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**ADVOCACY ALERT!**



**APA PRESIDENT CALLS FOR WORLD SUPPORT IN DISPUTE WITH  
WORLD'S PREEMINENT JOURNAL ~ THE NEW YORK TIMES**

**Call to Action** - *Please review this release, click through to the full letter (see link below) and upon reading, copy/paste the sample letter below as instructed. Your industry thanks you...*



### **For Immediate Release**

In an open letter to The New York Times, Advertising Photographer of America (APA) national president, George Fulton, presents a cogent and thorough case to the senior executive and managing directors of the New York Times Companies (NYTCo), asking them to enter into immediate and cooperative discussions for amending their latest mandatory contract with freelance photographers.

In his letter, Fulton researched the NYTCo statement of mission, core values and purpose, and carefully illustrates how this latest agreement appears to potentially devalue and conflict with the brand of one of the world's best news journals "of our day".

The New York Times contract contains a work-for-hire clause and demands a transfer of the photographer's copyright to the NYTCo, with the newspaper then granting the photographer only joint-ownership. Fulton points out that the agreement appears to go further to allow potential competition between the paper and the photographer in the event the NYTCo were to re-license the submitted images to a third party. The letter also points to an unreasonable embargo demand for submitted images, and further notes that the 50% licensing the NYTCo grants back is subject to syndication expenses. Other issues with the agreement are also noted in the APA president's letter.

Additionally, Fulton 's research and letter uncovers a similar approach of taking possession of images with a current NYTCo community outreach promotion. This promotion is dubbed, 'Aspiring Photographers Aim High' , a New York Times

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Magazine contest encouraging student and aspiring photographers to submit images for which "Submissions will become property of The New York Times Magazine..." and photographers are asked to "...agree in writing that Sponsors and anyone they may authorize may without compensation use winner's name, photograph or other likeness, biographical information and statements concerning the Contest or the Sponsors, or photographs, for purposes of advertising and promotion without additional compensation."

In a later statement, Fulton asserts "Given the tremendous personal risks Time's photographers face around the globe today, this contract disappointingly reflects a different policy of collaboration than we have grown to value from this preeminent journal."

Fulton suggests that photographers world-wide may email The New York Times to echo concern that the company's agreement does not befit the "high standards of one of the most well-respected international journals of our day" by following the email instructions below after reading the full letter at:

**Read NY Times Letter and Request Free PDF Here ~ Click**

**Sample email** - You may:

1. Copy and paste the below email or amend as desired
2. Sign your own name, company, country, organization affiliation at the bottom
3. Please email Immediately
4. Please Email to: [NY Times Publisher and Executive Staff](#)

<SAMPLE LETTER>

Dear Publisher, President, Managing Editor and Executive Editor of The New York Times,

I would like to voice my support for the letter written on behalf of APA by the president of the organization, George Fulton.

I respectfully request that you take immediate steps to amend your freelance photographer agreement to best reflect the high ethical practices of your esteemed international publication and by removing the work-for-hire clause and the transfer of copyright, as well as amending the embargo language, and limiting third party licensing.

I would further request that the New York Times amend its student/aspiring photographer contest so as to include language in its promotional materials granting the extent of the use of those images for purposes of the contest only to The NY Times, with the copyright remaining with the photographer.

Respectfully,

Name

Company  
Country  
Organization Affiliation (if any)

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