



## 2024 CRCA Media Policy

### **Overview**

The Colorado Reined Cow Horse Association (CRCA) is an affiliate member of the National Reined Cow Horse Association (NRCHA) and is dedicated to preserving the tradition of training and exhibiting reined cow horses. Media coverage of the CRCA is central to the association's continuing efforts to promote and grow the reined cow horse sport. The purpose of this media policy is to set forth enforceable guidelines for appropriate content gathering and distribution at its Events. This policy also safeguards the CRCA'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.

### **Visitor Policy**

Visitors, spectators and exhibitors at CRCA 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 CRCA Events including, but not limited to, competition arenas, warm up arenas, practice pens, flags, stall and haul in 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 CRCA approved credentials are the only exception to the "professional photography equipment" clause of this policy. The CRCA Official Photographer, and the CRCA Official Videographer, are the only authorized outlets for competition photos or videos. The CRCA 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.

### **Media Policy**

Media credentials may be issued, at CRCA management's discretion, to journalists, photographers and videographers on assignment for recognized magazines, newspapers, web sites, television and radio networks, and other approved media outlets. Anyone seeking media credentials is required to complete the CRCA Event Media Credential Request Form. Forms are available from [coloradocowhorse@gmail.com](mailto:coloradocowhorse@gmail.com). Applicants must submit a new form for each show. 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 must submit their Media Credential Application at least 10 days before the first day of the Event. Approved applicants must check in at the office upon arrival at the with the CRCA show secretary or other authorized CRCA representative.



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In addition to submitting a satisfactorily completed Media Credential Application, applicants must also provide the following before a credential will be issued:

1. Be a CRCA member in good standing (may join when picking up credential)
2. Have a completed Standard of Conduct on file (may complete when picking up credential)
3. Pay the \$250 event media fee (may pay when picking up credential)
4. Provide proof of current liability insurance coverage for a minimum of \$500,000 and naming the CRCA and the event facility as additionally insured (may provide when picking up credential)

There will be no exceptions to these requirements.

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network or from a CRCA sponsor, owner or rider before credentials will be issued. Acceptable proof of assignment includes validation in writing (via email or on letterhead) from the assigning publication or network or CRCA sponsor, owner or rider. 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 CRCA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the CRCA Event is taking place.

### Marketing/Commercial Policy

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

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

Freelance photographers and videographers on specific marketing/promotion assignments from CRCA sponsors, owners or riders are permitted at CRCA events. These freelancers will be required to submit a Media Credential Request Form and adhere to CRCA Media Policy guidelines. These freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor, owner or rider freelance assignment.

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

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

It is strictly forbidden for credentialed media, spectators, visitors or exhibitors to sell or give away photos or videos taken at CRCA events.