



# California Reined Cow Horse Association

## 2026 MEDIA POLICY

### Overview

The California Reined Cow Horse Association (CRCHA) welcomes media coverage that promotes and grows the sport of reined cow horse in California.

This policy establishes clear standards for photography and videography at CRCHA events and premier events. It protects the work and rights of the CRCHA Official Photographer and Official Videographer while allowing fair access for approved media and commercial partners.

### Visitor Policy

Visitors, spectators, and exhibitors at the California Reined Cow Horse Association (CRCHA) events are permitted to take photographs and record video for personal use only. Commercial distribution, including printed publications, websites, social networking sites, or similar media, is strictly prohibited without approved CRCHA credentials.

This policy applies to the entire event grounds, including but not limited to competition arenas, warm-up areas, practice pens, stalls, haul-in areas, cattle facilities, and any designated restricted or staff-only areas.

Professional photography equipment, such as cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device, is not permitted without CRCHA-approved credentials.

The CRCHA Official Event Photographer and Official Videographer are the exclusive outlets for class-wide competition coverage. Unauthorized distribution or sale of competition photos or videos is prohibited. Violators may be ejected from the event premises and/or banned from future CRCHA events.

### Media Policy

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

### Application Process:

1. Submit the **CRCHA Media Credential Application through the online application form.**
2. A new form must be submitted for each event.
3. Applications must be submitted **no later than Sunday, March 15<sup>th</sup> for the 2026 CRCHA Spring Classic Derby, Spectacular & Horse Show #2.**
4. All required documentation, including proof of insurance and horse lists, must be submitted by the application deadline.
5. Submission of the online application constitutes agreement to the **CRCHA Media Policy and Media Standard of Conduct.**

6. A valid credit card is required to reserve commercial media credentials. The card will not be charged at the time of submission but may be charged if payment is not completed by the close of the event.

### **Requirements:**

- Commercial media applicants must be CRCHA members in good standing.
- Freelance writers, photographers, and videographers must provide proof of assignment from an approved publication or commercial client. Freelancers must agree that all content gathered will be limited to the horses listed on their approved horse list.
- Applicants providing media services for sponsors, owners, riders, trainers, stallion programs, or commercial accounts must submit a horse list at the time of application.
- Applicants must provide a Certificate of Insurance (COI) evidencing current general liability coverage with limits of not less than \$500,000 per occurrence. The COI must name the California Reined Cow Horse Association (CRCHA) and the event facility as Additional Insureds.
- Proof of insurance must be submitted prior to credential approval. No credentials will be issued without proof of insurance on file.
- CRCHA does not provide dedicated WiFi access or internet service for media representatives. Media are responsible for securing their own internet access, including hotspot services, if needed.
- Unauthorized capture, recording, reproduction, or broadcast of the live webcast from the CRCHA Official videographer is strictly prohibited.

### **Commercial Media Fees:**

Commercial media credentials are issued per event. Fees are non-refundable and non-transferable.

#### **Limited Commercial Credential — \$100 flat fee**

Covers up to five (5) horses per event.

#### **Standard Commercial Credential — \$300 flat fee**

Required for coverage of six (6) to fifteen (15) horses per event.

#### **Unlimited Commercial Credential — \$600 flat fee**

Required for coverage of sixteen (16) or more horses per event.

Media representatives must declare **all horses they intend to cover** at the time of application.

Applications must be submitted **no later than Sunday, March 15<sup>th</sup> for the 2026 CRCHA Spring Classic Derby, Spectacular & Horse Show #2**. Horses added after the application deadline will incur a **\$50 per horse late addition fee**.

**Horses added after the deadline must be submitted through the official CRCHA online late-add form.**

If the number of horses covered exceeds the limit of the selected credential tier, the credential must be upgraded to the appropriate tier and the difference in fees paid.

Media representatives may only photograph or film horses listed on their approved horse list unless the horse is added through the official CRCHA late-add process. **Capturing images or video of unlisted horses for commercial use is prohibited.**

## Marketing/Commercial Policy

Photos and videos for marketing, advertising, stallion promotion, sale horse promotion, brand marketing, or other commercial purposes are available for purchase from the CRCHA Official Event Photographer and Official Videographer.

Freelance photographers and videographers on specific marketing or promotional assignments are permitted but must adhere strictly to their approved horse list and the CRCHA Media Policy. Commercial galleries of entire classes are prohibited.

All commercial media content must include a visible watermark or business identifier prior to posting or delivery.

## Restricted Areas

Media representatives may capture content only from spectator seating areas or CRCHA-approved media zones. Access to arena floors, back gates, cattle pens, warm-up pens, announcer's stands, catwalks, or staff-only areas is prohibited without written approval from CRCHA management.

