

# AMERICAN FILM MARKET® & CONFERENCES

November 1-8, 2017

## PRESS REGISTRATION APPLICATION

### 2017 PRESS REGISTRATION CRITERIA

Access to the American Film Market is open to international, national and local media that provide coverage of the independent film business and meet the following criteria:

- Staff and freelance business-to-business reporters/editors from all media whose print and online publications/wire services are generally known to exhibitors, buyers and/or other members of the independent film community attending AFM.
- News reporters and crews affiliated with international, national and local television and radio outlets.
- Staff and freelance reporters/editors for global print and/or online-only business-to-business websites, which are generally known to exhibitors, buyers and/or other members of the independent film community attending AFM.
- Established business-to-business blogs that are generally known to exhibitors and buyers attending AFM. **Blogs require a minimum of 2,000 UMV (via web analytics) in order to be approved for press credentials.**
- Photographers for photo agencies with work regularly appearing in business-to-business print publications and on business-to-business online outlets.

Anyone admitted to the AFM with a media credential must adhere to the highest professional, ethical and personal conduct when attending the market. All information submitted must be true and correct. Those found to be in violation or to have provided false information will have their credentials revoked and/or will not be issued a credential for this and all future markets.

### SUBMISSION PROCESS & DEADLINE:

For Press Credential consideration for the 2017 AFM, please carefully review the following ***Press Credential Guidelines*** before applying or sending in your forms. **Please note, different from previous years, there will be no on-site credentials issued this year.**

Pre-registration forms, as well as accompanying materials, must be received no later than: **Friday, October 13, 2017.**

We ask that you refrain from calling with regards to the status of your application. You will be notified via email if your outlet/registrants have been approved.

Thank you.

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## PRESS REGISTRATION APPLICATION PRESS CREDENTIAL GUIDELINES

Thank you for your interest in applying for press credentials at the 2017 American Film Market. These guidelines are intended to assist you in preparing the required documentation to support your request.

You will receive an email regarding the status of your credential application within 2 weeks of sending your application and all required documentation. **Please do NOT make travel plans until you have received a Press Credential Confirmation.**

**Accreditation to last year's AFM does not guarantee accreditation this year or for future markets. Please note, as with previous years, there will be no on-site credentials issued**

**DOCUMENTATION REQUIREMENTS:** Press Credentials: All requests must be accompanied by copies of press credentials verifying editorial press occupation. Any outlet with more than 3 staff members applying for credentials should select one person as a primary contact. Each individual must apply separately. The following documentation must be sent via email or mail:

**Print Media:** You must submit verification of employment and the following:

- Original letter of assignment from your editor on company letterhead describing nature of coverage in detail
- A business card identifying you as a working reporter
- A recent copy of your publication
- For first-time accreditation, submit three recent relevant articles under your byline
- For renewal of last year's accreditation, please submit your coverage from last year's AFM

**Online Publication:** Only commercial news organizations qualify as media outlets. Personal web site, blog, vlog or specialty e-newsletter writers/editors **will not** be registered as media.

- A PRINTED copy of your online publication with your name and title appearing in an editorial capacity

- For first-time accreditation, submit three recent relevant articles
- For renewal of last year's accreditation, please submit your coverage from last year's AFM

**Freelance Writers/Photographers:** Individuals or organizations wishing to cover on spec **will not be** credentialed.

- An original letter from a publisher, editor or producer (on letterhead) indicating that you are covering the 2017 AFM on assignment
- For first-time accreditation, submit three recent relevant articles under your byline/photo credits
- For renewal of last year's accreditation, please submit your coverage from last year's AFM

**Television/Radio Crews:**

- A letter of assignment from the chief producer or director on company letterhead with nature of coverage in detail and nature of program
- List of names and titles of all staff members, including technical support staff
- For renewal of last year's accreditation, please submit your coverage from last year's AFM

**Deadline for registration: October 13, 2017**

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## PRESS REGISTRATION APPLICATION

Registration Deadline is **October 13, 2017**

Please read the Press Credential Guidelines carefully before sending your form. All information **must be complete** in order for your application to be processed. **Please note, different from previous years, there will be no on-site credentials issued this year.**

Journalist's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Publication / Outlet: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Individual E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

### TYPE OF PRESS (Please Specify)

Domestic Trade

Domestic Radio

International Trade

Television/Cable Domestic

Domestic Consumer

Television/Radio International

International Consumer

Online (Only)

**Media Value/Reach/Circulation** \_\_\_\_\_

*(Websites: include UMV's)*

**Demographic (Primary Market and Audience)** \_\_\_\_\_

**How long has your outlet been in business?** \_\_\_\_\_

**Please Summarize Your Coverage Plans:** \_\_\_\_\_

\_\_\_\_\_

**When will your coverage appear Pre-event, during and/or Post-event/Wrap-up?** \_\_\_\_\_

\_\_\_\_\_

**Did you cover the November 2016 AFM?** YES \_\_\_ NO \_\_\_

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If you have not attended the AFM within three years or if you would like to update your photo, please send a digital photo with your complete application to: [AFMPress@ddapr.com](mailto:AFMPress@ddapr.com)

Photos must be jpg files no larger than 500K and labeled in the following manner:

**press\_firstnamelastname\_outlet.jpg.**

The text of the email must also clearly indicate media outlet and person's name and title.

**IMPORTANT:** Application and all required documentation (detailed in the Press Credential Guidelines) must be emailed or mailed.

**Return application(s), required documentation & photo(s) no later than October 13, 2017 to:**

By post to:  
AFM Press Credentials  
Haley Hart  
DDA Public Relations  
8981 Sunset Boulevard  
Suite 201  
Los Angeles, CA 90069 USA  
**AND** Email photo to  
[AFMPress@ddapr.com](mailto:AFMPress@ddapr.com)

- or -

Email application, required documents **AND** photo  
to [AFMPress@ddapr.com](mailto:AFMPress@ddapr.com)

**Please note:** Once your application and credential documentation is received, please allow at least two weeks for an email indicating your registration status. Again, do not make travel arrangements unless you have received a confirmation from us. **Please note, same as last year, there will be no on-site credentials issued.**

By submitting this application, you agree to fully comply with and be bound by the AFM Rules (posted at [www.americanfilmmarket.com](http://www.americanfilmmarket.com)), as amended from time to time, and which are incorporated by this reference.

If you have any questions on the media qualification process, please contact Haley Hart at 1-310-205-4868 or [AFMPress@ddapr.com](mailto:AFMPress@ddapr.com).