

Guidelines for Obtaining Press Credentials

Your ICAST 2012 press credentials will be confirmed via email, and, if requested during the registration process, you will receive your badge and other materials in the mail. You also have the option to pick up your badge on-site. Your authorized press pass permits you to access ICAST 2012 and the Press Room and vote in the New Product Showcase. **The Industry Breakfast is not included in your press pass.**

If you have any questions regarding the credentialing process, please contact ASA Communications Director Mary Jane Williamson at 703-519-9691, x227, mjwilliamson@asafishing.org or Communications Associate Joe George, at 703-519-9691, x222, jgeorge@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 – print and online

Please provide TWO of the following press credentials:

- A business card with your name and title from a print or online publication
- The masthead page of a current industry publication or website with your name listed
- A copy of a current by-lined print article
- A copy of your website or blog with by-line clearly visible demonstrating relevant content to the sportfishing industry

Freelance writers

Please provide TWO of the following credentials:

- A business card with your name and website address
- A copy of a current by-lined article, print or online
- A copy of your website or blog with by-line clearly visible demonstrating relevant content to the sportfishing industry

Videographers and photographers

- Business card with your name and title from a recognized media organization
- Supporting documentation of organization with whom you will be on assignment with during ICAST

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 Joe George, Communications Associate, in advance to answer questions about media credentials at jgeorge@asafishing.org, 703-519-9691, x222.