



MEDIA GUIDELINES

Applying for Media Credentials for the 2020 Reno Rodeo

By applying for and/or accepting Reno Rodeo credentials, the media outlet and its representatives acknowledge receipt of, understand and agree to abide by the following credential policy.

Credentials are granted on an as-available basis to members of the working media in the radio, magazine, newspaper and television industries including online and digital. Journalists must represent recognized daily or weekly newspapers, news services, recognized publications and outlets that regularly cover rodeo; recognized national/regional radio and television networks; local radio and television stations; and/or recognized internet sites. In each case, this determination is at the sole discretion of the PRCA and the Reno Rodeo.

Reno Rodeo reserves the right to limit the number of credentials issued and accessible areas due to the large number of credential requests and for safety reasons.

Reno Rodeo will allow only three photographers in the arena, and behind the chutes. Those three have already been selected. We will not approve any additional PRCA member photographer requests.

Applying for credentials does not guarantee approval. Approval for past rodeos does not guarantee approval for the current event.

Requests for credentials must be made by Friday, June 5, 2020, using the form located on renorodeo.com and must include the names and titles of those needing credentials. The form can be emailed to pr@foundryideas.com.

Media personnel must confirm approval of their request prior to arriving on-site.

Online/social media outlets will be considered as long as journalists have active news websites, post industry-related news at least once per week; website must be comprised of more than newsletters, links to forum, personal diaries, opinion or personal analysis.

Requests from individuals not employed by an accredited media outlet (freelancers) will not be considered. Freelancers on assignment must provide proof of assignment and be providing first-hand editorial coverage of the Reno Rodeo.

Credentials will NOT be assigned for the following

- Freelancers who are not on specific assignment for an approved media outlet
- Persons at events solely for the purpose of writing or gathering material for a book(s)
- Persons under the age of 21
- Representatives from media outlets who do not follow requirements listed above

Drones

Use of drones and any unmanned or remotely operated aerial vehicles is strictly prohibited at the Reno Rodeo, without proper permits and approval from the Reno Rodeo. Unauthorized use of such vehicles may result in immediate removal from the facility.

While on Site

Credentials are not to be used for sales staff or other personnel of the media outlet. The credential badge does not provide seating for the Rodeo, but does allow entrance into the Reno Rodeo, and access to designated media areas.

Reno Rodeo reserves the right to revoke credential privileges for any reason.

Security checkpoints and procedures have been implemented in the interest of safety for everyone. Accredited media are expected to cooperate with the procedures and requirements implemented for access to the media, photographer and broadcast areas. Media access will vary by day, and the media rules of Reno Rodeo must be followed.

Contestants may be available for interviews after they compete. Staff at the Reno Rodeo media trailer can help facilitate interviews.

Many of the individuals staffing media areas are volunteers, and accredited media and broadcasters are expected to treat them with courtesy and respect.

Each individual is responsible for his/her personal property. The PRCA and/or Reno Rodeo are not responsible for thefts or damage to personal items.

The PRCA owns the rights to originate live, play-by-play coverage from the rodeo grounds, and in many instances, these rights may have been awarded to a broadcast or cable network and/or an Internet provider. Subject to limitations, local radio, television stations, networks and Internet providers who were not specifically granted those rights are nonetheless encouraged to cover PRCA events subject to the media rules of the Reno Rodeo.

- Any nonlocal news outlets must first get approval from the national PRCA office and Reno Rodeo before they can shoot footage at any PRCA-sanctioned rodeo.
- Any TV/radio broadcaster/photographer who does not comply with the PRCA/Reno Rodeo media rules will, without warning, have his/her credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA or Reno Rodeo from covering future events.
- For local, regional and national TV news coverage, video of PRCA rodeos shall not exceed three minutes in length in the daily aggregate and must be part of a regularly scheduled newscast. Only prerecorded footage may be included in these reports. The outlet may not purport to show live play-by-play coverage from a rodeo unless approved in advance by Reno Rodeo and the PRCA.

- Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include footage from inside the arena (which is covered above).
- The use of tripods is limited, based on available space.
- Television cameras are not allowed on the arena floor, with the exception of the TV network covering the event. Arena access *may* be granted for special presentations, awards and other non-PRCA events. Must have prior approval.
- The PRCA owns the rights to all recorded coverage of its rodeos, whether it airs on a national, regional and/or local network. Such television outlets will provide the PRCA with copies of their coverage upon request.
- Radio and Internet (audio or video) coverage may not purport to be live play-by-play from the rodeo unless this capacity has been approved and arranged in advance with the PRCA and Reno Rodeo.

General photography guidelines

- Only PRCA-member photographers are granted a worldwide, nonexclusive, royalty-free license to use, reproduce, display and distribute images taken during PRCA-sanctioned events. No other photographer is allowed to shoot a PRCA-sanctioned event without written approval from the PRCA and Reno Rodeo.
- Only PRCA-member photographers are permitted to shoot from inside the arena or behind the chutes during PRCA events. An exception may be made for in-arena awards or presentations, if applicable and coordinated with the PRCA photographer and Reno Rodeo before the rodeo performance.
- Freelance and media photographers must shoot from designated areas and may not shoot from behind the bucking chutes (on the chute platform). Proper Western attire (long sleeve shirt with collar) is required.
Cowboy hat is not required, but ball caps are not permitted.

- The Reno Rodeo photographers pit (under the main grandstand) has space for a limited number of photographers. Contact the Reno Rodeo media office during the rodeo to space reservations on a daily basis. If necessary Reno Rodeo will assign time allotments for the space.
- Freelance and media photographers will not be approved to photograph a PRCA-sanctioned event without proof of assignment for a specific media outlet and without signing an agreement to limit usage of the images to the specified assignment.

News media are encouraged to obtain photographs/images from PRCA photographers where available.

All photographers who are not PRCA members must sign the PRCA license form agreeing that photographs may not be used, sold or reused in any other manner including, but not limited to, broadcast or streaming in any format (to include any websites) or for any other purpose without the prior written consent of the PRCA.

Freelance and media photographers must not interfere with contestants or judges during the performance. The PRCA license agreement for media and freelance photographers is available by calling PRCA Media at 719.593.8840.

- Any secondary, non-editorial or commercial use of any picture/image, film or drawing of a PRCA-sanctioned event or competitor is prohibited without prior written consent of the PRCA and the contestant.
- Commercial photography is prohibited unless prior written approval and the proper clearances have been obtained from the PRCA, Reno Rodeo, and contestant before the first rodeo performance.
- Photographers who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA from photographing future events.

PRCA Social Media Policy UPDATE

The social media policy is not intended to prevent PRCA contestants or fans from sharing videos of runs or rides on social media:

The 90 seconds of footage which can be posted for each rodeo performance and/ or slack allows someone to post up to 11 clips of 8-second rides or tie-down roping runs if those runs are edited properly.

Even more steer wrestling and team roping runs can be posted in that allotted time.

Compared to other major sports associations, this is a generous allotment of time that a cowboy or fan can post without getting the consent of the sport's governing body.

Live streaming is prohibited in the arena by any person, or company, who does not have a licensing agreement with the PRCA. This rule has been stated in the PRCA bylaws for decades that any photo or video transmissions taken at PRCA events belong to the Association. This is not a new policy – it has been a long established PRCA rule to protect the assets of the membership.

Due to the advancements in social media video streaming, we must begin to enforce this bylaw now at our PRCA rodeos.

This policy falls in line with every other major sport in America – live streaming is prohibited at NFL, MLB, NBA and NHL games. The list of sports, which don't allow it, is extensive.

We still strongly encourage our athletes to post their rides and runs and share them with the fans of rodeo to help grow the sport.

We also encourage fans to take video of their favorite competitors at our rodeos, and to post up to 90 seconds to their social media accounts. We are simply asking that they stay within the time frame, and do not participate in any live streaming without a licensing agreement from the Professional Rodeo Cowboys Association. For all PRCA Media Guidelines you can visit:

<http://prorodeo.com/prorodeo/media/media-guidelines-for-rodeo-coverage>