

## Today's **SPORTS** magazine

Thanks to the UNLIMITED POTENTIAL of the Internet and IFPO's aggressive leadership in electronic publishing, IFPO is able to bring new muscle to the large number of IFPO members who are interested in **sports photography**.

Today's **Sports magazine** is an On-Line electronic publication with the capacity to promote and publish ALL of it's SPORTS Photographer's photos. A **print magazine could NEVER MAKE SUCH a promise**.

- 1. TESTED** The Today's Sports Credential Program 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 accross 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 Today's Sports 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 Today's Sports Credentials 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 Sports 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. 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.
- 10. NEW FEATURES** Even at the same price, the Today's Sports 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

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## SPORTS' CREDENTIALS

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

### INTERNET VERIFICATION: Now a standard part of Today's Sports Credentials

All of Today's Sports Credentials holders are automatically 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 Sports magazine by press officials 24 hours a day EVERY day from anywhere in the world.



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

## SPORTS 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. \_\_\_\_\_

Credit Card orders phone:

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

Information or Customer Service calls: 336-945-9867

Cat#	Description	Price EA.
<input type="checkbox"/> 602TS	<b>SPORTS CREDENTIALS</b> (Renewable in 3 years)	<b>\$99.00</b>
<b>Includes:</b>		
<ul style="list-style-type: none"> <li>• TODAY'S SPORTS Passport</li> <li>• TODAY'S SPORTS Badge Card I.D.</li> <li>• TODAY'S SPORTS Wallet I.D.</li> <li>• TODAY'S SPORTS Official Letter of Certification placing you on assignment for American Image Press and Today's Sports online magazine.</li> <li>• Sports Assignment Verification on the Internet.</li> <li>• Complete assembly instructions, laminating materials and badge clip.</li> <li>• Sports Assignment Request Form and How to Use Your Sports 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"/>		
<small>Visa/MasterCard/American Express/Optima Card #</small>		<small>expiration date</small>
<small>signature</small> _____		