

2021-2022 NRCHA Premier Events:

Metallic Cat Snaffle Bit Futurity® & Hackamore Classic,
presented by Oswood Stallion Station | Fort Worth, TX | October 7-23, 2021
NRCHA Celebration of Champions & DT Horses/Hashtags World's Greatest Horseman | Fort Worth, TX |
February 10 – 21, 2022
NRCHA Stallion Stakes | Las Vegas, NV | March 25 – April 2, 2022
DT Horses Western Derby | Scottsdale, AZ | June 1 – 12, 2022
Dom Conicelli Memorial Eastern Derby, presented by MARS Equestrian™ | Cordova, TN | TBD 2022
Metallic Cat Snaffle Bit Futurity® & Hackamore Classic,
presented by Oswood Stallion Station | Fort Worth, TX | October 2022

Overview

The National Reined Cow Horse Association (NRCHA) is the international governing body of the sport of reined cow horse. Media coverage of the NRCHA, including its premier events, programs, and activities, is central to the association's continuing efforts to promote and grow the sport. The purpose of this media policy is to set forth enforceable guidelines for appropriate content-gathering and distribution at its premier events. This policy also safeguards the NRCHA's relationship with its official photographer and official videographer while encouraging attention from the news media, both inside and outside the Western performance horse industry.

Questions and feedback about the Media Policy may be directed to:
Kate Byars, NRCHA Communications Manager
kate@NRCHA.com // 713-907-4329 (cell)

Visitor Policy

Visitors, spectators and exhibitors at National Reined Cow Horse Association Premier Events are permitted to take photographs and record video for personal use only. *Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, web sites, social networking sites or similar media.* This policy applies to the entire show grounds at NRCHA premier events including, but not limited to, competition arenas; warm up arenas; barn and stall areas; and cattle facilities.

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device are not permitted under any circumstances. Media representatives with NRCHA approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

The NRCHA Official Photographer Primo Morales, and the NRCHA Official Videographer Equine Promotion, are the only authorized outlets for competition photos or videos. The NRCHA will eject and/or indefinitely ban from its events anyone who provides, or intends to use, photo or video footage in violation of this policy.

Photo Licensing Usage Fee

Photographers working the event for commercial use, supplying images to a customer base, or otherwise using professional photography equipment must pay a usage fee of \$450 (per premier event) in order to shoot at NRCHA premier events. Payment must be made before the start

of the event, and all Media Policy guidelines must be followed, including placing a watermark on each image. Payment of \$450 can be made in the Media Office at each event.

Media Policy

Media credentials may be issued, at NRCHA management's discretion, to journalists/photographers/videographers on assignment for recognized magazines, newspapers, websites, television and radio networks, and other approved media outlets.

Anyone seeking media credentials is required to complete the *Media Credential Request Form*. Forms will be available at www.NRCHA.com, or by request from the NRCHA Communications Manager Kate Byars at kate@nrcha.com.

- Applicants must submit a new form annually. Approval is valid for the entire NRCHA show season, unless the media policy is violated and the media credentials are revoked.
- Each individual must have a Media Request Form on file, even if there are multiple individuals representing the same media outlet. There will be no exceptions to this policy.
- Media representatives are encouraged to submit their Media Credential Request Form at least a week before the first day of competition.
- Approved applicants must check in at the office upon arrival at the show, to receive a badge and/or media packet from the NRCHA Media Office or other authorized NRCHA manager. Anyone who wishes to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval by the NRCHA and receive a media badge before access will be granted.

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network before credentials will be issued. Acceptable proof of assignment includes validation in writing (via email or on letterhead) from the assigning publication or network. Freelancers receiving credentials on this basis must also agree that the content (images, interviews, etc.) they gather will only be used for that assignment, and not for future work.

Content creators for web sites and/or social media outlets will only receive credentials if they cover the NRCHA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the NRCHA Premier Event is taking place.

Placing a photographer's logo on images taken by the NRCHA Official Photographer Primo Morales at a NRCHA Premier Event is strictly forbidden. Media and freelancers can request specific photos for approved use/publication by contacting NRCHA Communications Manager Kate Byars at kate@nrcha.com.

Unauthorized capture, recording, reproduction or broadcast of the live webcast from NRCHA Official Videographer Equine Promotion is strictly prohibited.

Marketing/Commercial Policy

The NRCHA supports its valuable partners and sponsors, and recognizes that their business-related and revenue-generating endeavors are connected to NRCHA Premier Events.

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NRCHA Official Photographer Primo Morales, and the NRCHA Official Videographer Equine Promotion. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

NOTE: Photos used for marketing and advertisement cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that do not mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.

