signature _____		

Credit Card orders phone:

**1-800-654-9557** or fax: **1-800-283-5989**

MAIL ORDERS: IFPO PRESS OFFICE, P.O.Box 777, Lewisville NC 27023-0777 USA

Information or Customer Service calls: 336-945-9867

# TURN YOUR CAR INTO A PRESS CAR

**PRESS  
Dash Card**  
#1410C...\$9.95



**YOU CAN'T BE WITHOUT IT!** The public and event officials will instantly recognize your status ..

#809A .....1 cap .....\$22.95  
#809B .....2 caps ...\$32.95  
#809C .....3 caps ...\$39.95

PRESS Cap: solid black cotton twill cap with braid. One size fits all. One COLOR: **Black** (with white embroidered emblem) Order in quantity for family and friends and save.

## PRESS PHOTOGRAPHERS' SURVIVAL GEAR

Order Form on Page 47 \* Credit Card Orders Call FREE 1-800-654-9557 7 Days

**PRESS**  
Windshield Stickers  
#781A - 2 for \$9.95  
adhere to inside of windshield  
or window.



actual size:  
3" x 3"

**IFPO**  
Windshield Stickers  
#791A - 2 for \$9.95  
adhere to inside of windshield  
or window.



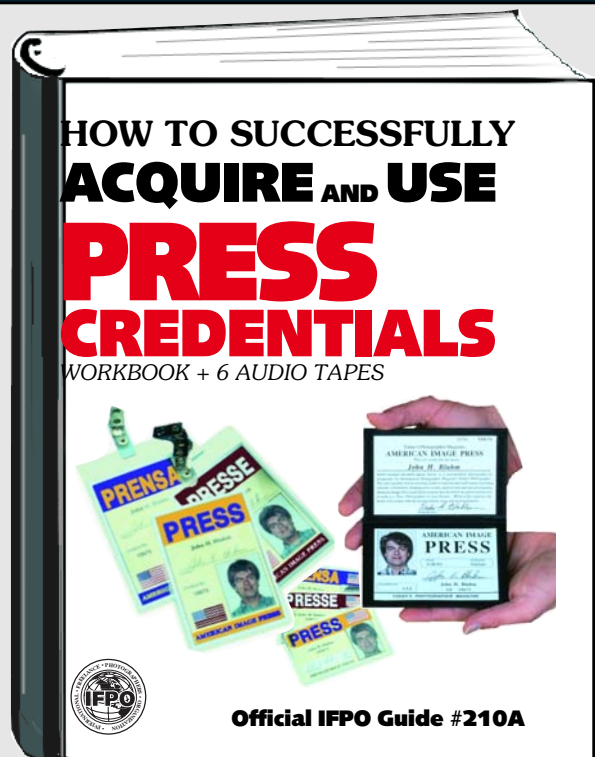
actual size:  
3" x 3"

### LEARN TO COVER:

- Sports
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- Concerts
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- Breaking News
- Celebrities
- Fires
- Crimes
- Races
- Storm Chasing

143 page Workbook  
*plus*  
6 audio tape lessons

#210A - \$39.95



Official IFPO Guide #210A

Where to go, when to go, how to contact, who to contact and why. 6 complete audio lessons and transcriptions of the audio scripts for further in-depth study, **forms** and releases needed to operate as a PRESS photographer. Learn the privileges of a PRESS photographer and the type of credentials that are necessary and how the right credentials work.

**Gain access** to PRESS boxes, sidelines, and locker rooms. **GET admitted to concerts**, get front row and backstage passes. Get to political, hostile, disaster, accident, and crime scenes, how to work with the police and others including foreign embassies. **Learn** to attend celebrity events and press conferences for politics, sports, business, pageants, and ceremonies.

**PRESS  
Reporter's**

# SURVIVAL GEAR

**BREAKING NEWS**

## CHASE kit!

**PRESS  
PROGRAM  
OPTION**

### WHAT IS IT?

The Breaking News Chase Kit is composed of three vital parts. The Pursuit Package gets you on the scene; the Action Package gives what you need at the scene; the Instant Response Package gets your news story to the right news outlet instantly.

### WHO CAN GET IT

1. If you are an IFPO member with the Press Passport, Press Credentials or both, YOU QUALIFY and may order the Breaking News Chase Kit.
2. If you are an IFPO member, but not yet a member of the press program, TO QUALIFY you must order one of the press programs (page 10 & 11) before or at the same time you order the Chase Kit.

### WHAT YOU GET

The *Pursuit Package*:

- Three (3) fully assembled laminated NEWS REPORTER accreditation ID's each with your name and Assignment Verification Code. They are custom made to use with your current Press Passport, Press Badge and Press Wallet I.D. Card.
- The Pursuit Guide prepares you to gather, record and distribute breaking news stories.

