



## PHOTO AND VIDEO GUIDELINES FOR THE NRHA FUTURITY AND DERBY & CREDENTIAL APPLICATION

(5/2017)

### Visitor Guidelines

- NRHA prohibits the use of any still photography and/or video cameras for commercial sale or distribution through websites, social networking sites or any other media. Any commercial or mass distribution of photography and/or video, or advertisement thereof, taken of subjects within the competition arena without prior written consent from show management, is expressly forbidden.
- As a general guideline, owners, members, fans and media may use “point-and-shoot” cameras. Professional photography equipment, cameras with lenses longer than 4 inches and/or camera support pods or tripods or video cameras of any size mounted on a tripod, are not permitted under any circumstances except by credentialed media or with prior written consent. No flash photography or video cameras with lighting will be allowed of subjects within the competition arena, unless prior written consent is given by show management.
- NRHA owns the copyright for photos and videos from the NRHA Futurity and NRHA Derby. NRHA secures official photographers and official videographers for these events. Anyone, other than these official sources, who provides or intends to provide photos or video from the competition arena to a third party – whether for free or for purchase – may be ejected from the event or banned from these events indefinitely.

### Media Guidelines

- Media credentials may be issued, at NRHA management’s sole discretion, to journalists on assignment by recognized and well-established magazines, newspapers, news services, publications, television and radio networks, local television and radio stations, Internet sites, agencies representing recognized farms and ranches, and other approved media outlets.
- Internet sites will only be considered if they cover reining on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for area in which the event is hosted. Websites must be free from profanity and offensive language.
- Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If photographer credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers may only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.

- Approved media outlets must check in at the media room upon their arrival and prior to capturing any material to receive their credentials and media packet from the NRHA Marketing & Outreach Department.
- Anyone wishing to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval from NRHA, and receive a media badge before access will be granted.
- Media credentials, if granted by show management, must be worn prominently and at all times while on the Oklahoma State Fair Park premises.
- The deadline to apply for media credentials is 15 days prior to the first day of the show. NRHA reserves the right to deny any media credential request.
- All applicants must be at least 21 years of age or older. Certain exceptions may apply, but will be at the discretion of NRHA.
- Only one logo or watermark can be used on any photographs or videos distributed by media. No watermarks can be added to NRHA, NRHA Official Photographer or NRHA Videographer photos or videos.
- For photography, videography and television guidelines, see the following section.

### **Photographer, Videographer and Television Broadcast Media Guidelines**

- All “Media Guidelines” apply.
- Content creators for websites and/or social media outlets will only receive credentials if they regularly cover NRHA, provide regular news updates, or represent a local tourism-based outlet in which the NRHA event is taking place.
- If credentials are granted, members of the media may photograph or video within designated areas of the facility for the purpose of news coverage associated with the NRHA Futurity or NRHA Derby.
- Because the many areas of the Oklahoma State Fair Park are open to the public every day, special arrangements cannot be made to quarantine an area from normal visitor traffic. All photography and videography must be conducted without disruption to event operations or limitations to accessibility of exhibitions, stairwells, entrances/exits, high traffic areas or other locations of interest to event visitors.
- Credentials and permission to take photos and video and will be granted on a case-by-case basis.
- For videography credentials, it is suggested to submit a letter, written on company letterhead, stating the intent of the project and timeline, in addition to supplying all information required in the application.

- No more than two and one-half minutes of competition footage can be aired prior to NRHA television coverage of the event.

Violation of the above Visitor and Media guidelines may be grounds for immediate removal from the event premises, or an indefinite ban from future events.

### **NRHA Use**

As reciprocal assistance to NRHA for privilege of membership and participation in approved events, NRHA may use, without payment of any fee whatsoever, any photograph or other forms of likeness reproductions of a member, event participant, horse owner, their horses and registered, unregistered or generic “barn” equine names, to promote NRHA’s objectives and activities including, but not limited to, use by third parties with authorization from NRHA.

### **Partners and Sponsors**

The NRHA supports its Corporate Partners and Sponsors and recognizes that NRHA events play a vital role in their revenue-generating endeavors. Freelance photographers and videographers on specific assignment from NRHA Corporate Partners and sponsors are permitted at NRHA events. Anyone on assignment from a NRHA Corporate Partner or sponsor must complete a media credential request and adhere to the NRHA Media Policy as set above. NRHA Corporate Partners and sponsors are prohibited from gathering content (not limited to video, photography, and interviews) that do not pertain directly to their freelance assignment.

## Application for Credentials

Credentials Requested (Please check all that apply):

- Media    Videographer    Photographer    Television  
Photographer with Flash    Other

Applicant Name: \_\_\_\_\_

Title: \_\_\_\_\_

Publication/Media Outlet Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address (if applicable): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

I am on assignment for: \_\_\_\_\_

Please state where and when your work will appear: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*I have read all NRHA photography and video guidelines and agree to comply.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed name: \_\_\_\_\_

**Please return to show:**  
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National Reining Horse Association  
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