



PHOTO AND VIDEO GUIDELINES FOR THE NRHA FUTURITY AND DERBY & CREDENTIAL APPLICATION

(1/2018)

Visitor/Member Guidelines:

- NRHA prohibits the use of any still photography and/or video cameras for commercial sale or commercial distribution through websites, social networking sites or any other media. Any commercial or mass distribution of photography and/or video, or advertisement thereof, taken of subjects within the competition arena without prior written consent from show management, is expressly forbidden.
- Owners, members, fans, and media may use “point-and-shoot” cameras. Any equipment deemed professional photography equipment by show management is strictly forbidden. This includes but is not limited to: DSLR cameras, lenses longer than 4 inches, and/or camera support pods or tripods or video cameras of any size mounted to a support device.
- Flash photography or video cameras with lighting is strictly forbidden unless prior written consent is given by show management.
- NRHA owns the copyright for photos and videos from the NRHA Futurity and NRHA Derby. NRHA secures official photographers and official videographers for these events. Anyone, other than these official sources, who provides or intends to provide photos or video from the competition arena to a third party – whether for free or for purchase – may be ejected from the event or banned from these events indefinitely.
- All other photography guidelines apply.

Applying for Credentials:

- Anyone wishing to apply for media credentials while the show is underway must complete a Credential Request Form, await approval from NRHA, and receive a media, photography or videography badge before access will be granted
- Credentials and permission to take photos will be granted on a case-by-case basis.
- If granted by show management, credentials must be worn prominently and at all times while on the Oklahoma State Fair Park premises.

- The deadline to apply for credentials is 15 days prior to the first day of the show. NRHA reserves the right to deny any credential request.
- All applicants must be at least 21 years of age or older. Certain exceptions may apply, but will be at the discretion of NRHA.
- If credentials are granted, applicant must check in at the media room upon their arrival and prior to capturing any material to receive their credentials and media packet from the NRHA Marketing & Outreach Department. Failure to do so may result in credentials being revoked and grounds for denial on a future request.

Photography Guidelines:

- All other guidelines apply.
- Hiring a third party to photograph, whether for free or for remuneration is strictly forbidden, except for media, partners, or sponsors (see below).
- Content creators for websites and/or social media outlets will only receive credentials if they regularly cover NRHA, provide regular news updates, or represent a local tourism-based outlet in which the NRHA event is taking place.
- Only one logo or watermark can be used on any photographs or videos distributed by credentialed photographers. No watermarks can be added to NRHA, NRHA Official Photographer or NRHA Videographer photos or videos.

Media Guidelines

- Media credentials may be issued, at NRHA management's sole discretion, to journalists on assignment by recognized and well-established magazines, newspapers, news services, publications, television and radio networks, local television and radio stations, Internet sites, agencies representing recognized farms and ranches, and other approved media outlets.
- Internet sites will only be considered if they cover reining on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for area in which the event is hosted. Websites must be free from profanity and offensive language.
- Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If photographer credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers may only receive a credential based on the publications they are representing

and on a preapproved story concept with a credible outlet.

- Approved media outlets must check in at the media room upon their arrival and prior to capturing any material to receive their credentials and media packet from the NRHA Marketing & Outreach Department.
- All approved media are subject to the guidelines found under the visitor/member, photography, and videography section.

Videography Guidelines:

- For videography credentials, submit a letter, written on company letterhead, stating the intent of the project and timeline, in addition to supplying all information required in the application.
- Credentials and permission to take photos will be granted on a case-by-case basis.
- No more than two and one-half minutes of competition footage can be aired prior to NRHA television coverage of the event.
- Content creators for websites and/or social media outlets will only receive credentials if they regularly cover NRHA, provide regular news updates, or represent a local tourism-based outlet in which the NRHA event is taking place.
- Only one logo or watermark can be used on any photographs or videos distributed by media. No watermarks can be added to NRHA, NRHA Official Photographer or NRHA Videographer photos or videos.

Approved Locations:

- Because the many areas of the Oklahoma State Fair Park are open to the public every day, special arrangements cannot be made to quarantine an area from normal visitor traffic. All photography and videography must be conducted without disruption to event operations or limitations to accessibility of exhibitions, stairwells, entrances/exits, high traffic areas or other locations of interest to event visitors.
- If credentials are granted, members of the media may photograph or video within designated areas of the facility for the purpose of news coverage associated with the NRHA Futurity or NRHA Derby.
- Areas with limited access:

- Arena Floor and Win Pictures – only NRHA, Official event photographer, and approved media will be allowed to enter the arena floor to take photos in the Coliseum.
- Catwalk – No one other than the Official event photographer, Official event videographer, and NRHA staff is allowed to enter the catwalk for photo or videos.
- Out Gate - only NRHA, Official event photographer, and approved media will be allowed to enter the arena floor to take photos.
- Show management reserves the right to limit access to any other areas on the event grounds as they deem fit.

Violation of the above Visitor and Media guidelines may be grounds for immediate removal from the event premises, or an indefinite ban from future events.

NRHA Use

As reciprocal assistance to NRHA for privilege of membership and participation in approved events, NRHA may use, without payment of any fee whatsoever, any photograph or other forms of likeness reproductions of a member, event participant, horse owner, their horses and registered, unregistered or generic “barn” equine names, to promote NRHA’s objectives and activities including, but not limited to, use by third parties with authorization from NRHA.

Partners and Sponsors

The NRHA supports its Corporate Partners and Sponsors and recognizes that NRHA events play a vital role in their revenue-generating endeavors. Freelance photographers and videographers on specific assignment from NRHA Corporate Partners and sponsors are permitted at NRHA events. Anyone on assignment from a NRHA Corporate Partner or sponsor must complete a media credential request and adhere to the NRHA Media Policy as set above. NRHA Corporate Partners and sponsors are prohibited from gathering content (not limited to video, photography, and interviews) that do not pertain directly to their freelance assignment.

Please refer to the FAQ’s document for more information.

Application for Credentials

Credentials Requested (Please check all that apply):

- Media Videographer Photographer Television
Photographer with Flash Other

Applicant Name: _____

Title: _____

Publication/Media Outlet Name: _____

Postal Address: _____

Email Address: _____

Website Address (if applicable): _____

Phone Number: _____ Mobile Number: _____

I am on assignment for: _____

Please state where and when your work will appear: _____

I have read all NRHA photography and video guidelines and agree to comply.

Signature: _____ Date: _____

Printed name: _____

Please return to show:
Hayley Eberle
National Reining Horse Association
3021 W Reno Ave.
Oklahoma City, OK 73107
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heberle@nrha.com

