



## **CREDENTIALS**

For press accreditation consideration, please complete and return the following application no later than October 1, 2008. All freelancers **must** accompany this application with a letter of assignment from the news organization they are representing. This letter should include information on the organization (i.e., circulation, audience demographic, launch date, viewership, etc.) as well as your specific coverage of this event. All assignments will be verified. Only freelancers with valid letters of assignment will be considered for media credentials.

- Due to the volume of applications received, improperly filled out applications will be denied.
- All applicants must be 18 years of age or older.

## **IMPORTANT DATES**

Credential Application Deadline: October 1, 2008  
Credential Confirmations Sent: October 10, 2008  
Event Date: Saturday, October 18, 2008

Please let us know if you have any questions. We look forward to seeing you at Esurance ICER AIR 2008.

---

## **ESURANCE ICER AIR PROFESSIONAL JOURNALISM POLICIES**

Each media member's signature on the media credential application indicates that the professional journalist has read, fully understands and is in agreement with the following professional journalism policies:

All electronic footage and images are to be used exclusively as news coverage. Any footage or images gathered to be used commercially must be sub-licensed through the event organizers, ICER AIR.

Any secondary, non-editorial or commercial use of any picture, audio, film/tape/digital image or drawing of this event, including but not limited to commercial and promotional use, is prohibited without prior specific written authorization from ICER AIR.

**If you have any questions about any of the above policies, please contact a member of the Public Relations team.**

I have read and accept the aforementioned *Professional Journalism Policies* set forth by ICER AIR. My signature on this application indicates I am aware of and am in agreement with these policies. I understand a signature is required from every individual applying for a credential and unsigned applications will not be accepted.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**MEDIA CREDENTIAL APPLICATION**  
**McCovey Cove - San Francisco, CA**  
**October 18, 2008**

**FIRST/LAST NAME:** \_\_\_\_\_  
**AFFILIATION:** \_\_\_\_\_  
**MAILING ADDRESS:** \_\_\_\_\_  
**CITY/STATE/ZIP:** \_\_\_\_\_  
**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

---

**POSTION (circle one):**

- | <b>PRINT MEDIA</b>                             | <b>BROADCAST MEDIA</b>                      | <b>INTERNET MEDIA</b>                  |
|--|---|--|
| <input type="radio"/> DEADLINE, PRIMARY WRITER | <input type="radio"/> ON-AIR TV REPORTER    | <input type="radio"/> PRIMARY WRITER   |
| <input type="radio"/> COLUMNIST/FEATURES       | <input type="radio"/> ON-AIR RADIO REPORTER | <input type="radio"/> SECONDARY WRITER |
| <input type="radio"/> PRIMARY PHOTOGRAPHER     | <input type="radio"/> PRODUCER/DIRECTOR     | <input type="radio"/> PHOTOGRAPHER     |
| <input type="radio"/> SECONDARY PHOTOGRAPHER   | <input type="radio"/> VIDEOGRAPHER          | <input type="radio"/> VIDEOGRAPHER     |
| <input type="radio"/> EDITOR                   | <input type="radio"/> ENGINEER/SUPPORT CREW | <input type="radio"/> WEBMASTER        |

**FREQUENCY OF PUBLICATION (circle one):**

DAILY                  WEEKLY                  MONTHLY                  BI-MONTHLY

**PUBLICATION CIRCULATION/BROADCAST AUDIENCE (circle one):**

BELOW 100,000      100,000-250,000      250,000-500,000      ABOVE 500,000

**WOULD YOU LIKE TO BE ADDED TO ICER AIR's EMAIL DISTRIBUTION LIST?**      YES      NO

**DO YOU PLAN TO ATTEND MEDIA PARTY PRIOR TO THE EVENT?**      YES      NO

---

**CONFIRMATIONS:**

Credential applications, accompanied by a letter of assignment, signed by your editor or news director must be received by **Tuesday, October 1** to receive full consideration. Please send completed application and letter of assignment via facsimile or email to:

Glodow Nead Communications/Esurance ICER AIR Credentials  
Telephone: 415.394.6500– Fax: 415.403.9060 – Email: [icer@glodownead.com](mailto:icer@glodownead.com)

---