



## 2024-2025 CRCHA Media Policy Photography & Videography

### **Overview**

The California Reined Cow Horse Association (CRCHA) is an affiliate member of the National Reined Cow Horse Association (NRCHA) and is dedicated to preserving the vaquero tradition of training and exhibiting reined cow horses in California. Media coverage of the CRCHA, at its events (the horse shows in January and April, the double horse show circuit and shoot out in May, the horse shows in June and July and the pre-futurity and horse show in August) and premier events (the Spring Classic derby, spectacular and horse show in March and the Fall Classic futurity, derby and horse show in November) is central to the association's continuing efforts to promote and grow the reined cow horse sport in California. The purpose of this media policy is to set forth enforceable guidelines for appropriate content gathering and distribution at its events and premier events. This policy also safeguards the CRCHA's relationship with its official event photographer and official premier event 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 the CRCHA Communications and Media Director Megan Thorne at [megan@californiacowhorse.com](mailto:megan@californiacowhorse.com). See <https://californiacowhorse.com/> for more information.

### **Visitor Policy**

Visitors, spectators and exhibitors at CRCHA events and 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 print publications, websites, social media sites or similar media. This policy applies to the entire show grounds at CRCHA events and premier events including, but not limited to, competition arenas, warm up arenas, practice pens, flags, stall and haul in 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 CRCHA approved credentials are the only exception to the "professional photography equipment" clause of this policy.

The CRCHA Official Event Photographer and Premier Event Photographer are the only outlets for competition photos, and the CRCHA Official Videographer is the only authorized outlet for competition videos. The CRCHA will eject and/or indefinitely ban from its events and premier events anyone who provides, or intends to use, photo or video footage in violation of this policy.

### **Media Policy**

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



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Anyone seeking media credentials is required to complete the Media Credential Application. Forms are available at <https://californiacowhorse.com> or by request from the CRCHA Communications and Media Director Megan Thorne at [megan@californiacowhorse.com](mailto:megan@californiacowhorse.com).

Applicants must submit a new form for each event and premier event. 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 representatives must submit their Media Credential Application at least 10 days before the first day of the Event. Approved applicants must check in at the show office upon arrival at the event to pick up their badge and/or media packet from the CRCHA show secretary or other authorized CRCHA representative.

In addition to submitting a satisfactorily completed Media Credential Application, applicants must also provide the following before a credential will be issued:

1. Be a CRCHA member in good standing (may join when picking up credential)
2. Have a completed Standard of Conduct on file (may complete when picking up credential)
3. Pay the \$50 per event or premier event and \$50 per horse non-refundable media fees (may pay when picking up credential)
4. Provide proof of current liability insurance coverage for a minimum of \$500,000 and naming the CRCHA and the event facility as additionally insured (may provide when picking up credential)

There will be no exceptions to these requirements.

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network or from a CRCHA sponsor, owner or rider before credentials will be issued. Acceptable proof of assignment includes validation in writing (via email or on letterhead) from the assigning publication or network or CRCHA sponsor, owner or rider. 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 web sites and/or social media outlets will only receive credentials if they cover the CRCHA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the CRCHA Event is taking place.

Unauthorized capture, recording, reproduction or broadcast of the live stream from CRCHA Official Videographer JF Video is strictly prohibited.

### **Marketing/Commercial Policy**

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

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the CRCHA Official Event Photographer, the CRCHA Official Premier Event Photographer and the CRCHA



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Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion etc.

Freelance photographers and videographers on specific marketing/promotion assignments from CRCHA sponsors, owners or riders are permitted at CRCHA events. These freelancers will be required to submit a Media Credential Request Form and adhere to CRCHA Media Policy guidelines. These freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor, owner or rider freelance assignment.

### **CRCHA Logos & Event Graphics Policy**

All CRCHA logos and event graphics are the exclusive property of the CRCHA and may not be used without the permission of the CRCHA. Current CRCHA sponsors and partners are automatically authorized to use the logos and event graphics. Approved media outlets and marketing managers may request approval to use the logos and event graphics. To maintain brand identity and ensure consistency all logos and event graphics must be used as provided by the CRCHA without alteration. Interested parties should contact the CRCHA Communications and Media Director Megan Thorne at [megan@californiacowhorse.com](mailto:megan@californiacowhorse.com) to request approval and to receive official copies of the logos and event graphics.

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

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

It is strictly forbidden for credentialed media, spectators, visitors or exhibitors to sell or give away photos or videos taken at CRCHA events.

### **Photography and Videography Policy FAQs**

**Q: My trainer is showing my horse at a CRCHA Event. Is it OK for me to take photos and videos of him in the show pen, and post them on my own personal Facebook page? What about my stallion page or ranch web site?**

A: Yes, as long as you are using a camera lens that is 4 inches or less in length, you are welcome to photograph and/or video your horse for these purposes. You are not required to apply for a media credential.

**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 web site and Facebook page?**

A: Yes, all we ask is that you submit a media credential request form and wear a media badge and give you a couple of friendly reminders: 1) please focus on your own horses, and 2) selling or giving away images you take at our event, is prohibited.



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**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 under the CRCHA 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 CRCHA sponsors or owners wants to pay me to take photos of their products or horses in action at CRCHA Events. Is this permitted?**

A: Yes, we support our sponsors and owners and their promotional endeavors! If you're a freelancer on a specific assignment, please fill out the Media Credential Request Form, including the "Freelancers" section. Friendly reminder: restrict your shooting to the specific assignment for which you've been hired and approved.

**Q: On my media credential request form, I said I was shooting video for a horse training resource web site. My request was approved. I also edited some of that footage and gave/sold it to a business for use on their web site to promote a product. Why did I get a call from the CRCHA telling me this was not OK?**

A: Editorial use of photos and videos is different than commercial use of photos and videos. If you applied for a media badge on the basis of content gathering for a horse training web site, you're permitted to use your footage only for that purpose.

**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 web site/Facebook page. Why did I get a call from the CRCHA 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 CRCHA Official Videographer JF Video.

By signing the CRCHA Media Credential Request Form, media representatives agree to the following:

- 1) Credentials must be visible and worn at all times while present on the event grounds.
- 2) Photos and videos may be taken from the spectator seating and walkways in the show arenas, in warm-up pens, and around the grounds on a non-interfering basis with the CRCHA Official Event Photographer, CRCHA Official Premier Event Photographer and Official Videographer.
- 3) Media will respect exhibitors and refrain from disturbing or disrupting them as they are preparing to show.
- 4) Media will act professionally at all times and respect any instructions given by CRCHA staff. Failure to do so will result in ejection from the event and/or denial of future requests for media credentials.
- 5) During competition media will not be permitted inside the show arena, cattle pens or any other area that may obstruct gates or access points.



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6) If a horse is to undergo a drug test, media interview access to the horse's owner and exhibitor will be held until the testing is complete and clearance is given by the CRCHA.

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

By signing the application for credentials, media and freelancers agree to the terms and conditions contained herein and to positively represent and promote the CRCHA.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please direct all questions to the CRCHA Communications Committee Chairperson or the CRCHA President or his or her designee.