The *Action Package*:

- Action Scene Reporters Log
- New Client Hot Sheets
- Accident Report Forms
- Quick Response Information Forms

The *Instant Response Package*:

- A Field Directory of HOT contacts.
- 3 Quick Step Releases
- Instant Reporter's Delivery Forms
- Rights to Use Contract & Fee Contracts

All forms include reproduction rights so you always have a **permanent supply**.

### Q & A

#### I already have Press Credentials. Why do I have to buy the Chase Kit?

You DO NOT. The Chase Kit was simply designed to make the breaking NEWS REPORTER'S job easy. It gives you everything you need on the spot to do the job, do it right and get it to your nearest editor. The Chase Kit actually serves as your assistant to make sure you collect all the facts and then get them to the right place.

#### What is a Chase photographer; what do they chase?

We consider any photographer who is in search of breaking news events to be a "Chase Hound". He chases sports, entertainment, fires, accidents, storms, natural disasters, plane crashes, train wrecks, press conferences and even goodwill tours.

#### Will the Chase Kit be recognized?

Police will recognize the Press Credentials which must be used with the NEWS REPORTER accreditation part of the Chase Kit.

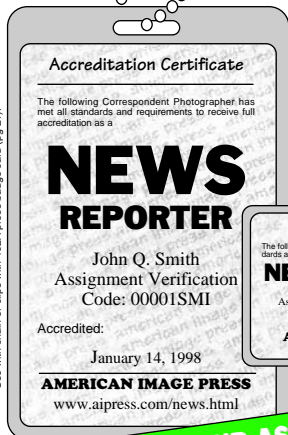
#### Will Today's Photographer publish these news stories?

Today's Photographer WILL publish stories about YOU covering these stories. The breaking news stories themselves need to go to daily newspapers and wire services.

#### How do I find out if a newspaper or TV station can use my news photos?

Let's use an auto accident as an example. You have photographed the wreck and are leaving the scene without having seen any other photographers or news teams. Pick up the nearest phone (using the numbers listed in your Reporter's Field Directory) to notify news agencies that photos of the accident are available even though the film has not been processed. Breaking news is HOT and should be reported immediately.

**3 ID's,  
FIELD kit &  
PURSUIT Guide!  
PLUS 14 Reporter's Forms Masters**



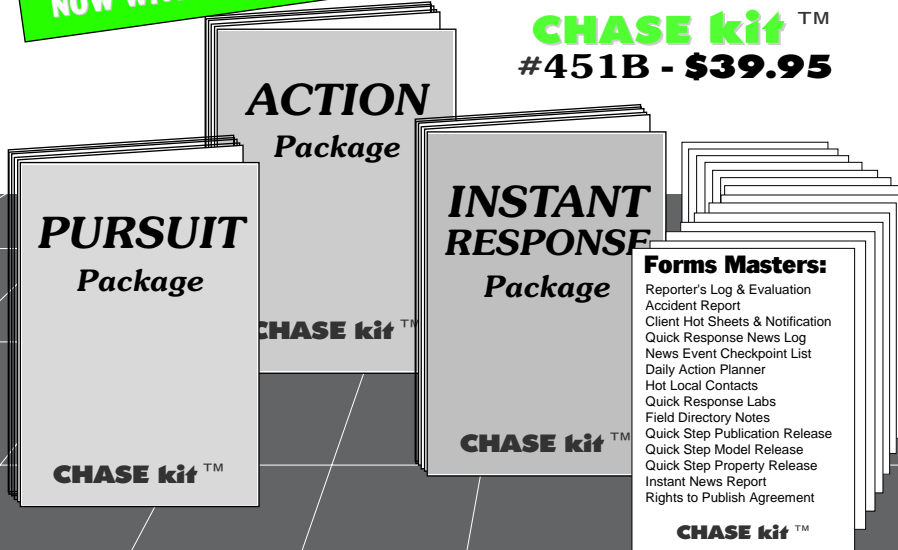
Use with chain or clips with 402A press badge card (pg 21).

Fits in wallet with 402A press wallet card (pg 21).

Fits inside 408A passport. (pg 20).

**NOW WITH YOUR ASSIGNMENT VERIFICATION CODE**

**CHASE kit™  
#451B - \$39.95**



- Forms Masters:**
- Reporter's Log & Evaluation
  - Accident Report
  - Client Hot Sheets & Notification
  - Quick Response News Log
  - News Event Checkpoint List
  - Daily Action Planner
  - Hot Local Contacts
  - Quick Response Labs
  - Field Directory Notes
  - Quick Step Publication Release
  - Quick Step Model Release
  - Quick Step Property Release
  - Instant News Report
  - Rights to Publish Agreement

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