

MEDIA SERVICES & PROCEDURES

Rodeo location: Salinas Sports Complex * 1034 N. Main Street * Salinas, CA 93906

Media Services

Media Booth - Industry outlets only _____ West side of arena, behind Crown Royal Saloon

Information Booth- News outlet check in/out area____ located on Mid way near Tunnel 4

Regular Hours _____ Gates Open – End of Show

Telephone _____ Administrative Office: (831) 775-3100

Fax _____ (831) 757-5134

Website _____ www.carodeo.com

Marketing Manager _____ Mandy Linqvist

Marketing Manager _____ Office: (831) 775-3102

Marketing Manager _____ Cell: (831) 809-4006

Email _____ mliquist@carodeo.com

Marketing Coordinator _____ Amanda Gianolini

Marketing Coordinator _____ Office: (831) 775-3185

Marketing Coordinator _____ Cell: (831) 214-5430

Email _____ agianolini@carodeo.com

Media Credentials and Important Access Info

A *Media Credentials Form* must be submitted in advance by the specified date below and verification of assignment must be obtained by the Marketing Team before credentials will be issued. The Media Credentials Request form may be submitted digitally at carodeo.com under NEWS → Media Information. The form must be submitted by Friday, July 8th.

Media Credentials and parking passes will be assigned, and we will schedule a time for you to pick them up (and then a place to return following each performance). You will need to provide a photo I.D. The Rodeo Office is located at the South end of the Salinas Sports Complex near the intersection of N. Main and Iris.

Media Parking will be in Lot A (enter off Maryal Drive) at the north end of complex. See link to SSC map.

Only those bearing **Media Passes** will be permitted access to General Rodeo Grounds. You will need an additional badge to shoot from the chutes and in the photography pit on the arena floor. All access arrangements must be made with the Marketing Manager. News film crews may enter through Maryal Drive entrance and must have prior consent and proper parking credentials to park in the in-field near the Crown Royal Saloon. The latest news, events, schedule, or event changes, etc. will be available in the Media Booth (behind Crown Royal Saloon).

Interviews:

All interviews with Rodeo President, Directors, Miss California Rodeo, contestants, and performers must be arranged with Mandy Linqvist or Amanda Gianolini in advance. Last minute interviews cannot be guaranteed, and media are asked to respect the limited time and manpower of the marketing staff and the cowboys before and after competition. A Spanish speaking spokesperson will be available to Hispanic media services for interviews with advanced notice.