## CRCHA Logos & Event Graphics Policy

All CRCHA logos and event graphics are the exclusive property of CRCHA and may not be used without written permission. Current sponsors and approved partners are authorized to use logos and graphics in accordance with their agreements. Logos and graphics must be used as provided and may not be altered.

## Photography and Videography FAQs

- **Question:** Can I take photos and videos of my horse and post them on my personal Facebook page?  
**Answer:** Yes, if using a camera lens 4 inches or less in length. Media credentials are not required for personal use.
- **Question:** Can I use a professional-grade camera with a lens longer than 4 inches to photograph my own horses for my business website?  
**Answer:** Yes, but you must submit a media credential request form, wear a media badge, and focus only on your own horses. Selling or giving away images is prohibited.
- **Question:** Can I photograph every horse in a class and post a gallery on my business Facebook page?  
**Answer:** No, this is prohibited due to potential interference with the official photographer and videographer.
- **Question:** I'm a freelancer hired by a CRCHA sponsor to take photos of their horses. Is this allowed?  
**Answer:** Yes, submit a Media Credential Application and restrict your shooting to your specific assignment and approved horse list.
- **Question:** Can I use my phone to take a video of the live webcast and post it on my website/Facebook page?

**Answer:** No, recording, capturing, or rebroadcasting any part of the webcast is not permitted. Official runs may be purchased from the CRCHA Official Videographer.

## Credential Agreement

By submitting the **online Media Credential Application**, media representatives acknowledge that they have read, understand, and agree to comply with the CRCHA Media Policy and the CRCHA Media Standard of Conduct.

1. Media representatives further agree to:
2. Wear credentials visible at all times.
3. Take photos and videos from non-interfering areas.
4. Respect exhibitors and avoid disturbances.
5. Act professionally and follow CRCHA staff instructions.
6. Stay out of competition arenas and restricted areas during events.

CRCHA management reserves the right to revoke credentials at any time for policy violations or conduct deemed detrimental to the association, exhibitors, sponsors, or event operations. Credentials are non-transferable.

Violation may result in immediate removal from event grounds, denial of future credentials, and/or indefinite suspension from CRCHA events.

The CRCHA Media Credential Application and Late Horse Add Form are available on the CRCHA website.

## Contact Information

**Media & Communications Director:** Megan Thorne | **Email:** [megan@californiacowhorse.com](mailto:megan@californiacowhorse.com)  
**Telephone:** (661) 301-0777 | **Website:** [www.californiacowhorse.com](http://www.californiacowhorse.com)

# **CRCHA Media Standard of Conduct**

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, rules, and policies. Media partners must conduct themselves in a professional manner that fosters a welcoming environment for all owners, exhibitors, sponsors, youth participants, and spectators in attendance.

The CRCHA expects all 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 event premises.

Questions regarding this Standard of Conduct should be directed to the CRCHA Media & Communications Director.

## **I. Subject Privacy & Consent**

Media partners must respect the privacy and dignity of exhibitors, owners, and athletes, especially in sensitive situations. Consent must be obtained before photographing or recording individuals in non-competition settings.

## **II. Professional Conduct**

All approved media partners must conduct themselves in a professional manner. This includes dressing appropriately, treating show management and staff with respect, and avoiding interference with competition or event operations. Conduct should reflect awareness of the diversity of owners, exhibitors, and spectators in attendance, particularly youth participants.

## **III. Honesty & Integrity**

All approved media partners must be honest and transparent in their dealings with show management, staff, and clients. Media partners must not manipulate or deceive clients, misrepresent their affiliations or credentials, or mischaracterize their work.

## **IV. Copyright & Intellectual Property**

All approved media partners must respect all applicable copyright laws and ensure they have the necessary permissions to use and distribute their work. Unauthorized reproduction or distribution of official CRCHA webcast footage or event media is strictly prohibited.

## **V. Fair Business Practices**

All approved media partners must conduct their business in a fair and transparent manner, including their relationships with clients, colleagues, and CRCHA management.

## **Acknowledgment and Agreement**

By signing below, I acknowledge that I have read, understand, and agree to comply with the CRCHA Media Standard of Conduct. I understand that failure to follow these standards may result in revocation of media credentials, removal from event grounds, denial of future credentials, or additional disciplinary action by the California Reined Cow Horse Association.

Media representatives agree to conduct themselves in a professional manner and comply with all CRCHA rules, policies, and staff instructions while attending CRCHA events.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Business / Media Outlet: \_\_\_\_\_

Date: \_\_\_\_\_