

2024 NRHA Futurity & Adequan® NAAC 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, and represent the reining horse industry positively.

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 pre-approved 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.

All approved media are subject to the guidelines found under the visitor/member, photography, and videography section.

Requirements for Social Media Photographer Credentials

- *Must have an established business with Tax ID.*
- *Must provide \$1 Million insurance policy naming NRHA and OKC Fairgrounds as additional insured.*
- *Must fill out an application, sign agreement and submit with payment of \$1,500.*
- *Social media manager photographer credentials will be granted to photographers/media managers of trainers, stallions, businesses, etc. They will not be granted to photographers shooting for non-business enterprises or individuals. For owners wishing to photograph their own horses, please see the section of the social media credential form for owners.*
 - *Any public solicitation for new clients or non-business clients during the event is strictly prohibited.*
- *All photographs must be posted to the client's business page (or personal page only if that is the primary one used for business promotion). **In no situation may a photograph taken inside the arena be posted to the photographer's personal or business page.***
 - *All photographs posted **must include** the photographer's watermark in a visible location.*
- *Short video clips for reels can be used and posted. No more than 15 seconds of continuous run are allowed. **Reels may be posted to both the photographer's business and/or personal pages and the clients' business/personal pages.***

Approved Locations:

Because the many areas of the OKC Fairgrounds 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.

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.

Access to Norick Arena:

There will be four designated areas for photography for all accredited press representatives and social media representatives. Two sections at each end of Norick Arena will be cordoned off for this purpose. Seats in this area will not be released for ticketing. In-arena photos may be taken from these locations only.

Access to Adequan® Arena

Photos will be allowed from the end area in Adequan® Arena but not in the gate area.

Areas with limited access:

Arena Floor and Win Pictures – only NRHA Staff, Official event photographer, and approved press media will be allowed to enter the arena floor to take photos in the Coliseum.

Catwalk – No one other than the Official event photographer, Official event videographer, and NRHA staff is allowed to enter the catwalk for photo or videos.

Out Gate - Only members of NRHA Staff/Media Department and the Official Event Photographer will be allowed to take photos from the Out Gate.

Show management may limit access to any other areas on the event grounds as necessary.

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.

Visitor/Member Guidelines:

NRHA prohibits the use of any still photography and/or videography for commercial sale or commercial 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.

Owners, members, fans, and media may use “point-and-shoot” cameras. Any equipment deemed professional photography equipment by show management is strictly forbidden. This includes but is not limited to: DSLR cameras, lenses longer than 4 inches, and/or camera support pods or tripods or video cameras of any size mounted to a support device.

Flash photography or video cameras with lighting is strictly forbidden 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.

All other photography guidelines apply.

Photography Guidelines:

Hiring a third party to photograph, whether for free or for remuneration, is strictly forbidden, except for accredited media and approved social media photographers, all of whom must be approved by the NRHA Media Office.

Use of the Official NRHA Futurity logo by social media photographers is granted only to NRHA Corporate Partners and Sponsors.

Only one logo or watermark can be used on any photographs or videos distributed by credentialed photographers. No watermarks can be added to NRHA, NRHA Official Photographer or NRHA Videographer photos or videos.

Videography Guidelines:

Credentials and permission to take videos/create reels will be granted on a case-by-case basis.

For accredited press media, no more than two and one-half minutes of competition footage can be aired prior to NRHA television coverage of the event.

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.

Only one logo or watermark can be used on any videos distributed by media. No watermarks can be added to NRHA, NRHA Official Photographer or NRHA Videographer photos or videos. In addition, video clips on social media channels must not exceed 30 seconds in length.

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.