Freelance photographers and videographers on specific marketing/promotion assignments from NRCHA sponsors are permitted at NRCHA events. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to NRCHA Media Policy guidelines as well as pay the licensing usage fee of \$450 at each event photographs are taken. Sponsor freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor freelance assignment.

Logo Usage

Using the National Reined Cow Horse Association acronym logo or three triangles logo is restricted to only those with an active, contracted sponsor or partner agreement on file with the NRCHA. Do not lift the logo from the website and place on photographs, advertisements or social media posts without either 1) expressed written permission from the NRCHA or 2) a valid, active Sponsor partner agreement with the NRCHA.

Violation of the NRCHA Media Policy may result in immediate removal from the event premises, refusal of future media credential requests, and/or an indefinite ban from NRCHA events.

NRCHA members/exhibitors who violate the NRCHA Media Policy may face disciplinary action including, but not limited to, suspension, fine and ban from competing at future NRCHA events.

Credentialed media are prohibited from selling photos or videos from NRCHA events that fall outside of scope of the agreement they have with the person/group employing them for a specific event.

Photography and Videography Policy FAQ

Q: I have a professional-grade camera and a lens that is longer than 4 inches. Can I photograph my own horses for use on my business web site and Facebook page?

A: Yes - all we ask is that you submit a media credential request form and wear a media badge, and give you a couple of friendly reminders: 1) please focus on your own horses, and 2) selling or giving away images you take at our event, or photographing more than your own horses, is prohibited.

Q: Is it OK to use my professional camera with lens longer than 4 inches to shoot every horse in the class and post a gallery of images on my personal or business Facebook page?

A: No - that is prohibited use under the NRCHA Photography and Videography policy due to the potential for interfering with our Official Photographer and/or Official Videographer.

Q: I'm a professional photographer or videographer. One of the NRCHA sponsors wants to pay me to take photos of their products in action at the premier events. Is this permitted?

A: Yes - we support our sponsors and their promotional endeavors! If you're a on a specific assignment, please fill out the Media Credential Request Form, including the "Freelancers" section, and **make the payment of \$450 in the Media Office.** Always restrict your shooting to only the specific assignment for which you've been hired.

Q: I used my camera phone to take a video of my horse on the live webcast from my computer screen. I put it on my web site/Facebook page. Why did I get a call from the NRCHA telling me this is not OK?

A: Recording, capturing or re-broadcasting any part of the webcast is not permitted. If you want your horse's run, it is available for purchase from the NRCHA Official Videographer Equine Promotion. Their team is able to upload high-quality video of runs almost as soon as the horse has left the arena.

By signing the NRCHA Media Credential Request Form, media representatives agree to the following:

- 1) Credentials must be visible and worn at all times while present on the event grounds.
- 2) Photos and videos may be taken from the spectator seating and walkways in the show arenas, in warm-up pens, and around the grounds.
- 3) Media will respect exhibitors and refrain from disturbing or disrupting them as they are preparing to show.
- 4) Media will act professionally at all times and respect any instructions given by NRCHA staff. Failure to do so will result in ejection from the event and/or denial of future requests for media credentials.
- 5) During competition media will not be permitted inside the show arena, cattle pens or any other area that may obstruct gates or access points.
- 6) Media may enter the show arena following the finals competition and/or the award presentation **after** the NRCHA has completed its interviews with the Champions.
- 7) If a horse is to undergo a drug test, media interview access to the horse's owner and exhibitor will be held until the testing is complete and clearance given by the NRCHA.

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Media Policy Photography & Videography

By signing the application for credentials, media and freelancers agree to the terms contained herein and to positively promote the National Reined Cow Horse Association.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please direct all questions to:

Kate Byars, NRCHA Communications Manager
kate@nrcha.com
940-488-1493

2021-2022 Premier Event Media Credential Request Form

I request credentials as a (please check all that apply):

Writer Videographer Photographer Web Site/Social Media Other

I am on assignment for (please check all that apply):

sponsor owner rider publication

I will be covering the following 2021-2022 show:

World Show Stakes Derby Eastern Derby Snaffle Bit Futurity®

Your name: _____

Name of publication/sponsor/owner: _____

City/State/Zip: _____

Best Phone: _____

Email Address: _____

Web site address (if applicable): _____

Where and when will your coverage appear? _____

I am at least 21 years of age: yes no

All applicants, please sign and date:

I have read the NRCHA Media Policy and agree to abide by its terms and conditions. I understand that failure to do so will result in removal from the event and/or denial of future media credential requests.

Signed: _____ Date: _____