



## **PRCA MEDIA GUIDELINES FOR RODEO COVERAGE**

NOTE: The following guidelines govern media covering PRCA events, as well as those co-sponsored and approved by the association. All media must review these guidelines. Failure to adhere to these guidelines may, at the discretion of the PRCA and/or the respective rodeo committee, result in forfeiture of media credentials and an immediate 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 determination is at the sole discretion of the PRCA and the respective rodeo.

Accreditation badge must be worn at all times. Freelance journalists and photographers must provide proof of assignment to be considered for accreditation. Freelance photographers must sign a form agreeing that the images they take will only be used for that specific publication and for that specific story – they cannot be sold over the Internet or used in any other way.

Credential applications and approved credentials to cover individual PRCA rodeos are available through each individual rodeo. Media credentials should be requested well in advance of the rodeo.

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 rodeo, and the media rules of the respective rodeo must be followed.