

Guidelines for ICAST Media-editorial Press Credentials

Your press credentials will be confirmed via email, and you will receive your badge and other materials in the mail. Your authorized press pass permits you to access ICAST 2010 and the press room. **The Industry Breakfast is not included in your press pass.**

We are pleased to assist you with interviews, please contact ASA Communications Director Mary Jane Williamson at 703-519-9691, x227, mjwilliamson@asafishing.org or Ryan Colaianni, ASA Communications Associate at 703-519-9691, x222, rcolaianni@asafishing.org.

MEDIA CATEGORIES

For all categories, a photocopy of your current individual membership card issued by a bona fide outdoor writers or outdoor communicators association is acceptable. If you do not have a membership card, please provide other support materials as requested.

Editorial representatives

Please provide one of the following press credentials:

- A business card with your name and title from an industry publication
- The masthead page of a current industry publication with your name listed
- A copy of a current by-lined article

Freelance writers

Please provide:

- A business card with your name and Web site address.
- A copy of a current by-lined article

Electronic media representatives

Please provide:

- Printed proof of the site demonstrating relevant content to the sportfishing industry or the ICAST 2009 tradeshow.
- Proof that the site has subscribers that are qualified and the site is secure.

Videographer Reporters & News Magazine Producers from recognized broadcast media

Please provide:

- Business card with your name and title from a recognized broadcast media organization

Press members with press cards from recognized news services with current, full membership status

Please provide:

- A photocopy of your press card

The following **DO NOT** qualify for media-editorial press badges:

- Art directors
- Public Relations representatives
- Advertising Sales representatives
- Marketing representatives
- Freelance photographers/videographers unless on assignment at ICAST with supporting documentation
- Promotions representatives
- Editors/writers of in-house newsletters; College/University publications and Association newsletters.

Please contact Mary Jane Williamson, Communications director, in advance to answer questions about media credentials at mjwilliamson@asafishing.org, 703-519-9691, x227.

Media Qualification Form

Please use one form per person. Please print the information clearly.

Registration must be received by fax by June 10, 2010. After this date, please bring your credentials with personal identification to the on-site registration desk.

NAME: _____

TITLE: _____

NAME OF PUBLICATION or MEDIA ORGANIZATION: _____

PHONE: _____ FAX: _____

EMAIL: _____

MEDIA CATEGORY (Check one only)

I have provided a minimum of one of the following press credentials: **Please check at least one.**

Editorial representatives

- A business card with my name and title from an industry publication and personal identification.
- The masthead page of a current industry publication with my name listed.
- Photocopy of my current individual membership card issued by a bona fide outdoor writers or outdoor communicators association.

Freelance writers

I have provided:

- A business card with my name and Web site address.
- A copy of a current by-lined article.
- Photocopy of my current individual membership card issued by a bona fide outdoor writers or outdoor communicators association.

Electronic media representatives, Web site editors etc.

I have provided:

- Printed proof of the site demonstrating relevant content to the sportfishing industry or the ICAST 2009 tradeshow.
- Proof that the site has subscribers that are qualified and the site is secure.
- Photocopy of my current individual membership card issued by a bona fide outdoor writers or outdoor communicators association.

Videographer Reporters, & news magazine producers from a recognized broadcast media organization.

I have provided:

- Business card with my name and title from a recognized broadcast media organization.
- Photocopy of my current individual membership card issued by a bona fide outdoor writers or outdoor communicators association.

Registered Press with press cards from recognized news services with current, full membership status are accepted. I have provided:

- A photocopy with my registration.
- Photocopy of my current individual membership card issued by a bona fide outdoor writers or outdoor communicators association.

PLEASE FAX TO: Mary Jane Williamson, Communications director, 703-519-1872.