

# MEDIA SERVICES & PROCEDURES

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

## Media Services

Media Booth \_\_\_\_\_ West side of arena, behind Crown Royal Saloon  
Regular Hours \_\_\_\_\_ Gates Open – End of Show  
Telephone \_\_\_\_\_ Administrative Office: (831) 775-3100  
Fax \_\_\_\_\_ (831) 757-5134  
Website \_\_\_\_\_ [www.carodeo.com](http://www.carodeo.com)  
Marketing Manager \_\_\_\_\_ Mandy Linqvist  
Marketing Manager \_\_\_\_\_ Office: (831) 775-3102  
Marketing Manager \_\_\_\_\_ Cell: (831) 809-4006  
Email \_\_\_\_\_ [mliquinist@carodeo.com](mailto:mliquinist@carodeo.com)  
Brand Manager \_\_\_\_\_ Amanda Gianolini  
Brand Manager \_\_\_\_\_ Office: (831) 775-3185  
Brand Manager \_\_\_\_\_ Cell: (831) 214-5430  
Email \_\_\_\_\_ [agianolini@carodeo.com](mailto:agianolini@carodeo.com)

## Media Credentials and Important Access Info

A *Media Credentials Form* must be submitted in advance by the specified date below, and the Marketing Manager must obtain verification of assignment before credentials are issued. The Media Credentials Request form may be submitted digitally at [carodeo.com](http://carodeo.com) under NEWS → Media Information. The form must be submitted by Friday, July 4<sup>th</sup>.

**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 the complex. See the link to the SSC map.

Only those bearing **Media Passes** can access the 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 the Maryal Drive entrance and must have prior consent and proper parking credentials to park in the infield 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 the competition. A Spanish-speaking spokesperson will be available to Hispanic media services for interviews with advanced notice.