

## PRCA media guidelines

*NOTE: The following guidelines govern media covering PRCA events. All media must review these. At the discretion of the PRCA and/or the respective rodeo committee, failure to adhere to these may result in forfeiture of media credentials and escort from the premises, as well as refusal of accreditation for future events. Unless specified otherwise, journalists and media are general terms for print, electronic, television, Internet and photo journalists.*

### **General media guidelines and regulations**

- Credentials are distributed on an as-available basis to journalists of recognized news outlets who are on assignment to cover the event and/or the PRCA. 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 is determined by the PRCA and the respective rodeo at their sole discretion.
- Accreditation badge must be worn at all times.
- Freelance journalists and photographers must provide proof of assignment to be considered for accreditation. They also must sign a form confirming that the images taken will only be used for that specific publication and for that specific story.
- Credential applications and approved credentials to cover individual PRCA rodeos are available through each individual rodeo. Media credentials should be requested in advance.
- Security checkpoints and procedures have been implemented for the safety and protection of all. 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 rodeo, and the media rules of the respective rodeo must be followed.
- Contestants are available for interviews after they compete.
- Many of the individuals staffing media areas are volunteers, and the accredited media and broadcasters are expected to treat them with courtesy and respect.
- Where provided (the Wrangler NFR, Pace Picante ProRodeo Series events and other major rodeos), the media workroom and other media areas are the workplace for accredited media. To ensure a positive working environment for all, please avoid making excessive noise in working areas; do not leave belongings in the common work area overnight; and dispose of unwanted papers, etc., to assist in keeping the area neat. This is not a gathering place for staff and volunteers.
- The media rooms at the PRCA's premier events (the Wrangler NFR and the events in the Pace Picante ProRodeo Series) are non-smoking.
- Due to the limited number of general-use phones (if provided), accredited media should be mindful of the needs of other journalists and limit phone usage to filing and business-related calls.
- Phones that have been ordered by individual media outlets are for the exclusive use of representatives from that media outlet.
- Each individual is responsible for his/her personal property. The PRCA and/or the local rodeo committee are not responsible for theft or damage to personal items.
- Media access to contestant dressing areas and warm-up areas depends on the regulations of the respective rodeo.

### **Television, radio and Internet**

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 the limitations previously outlined, non-rights-holding local radio, television stations, networks and Internet providers are encouraged to cover PRCA events with the following limitations.

- The PRCA retains all rights in and to the filming, taping, recording in any media now or hereafter known, still footage/photography, radio or television broadcasting or reproduction in any manner or form thereof of any PRCA-sanctioned event. The only exemption is coverage for local, regularly scheduled newscasts. Any non-local news outlets must first get approval from the national PRCA office and the local rodeo before it can shoot footage at any PRCA-sanctioned rodeo.
- Some rodeo rounds are televised, and for those sessions, access may be limited.
- Any TV/radio broadcaster who does not comply with the above regulations will, without warning, have his/her accreditation withdrawn for the remainder of the rodeo and may be banned by the PRCA from covering future events.
- For local, regional and national TV news coverage, coverage of PRCA rodeos shall not exceed three minutes in length in the daily aggregate and must be a part of a regularly scheduled newscast. Only taped 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 the local rodeo and the PRCA.
- Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include action 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.
- The PRCA owns the rights to all recorded coverage of its rodeos, whether it airs on a national, regional 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 has been approved and arranged in advance with the local committee and the PRCA.

### **General photography guidelines**

- Only accredited photographers may shoot at a PRCA-sanctioned rodeo.
- Freelance photographers will not be accredited without proof of assignment for a specific media outlet and without signing an agreement for limiting usage of the images to the specified assignment.
- Only PRCA photographers are allowed to shoot in the arena. The only exception to this is for a post-rodeo ceremony shot, if applicable.
- Photographers must shoot from designated photo areas. Photographers may not shoot behind the bucking chutes during a rough-stock event except with specific committee approval and may only shoot from there for timed events with the appropriate approval.
- *Equipment guidelines.* Cameras should be an SLR or DSLR, with an appropriate lens to capture the action from an appropriate distance that ensures the safety of the photographer and those in the arena, as well as to eliminate the chance of the photographer impacting the conduct of the event. Recommended lenses are 80-200 f2.8, 120-300 f2.8 and 300 f2.8/f4. Photographers shooting in the arena are required to use equipment sufficient for obtaining quality images at a respectable and safe distance from the action. (Norman/Quantam/Lumindyne 400-watt second flash and battery pack systems with high gain reflectors or the equivalent are recommended. Using the TTL setting is preferred.) Those shooting behind the chutes must only use equipment that can be carried.
- Commercial photography is prohibited unless it has received prior approval and the proper clearances made.
- Any secondary non-editorial or commercial use of any picture, film or drawing of a competitor is prohibited without prior consent of the PRCA and the contestant.
- All pictures must be taken at an appreciable distance, as far from the action as possible, and from angles that are not in the direct line of sight for the contestant or the judges. Most rodeos will have pre-designated photo areas.
- Photographers who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and could be banned by PRCA from attending future events.