



ADVERTISING
PHOTOGRAPHERS
OF AMERICA

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FOR IMMEDIATE RELEASE

Advertising Photographers of America (APA) Grants \$25,000 to PLUS Coalition *Contribution Supports the Non-profit PLUS Registry to Aid Entire Photo Community*

Atlanta, GA October 13, 2009—The Advertising Photographers of America, (APA) today announces the contribution of \$25,000 to the PLUS Coalition to aid in the completion of the PLUS Registry, a key component of the Picture Licensing Universal System (PLUS). When operational, the Registry will link images to their rights holders and will provide instant access to rights information for any image. Today's contribution to the non-profit PLUS Coalition is part of APA's overall plan to support the success of not only APA members, but of all photographers.

APA's mission is *Successful Photographers*. By allowing photographers and their customers to leverage technology to improve image licensing and image rights management, PLUS is critical to that success. APA's contribution to PLUS supplements APA's ongoing advocacy efforts in support of professional photographers, including legal and legislative activities such as APA's opposition to unfair provisions of the recent orphan works bills. APA urges all organizations to recognize the need for a global, industry-neutral, non-profit registration authority for rights owners, image licenses and images, and for a universal language for communicating image rights. The PLUS Coalition has succeeded in bringing together key stakeholders from all industries and in developing a comprehensive system of international standards. The next step – the development of the PLUS Registry – is an important opportunity to realize truly positive impact on our entire profession.

APA's contribution to PLUS is made possible by funding received from the Authors Coalition of America (ACA) in the form of royalties for overseas copying of works that cannot be identified by title or copyright owner. These funds must be used solely to support education and advocacy efforts benefitting visual artists.

APA National Advocacy Chair and VP, Michael Grecco says, "The PLUS Registry will enable image users throughout the world to quickly identify and contact the creator, owner or authorized licensor for any image, and to easily understand what can (and cannot) be done with any image. This is a much-needed solution not only to the orphan works dilemma, but to simplifying the management of image rights throughout the world."

"As a charter member of the PLUS Coalition, APA has participated in the initiative from its inception," says Jeff Sedlik, PLUS President and CEO. "APA's generous contribution is critical to our ability to continue and complete the PLUS Registry."

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APA National President, Theresa Raffetto, adds, “Jeff Sedlik’s long history as a consistent contributor to the photo industry including past president of APA, and president and CEO of the PLUS Coalition speaks for itself. APA is proud to stand with PLUS in their pursuit to complete this registry to combine universal standards for image licensing with a global registration system for creators and licensors. The donation today is the first of what we hope to be a continued effort of donations to PLUS and we hope that our significant grant to the PLUS Coalition will inspire others to increase their support of this critical initiative.”

About Advertising Photographers of America (APA)

The Advertising Photographers of America (www.apanational.com) is the leading national organization run by and for professional photographers. With a culture that promotes a spirit of mutual cooperation, sharing and support, APA offers outstanding benefits, educational programs and essential business resources to help its members achieve their professional and artistic goals. Headquartered in Atlanta, Georgia with chapters in Atlanta, Los Angeles, the Midwest, New York, San Diego, San Francisco, Charlotte, the Northwest and Washington, DC, APA strives to improve the environment for advertising photographers and clear the pathways to success in the industry. Recognized for its broad industry reach, APA continues to expand benefits for its members and works to champion the rights of photographers and image-makers worldwide.

About Picture Licensing Universal System (PLUS)

The PLUS Coalition (www.usePLUS.org) is an international non-profit initiative on a mission to simplify and facilitate the communication and management of image rights. Organized by respected associations, leading companies, standards bodies, scholars and industry experts, the PLUS Coalition exists for the benefit of all communities involved in creating, distributing, using and preserving images. Spanning more than thirty countries, these diverse stakeholders have collaborated to develop PLUS, a system of standards and tools that make it easier to communicate, understand and manage image rights in all countries. The PLUS Coalition exists at the crossroads between technology, commerce, the arts, preservation and education.

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