

Guidelines & Application for Press Media

2024 6666 NRHA Derby presented by Markel

ACCREDITED MEDIA

Name: _____

Credentials Requested (Please Check All That Apply):

___Media ___Videographer ___Photography ___Other: _____

Publication/Organization: _____

Address: _____

City/State/Zip Code: _____

Telephone (Cell/Office): _____ Email: _____

MEDIA PROFESSIONALS

Professional Media credentials are issued by NRHA to journalists on assignment by recognized and well-established magazines, newspapers, television and radio networks and stations, and other approved media sources. Accredited Media Professionals are welcome to photograph and video at the NRHA Derby and NRHA Futurity for established publications for editorial content only.

- During events, Media Professionals will be allowed access to the arena and adjacent area for interviews and photos. But, during awards ceremonies, photos may not be taken of the “official” awards shots set up by the official show photographers.
- Journalists and photographers must be attired in jeans, slacks or skirts, with long sleeved shirt/sweater/blouse.

Arena Access:

- There will be two designated areas for photography for all accredited press representatives and social media representatives in the Norick Arena. Two sections at each end will be cordoned off for this purpose. Seats in this area will not be released for ticketing. In-arena photos may be taken from these locations only.
- Photos will be allowed from the end area in Adequan® Arena but not in the gate area.

Use of photos and videos:

- Photos may be used for editorial content by publications both online and in print for named media.
- Photos may **NOT** be given or sold to any entity that is not a well-established media source.
- Photos can only be posted on media outlet’s social media page or websites. Photos can not be posted to journalist/photographer/videographer’s personal page directly, but they may share the post from the media outlet.
- For accredited press media, no more than two and one-half minutes of competition footage can be aired prior to NRHA television coverage of the event.

Dual Shooting for Social Media Clients

If photographer or videographer is also on assignment to shoot social media photos, they must fill out a separate social media application and adhere to all guidelines and regulations included there.

By being granted the privilege of taking photos at NRHA events and representing the NRHA, I agree that any social media posts I make will portray NRHA and the sport of reining in a positive light. I also agree to abide by the guidelines listed within this document. I understand that if I do not do so, I will lose the privilege of taking photographs at this and future NRHA produced events or using any photos taken prior to losing privileges.

Name

Date