

NATIONAL REINED COW HORSE MEDIA PARTNERS CODE OF CONDUCT



Preface

All approved media partners of the National Reined Cow Horse (“NRCHA”) is expected to represent themselves in the highest levels of professionalism, honesty, and integrity in all relationships with colleagues, clients and the NRCHA members and fans.

We expect all of our media partners to know and follow this Code of Conduct. Failure to do so can result in disciplinary action, including termination of media credentials, removal from the event facilities, and potential fines. Any waivers of this Code must be approved by the NRCHA Executive Director.

If you have a question or concern about this Code or believe that someone may be violating it, you can make a report of a suspected violation or concern through the NRCHA Ethics Committee in compliance with NRCHA Rule 14.3. This rule states the anyone wanting to file a protest must do so within the outlined time frame, pay the \$100 fee, and complete a protest form. If you believe a violation of law has occurred, you can always raise that through the Ethics Committee or with a government agency.

Retaliations should never be sought against anyone who reports or participates in an investigation of a possible violation of the Code.

I. **Subject Privacy**

An approved media partner will respect the privacy and dignity of the NRCHA members and athletes, especially in sensitive situations. They must obtain consent from each rider and/or owner before taking any photographs or videos of them or their horses.

II. **Professionalism**

An approved media partner will conduct themselves with the highest level of professionalism. This includes dressing appropriately and being respectful to NRCHA staff, event attendees and colleagues.

III. **Honesty and Integrity**

An approved media partner will be honest and transparent in their dealings with NRCHA staff, clients, and colleagues. They should never manipulate or deceive their clients, deprecate their colleagues, or misrepresent their work.

IV. **Respect for copyright laws**

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An approved media partner should always respect copyright laws and ensure that they have the necessary permissions to use and distribute their work.

V. Fair business practices

An approved media partner should conduct their business in a fair and transparent manner. This includes their relations with clients, colleagues, and the NRCHA staff members.

By signing this Code of Conduct, you agree to uphold the standards and values of the NRCHA and understand that the reputation of the NRCHA depends on the actions and integrity of its members and staff.

Media Partner Signature

Date

Media Partner Name (Print)

Business Name