



Media Policy Photography & Videography

2025 NRCHA Derby Media Policy

Overview

The National Reined Cow Horse Association (NRCHA) is the international governing body of the sport of reined cow horse. Media coverage of the NRCHA, including its premier events, programs, and activities, is central to the association's continuing efforts to promote and grow the sport. The purpose of this media policy is to set forth enforceable guidelines for appropriate content-gathering and distribution at its premier events. This policy also safeguards the NRCHA's relationship with its official photographer and official videographer while encouraging attention from the news media, both inside and outside the Western performance horse industry.

Questions and feedback about the Media Policy may be directed to:
Callie McCarthy-Boevers, NRCHA Director of Marketing
callie@nrcha.com // 530-520-9141 (cell)

Visitor Policy

Visitors, spectators and exhibitors at National Reined Cow Horse Association Premier Events are permitted to take photographs and record video for personal use only. *Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, websites, social networking sites or similar media.* This policy applies to the entire show grounds at NRCHA premier events including, but not limited to, competition arenas; warm up arenas; barn and stall areas; and cattle facilities.

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device are not permitted under any circumstances. Media representatives with NRCHA approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

The NRCHA Official Photographer Primo Morales, and the NRCHA Official Videographer Equine Promotion, are the only authorized outlets for competition photos or videos. The NRCHA will eject and/or indefinitely ban from its events anyone who provides, or intends to use, photo or video footage in violation of this policy.

Photographer/Videographer Fee

Photographers/Videographers working the event for commercial use, supplying images to a customer base, or anyone using professional photography equipment must meet the following criteria in order to capture content at NRCHA premier events:

- Be a current NRCHA member in good standing
- Have a signed Media Code of Ethics on file with the NRCHA
- Pay a media fee of \$600 (per premier event)
- Provide a copy of their business tax ID
- Provide proof of insurance listing NRCHA and the facility as additionally insured. The insurance policy must be for a minimum of \$500,000.

Payment must be made before the start of the event, and all Media Policy guidelines must be followed, including placing a watermark on each image. The \$600 photographer fee must be paid by each photographer per premier event. Fees are non-refundable. Payment of \$600 can be made in the Media Office at each event.



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Media credentials may be issued, at NRCHA management's discretion, to journalists/photographers/videographers on assignment for recognized magazines, newspapers, websites, television and radio networks, and other approved media outlets.

Anyone seeking media credentials is required to complete the *Event Media Credential Form*. Forms will be available at www.NRCHA.com, or by request from the NRCHA Director of Marketing, Callie McCarthy-Boevers at callie@nrcha.com.

- Applicants must apply per show. NRCHA will notify applicants of their approval via email once the application has been reviewed by the Marketing Department.
- Each individual must have a Media Request Form on file, even if there are multiple individuals representing the same media outlet. There will be no exceptions to this policy.
- **Media Credentials must be applied for by May 21, 2025. All clients must be listed on the applications at the time of submission. Any applications received after the deadline will be charged \$125 late fee per client in addition to the \$600 media fee.** Credentials will not be issued until the application has been approved and fee has been received by NRCHA.
- Approved applicants must check in at the office upon arrival at the show, to receive a badge and/or media packet from the NRCHA Media Office or other authorized NRCHA manager. Once badges are picked up no other clients may be added. Anyone who wishes to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval by the NRCHA and receive a media badge before access will be granted. Forms submitted after the start of an event can take up to 48 hours to be reviewed.
- Each applicant must provide a detailed client list to the NRCHA Marketing Department at the time the fee is paid, prior to credentials being issued. Approved applicants may not solicit new clients beyond the provided client list without written consent from the NRCHA Marketing Department.
- Approved applicants may not post any photographs or videos taken of people outside of the provided client list on social media or in printed materials during or after the conclusion of NRCHA events.
- The \$600 media fee must be paid by each photographer per premier event. Fees are non-refundable.
- Credentials are non-transferable.

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network before credentials will be issued. Acceptable proof of assignment includes validation in writing (via email or on letterhead) from the assigning publication or network. Freelancers receiving credentials on this basis must also agree that the content (images, interviews, etc.) they gather will only be used for that assignment, and not for future work.

Content creators for websites and/or social media outlets will only receive credentials if they cover the NRCHA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the NRCHA Premier Event is taking place.



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Placing a photographer's logo on images taken by the NRCHA Official Photographer Primo Morales at a NRCHA Premier Event is strictly forbidden. Media and freelancers can request specific photos for approved use/publication by contacting NRCHA Director of Marketing, Callie McCarthy-Boevers at callie@nrcha.com.

Unauthorized capture, recording, reproduction or broadcast of the live webcast from NRCHA Official Videographer Equine Promotion is strictly prohibited.

Marketing/Commercial Policy

The NRCHA supports its valuable partners and sponsors, and recognizes that their business-related and revenue-generating endeavors are connected to NRCHA Premier Events.

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NRCHA Official Photographer Primo Morales, and the NRCHA Official Videographer Equine Promotion. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

NOTE: Photos used for marketing and advertisement cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that do not mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.

Freelance photographers and videographers on specific marketing/promotion assignments from NRCHA sponsors are permitted at NRCHA events. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to NRCHA Media Policy guidelines as well as pay the licensing usage fee of \$600 at each event photographs are taken. Sponsor freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor freelance assignment.

Logo Usage

Using the National Reined Cow Horse Association acronym logo or three triangles logo is restricted to only those with an active, contracted sponsor or partner agreement on file with the NRCHA. Do not lift the logo from the website and place on photographs, advertisements or social media posts without either 1) expressed written permission from the NRCHA or 2) a valid, active Sponsor partner agreement with the NRCHA.

Violation of the NRCHA Media Policy may result in immediate removal from the event premises, refusal of future media credential requests, possible fines, and/or an indefinite ban from NRCHA events.

NRCHA members/exhibitors who violate the NRCHA Media Policy may face disciplinary action including, but not limited to, suspension, fine and ban from competing at future NRCHA events.



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Photography and Videography Policy FAQ

Q: I have a professional-grade camera and a lens that is longer than 4 inches. Can I photograph my own horses for use on my business website and Facebook page?

A: Yes - all we ask is that you submit a media credential request form, **make the payment of \$600** and wear a media badge. A couple of friendly reminders: 1) please focus on your own horses, and 2) selling or giving away images you take at our event, or photographing more than your own horses, is prohibited.

Q: Is it OK to use my professional camera with lens longer than 4 inches to shoot every horse in the class and post a gallery of images on my personal or business Facebook page?

A: No - that is prohibited use under the NRCHA Photography and Videography policy due to the potential for interfering with our Official Photographer and/or Official Videographer.

Q: I'm a professional photographer or videographer. One of the NRCHA sponsors wants to pay me to take photos of their products in action at the premier events. Is this permitted?

A: Yes - we support our sponsors and their promotional endeavors! If you're on a specific assignment, please fill out the Media Credential Request Form, including the "Freelancers" section, and **make the payment of \$600 in the Media Office**. Always restrict your shooting to only the specific assignment for which you've been hired.

Q: I used my camera phone to take a video of my horse on the live webcast from my computer screen. I put it on my website/Facebook page. Why did I get a call from the NRCHA telling me this is not OK?

A: Recording, capturing or re-broadcasting any part of the webcast is not permitted. If you want your horse's run, it is available for purchase from the NRCHA Official Videographer Equine Promotion. Their team is able to upload high-quality video of runs almost as soon as the horse has left the arena.