



National Press Photographers Association

1100 M&T Center • 3 Fountain Plaza • Buffalo, NY 14203

Phone: 716.566.1484 • Fax: 716.608.1509

lawyer@nppa.org

Via Email (yns@schuremedia.com)

May 13, 2013

Schure Media Group
P.O. Box 415
Towaco, NJ 07082
Att: Ms. Yvette Noel-Schure

Re: 2013 World Tour Guidelines for photography and TV crews

Dear Ms. Noel-Schure,

As general counsel for the National Press Photographers Association (NPPA) I write to you on behalf of the nineteen (19) organizations listed below to express our strong opposition to your 2013 World Tour Guidelines for photography and TV crews that states “There are no photo credentials for this show. Local news outlets, including print and online will be given a link to download photos from every show. They will need to register to access the photos.” We also take issue with your requests to various news agencies and websites that “unflattering” photos of Beyoncé be taken down.

While we understand your desire to maintain control over your client’s image as part of her “public relations” we hope that you will appreciate and respect our position. As representatives of the world’s preeminent journalism organizations, representing publications and broadcasters and their employees, we believe the public is best served by maintaining our independence rather than relying on hand-out photos of these events.

We believe that removing the ban will help, not harm, your client’s image in the long run. Most recently the Manchester Evening News refused to use the “official pictures” of your client’s May 7, 2013 performance in Manchester, England – instead illustrating the story with the very photo you had previously objected to. Similarly, the proliferation of cellphone cameras has not stopped the audience from photographing the performance. Your ban has resulted in the posting of intentionally created prank photographs of Beyoncé that have been far more unflattering than the original ones and which have gone viral. Ending the ban is more likely to result in publication of fair, objective and mutually beneficial photographs that serve your interests and ours.

Therefore, we respectfully request that you immediately revise your guidelines to restore photo credentialing for the remainder of the tour throughout Europe and the U.S. We believe such action would be seen as a good-faith effort on behalf of your client to support a free and

independent press.

Thank you for your attention in this matter. I look forward to your response.

Very truly yours,

Mickey H. Osterreicher

Mickey H. Osterreicher
General Counsel

On behalf of:

Associated Press Media Editors Association
Radio Television Digital News Association
American Society of News Editors
News Media Coalition
California Broadcasters Association
Newspaper Association of America
North Jersey Media Group Inc.
The Los Angeles Times
National Public Radio, Inc.
Association of Alternative Newsmedia
E.W. Scripps Company
The New York Daily News
Picture Archive Council of America
Society of Professional Journalists
American Society of Media Photographers
WNET
The First Amendment Coalition
The Online News Association
The Las Vegas Review-Journal