



California Rodeo Salinas Marketing Credential Policy & Rules for Use

NOTE: By applying for and/or accepting California Rodeo Salinas (CRS) credentials, the media outlet and its representatives acknowledge receipt of, understand and agree to abide by the following credential policy.

Applying for Media Credentials

- 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 CRS.
- CRS 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.
- 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 September 9th, using the form located on carodeo.com and must include the names and titles of those needing credentials. The form can be emailed to Amanda Gianolini at agianolini@carodeo.com or faxed to 831-757-5134 or mailed to PO BOX 1648 Salinas, CA 93902.
- Media personnel must confirm approval of their request before 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 CRS.
- 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 Salinas Sports Complex, without proper permits and approval from the CRS and PRCA. 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 Salinas Sports Complex and access to shooting areas.
- CRS 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 CRS must be followed.

- Contestants may be available for interviews after they compete.
- 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 CRS 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 CRS.
- Any nonlocal news outlets must first get approval from the national PRCA office and CRS before they can shoot footage at any PRCA-sanctioned rodeo.
- Any TV/radio broadcaster/photographer who does not comply with the PRCA/CRS media rules will, without warning, have his/her credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA or CRS 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 CRS 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.
- 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 CRS and the PRCA.

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 CRS.
- 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 CRS 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 recommended. Cowboy hat is not required, but ball caps are not permitted.



- 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 through CRS or 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, CRS, 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 Media Guidelines

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

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, but the rules can be found here: <https://prorodeo.com/social-media-policy>