



CRCHA Media Partners Standard of Conduct

Preface

All approved media partners are representatives of the California Reined Cow Horse Association (CRCHA) and as such must comply with all applicable National Reined Cow Horse Association (NRCHA) and CRCHA bylaws and rules and conduct themselves in a professional manner that fosters a welcoming environment for all owners, exhibitors and spectators in attendance. Conduct should take into consideration the diversity of owners, exhibitors and spectators in attendance, especially youth.

The CRCHA expects all its media partners to know and follow this Standard of Conduct. Failure to do so may result in disciplinary action, including termination of media credentials and removal from the event premises. Any waivers of this Code must be approved by the CRCHA Communications and Media Director Megan Thorne at megan@californiacowhorse.com.

If you have a question about the Standard of Conduct or believe that someone may be violating the Standard, contact the CRCHA Communications and Media Director Megan Thorne at megan@californiacowhorse.com.

I. Subject Privacy

All approved media partners must respect the privacy and dignity of the CRCHA members and athletes, especially in sensitive situations. They must obtain consent from each exhibitor or owner before taking any photographs or videos of them or their horses.

II. Professionalism

All approved media partners must conduct themselves in a professional manner. This includes dressing appropriately, treating show management and staff with respect and fostering a welcoming environment for all owners, exhibitors and spectators in attendance. Conduct should take into consideration the diversity of owners, exhibitors and spectators in attendance, especially youth.

III. Honesty and Integrity

All approved media partners must be honest and transparent in their dealings with show management and staff. They must not manipulate or deceive their clients, deprecate their colleagues, or misrepresent their work.

IV. Respect for copyright laws

All approved media partners must respect all applicable copyright laws and ensure that they have the necessary permissions to use and distribute their work.

V. Fair business practices

All approved media partners must conduct their business in a fair and transparent manner. This includes their relations with clients, colleagues, and show management and staff.

By signing this Standard of Conduct, the approved media partner agrees to uphold the standards and values of the CRCHA and understands that the reputation of the CRCHA depends on the actions of its management and show staff including its media partners.

Media Partner Signature _____ Date _____

Media Partner Name (Print) _____

Business Name _____