

Red Bluff Round-Up

Media Credential Policy & Rules for Use

NOTE: By applying for and/or accepting Red Bluff Round-Up (RBRU) 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. 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 RBRU.
- RBRU reserves the right to limit the number of credentials issued and accessible areas due to the large number of credential requests.
- 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 at least one week before arrival, using the form located on redbluffroundup.com under the “News” tab, and must include the names and titles of those needing credentials. The form can be emailed to taylor@redbluffroundup.com or faxed to 530- 527-8430 or mailed to 670 Antelope Blvd. Suite #1, Red Bluff, CA 96080
- 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; websites must consist 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 RBRU.

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 RBRU and any 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 Tehama District Fairgrounds and access to shooting areas.
- RBRU 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 RBRU 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 RBRU 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 RBRU.
- Any nonlocal news outlets must first get approval from the national PRCA office and RBRU before they can shoot footage at any PRCA-sanctioned rodeo.
- Any TV/radio broadcaster/photographer who does not comply with the PRCA/RBRU media rules will, without warning, have his/her credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA or RBRU 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 pre recorded 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 RBRU 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 RBRU 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 RBRU.
- 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 RBRU 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 hats are 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.
- All PRCA member photographers will be required to fill out a PRCA member photographers only contract that must be requested by calling 530-527-1000 or emailing taylor@redbluffroundup.com
- Freelance and media photographers must shoot from designated areas, RBRU media directors will assist with direction.
- All media / PRCA photographers must wear proper credentials at ALL times.
- News media are encouraged to obtain photographs/images from PRCA photographers where available.
- 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, RBRU, and contestants 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.

104th Annual Red Bluff Round-Up April 18-20, 2025

Media Outlet Name: _____

Circle one:

Newspaper | Radio | Television | Internet | Other

Other: _____

Name of Contact Person: _____

Email Address: _____

Street Address: _____

City/State/Zip: _____

Contact Phone: _____

Photographer: _____

Fax: _____

***TV trucks & vehicles need special passes and arrangements for parking live trucks. This must be made at least 1 week prior to rodeo. Space is limited.

Have you covered the Red Bluff Round-Up in the past: Yes | No

Which year(s): _____

Please list name and title of individuals requesting credentials: NAME/ TITLE

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

(Additional names can be added upon special request)

DATES

Friday, April 18th | Saturday, April 19th | Sunday, April 20th

Please indicate which days you will be covering the rodeo:

All Days or check individual performances above

DRESS CODE: MANDATORY Attire for Chute access or Pit access is cowboy hat or no hat at all, long sleeve button-down shirt, jeans, cowboy boots or other closed toed shoes; Other Areas- long sleeve button-down shirt, pants/jeans, close-toed shoes (**NO** tennis shoes). **NO ARENA** access if you are not a **PRCA** photographer.

Please note any special needs/requests:

**Please let us know if you have any specific news coverage needs/location needs/interviews, ideas for stories, etc., that we can help set up for you.

Briefly describe your interest in the Red Bluff Round-Up and where your stories will be seen or heard:

Name _____

Fax this form to:

Attn: Red Bluff Round-Up – Press Credentials Fax (530) 527-8430

Mail it to:

**Red Bluff Round-Up
670 Antelope Blvd. Suite #1
Red Bluff, CA 96080**

OR

E-Mail it to: taylor@redbluffroundup.com