



## 2024 Ellensburg Rodeo Working Media Credential Policy Aug 30<sup>th</sup> – Sept 2<sup>nd</sup>, 2024

Please complete and submit an **application for working media credentials** via e-mail or mail for approval **by July 19<sup>th</sup>, 2024**

### Submit to:

E-mail – info@ellensburgrodeo.com

Mail – 609 N. Main Street, Ellensburg, WA 98926.

**PRCA sanctioned event:** The Ellensburg Rodeo is sanctioned by the PRCA. Please note that the PRCA retains all rights in and to the filming, taping, recording in any media now or hereafter known, still footage/photography, radio or television broadcasting or reproduction in any manner or form thereof of any PRCA-sanctioned event. The only exemption is coverage for local, regularly scheduled newscasts. Any non-local news outlets must first get approval from the national PRCA office and the local rodeo before it can shoot footage at any PRCA-sanctioned rodeo. No photos or videos may be sold without prior permission of the PRCA. You must abide by all PRCA guidelines for photos and videos you may obtain these guidelines by contacting the PRCA at 719-593-8840 or visiting their website at [www.prorodeo.com](http://www.prorodeo.com).

**Fixed Lenses:** Any camera with a fixed lens longer than 3 inches or professional video camera requires a press pass. Those found in the arena with this equipment without a press pass will be asked to leave immediately.

**PRCA Photographers:** Photographers who are PRCA members in good standing can apply for an arena press pass. The Ellensburg Rodeo reserves the right to limit the number of PRCA photographers in the arena at any one time. PRCA card-holding photographers are the only ones that have the right to use, display, distribute and sell their photos. No other photographer is allowed to sell the photos or use them for any purpose other than what they were assigned.

**Arena Dress Code:** Per the PRCA regulations, all media who have access to the Arena must wear western attire; jeans, a long-sleeved shirt, and a cowboy hat.

**Working media credentials will only be provided to:** Approved paid employees of affiliate media outlets working in radio, magazine, newspaper and television actively engaged in coverage of the rodeo. Online/social media outlets will be considered as long as journalists have active news websites, post industry-related news at least once per week; website must be comprised of more than newsletters, links to forum, personal diaries, opinion or personal analysis.

Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include footage from inside the arena (which is covered above). For local, regional and national TV news coverage, video of PRCA rodeos shall not exceed three minutes in length in the daily aggregate and must be part of a regularly scheduled newscast. Only prerecorded footage may be included in these reports. The outlet may not purport to show live play-by-play coverage from a rodeo unless approved in advance by the PRCA.

Radio and Internet (audio or video) coverage may not purport to be live play-by-play from the rodeo unless this capacity has been approved and arranged in advance with the PRCA.

News media are encouraged to obtain photographs/images from PRCA photographers where available.

**Freelance Photographers:** Only accredited photographers may take photos at a PRCA-sanctioned rodeo. Freelance photographers will not be accredited without proof of assignment for an approved, specific media outlet covering the Ellensburg Rodeo and without signing an agreement for limiting usage of the images to the specified assignment. Proof of assignment must be provided.

All photographers who are not PRCA members must sign the PRCA license form agreeing that photographs may not be used, sold or reused in any other manner including, but not limited to, broadcast or streaming in any format (to include any websites) or for any other purpose without the prior written consent of the PRCA. A PRCA license application for media and freelance photographers form can be obtained from the PRCA by calling 719-593-8840.

Freelance and media photographers must shoot from designated areas and may not interfere with guests, contestants or judges during the performance.

Any secondary, non-editorial or commercial use of any picture/image, film or drawing of a PRCA-sanctioned event or competitor is prohibited without prior written consent of the PRCA, Ellensburg Rodeo and the contestant.

Commercial photography is prohibited unless prior written approval and the proper clearances have been obtained from the PRCA and Ellensburg Rodeo and contestant before the first rodeo performance.

**Non- Arena Dress Code:** The Ellensburg Rodeo reserves the right to refuse or revoke credentials if dress is deemed unsafe or inappropriate. The Ellensburg Rodeo Committee determines dress code to promote safety and to avoid visual distraction.

**Liability:** Each individual is responsible for his/her personal property. The PRCA and/or the local rodeo committee are not responsible for thefts or damage to personal items. Some areas, including the arena may be considered hazardous at times. You take responsibility for your own safety and a hold harmless form will need to be signed.

**Ellensburg Rodeo Photo Share:** As we continue to improve and build our marketing collateral for our rodeo, we are requesting PRCA photographers to provide us with a thumb drive, document sharing link or access to your website with a variety of your best photos. The Publicity Director will choose five (5) that will all be used exclusively for marketing purposes, and you will receive photo credit as well. Freelance photographers will provide the Publicity Director with access to five (5) photos taken at the Ellensburg Rodeo and auxiliary events.

**The Ellensburg Rodeo Reserves the Right to:** Limit the number of credentials issued. Photographers and working media who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA from covering future events.

**Press Pass Credentials:** Are issued on an as-available basis. A press badge does not provide seating. It allows entrance to the grounds and access to shooting from approved shooting areas.



## APPLICATION FOR WORKING MEDIA CREDENTIALS

The Director of your organization should make one request for all needs of their organization.

Application Deadline July 19<sup>th</sup>, 2024

Date of application \_\_\_\_/\_\_\_\_/\_\_\_\_

Media Name: \_\_\_\_\_ PRCA # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone #: 1. \_\_\_\_\_ 2. \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

If not representing PRCA or major media, submit copies of past-published works and proof of assignment.

Persons Requesting Credentials

Writer or Photographer

Events Attending

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<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Monday</b>
Slack	Slack	Slack	Parade	Rodeo	Rodeo Finals
Best of the Best		Rodeo	Rodeo		
			Xtreme Bulls Tour Stop		

I plan to share photos with the Ellensburg Rodeo by:

- USB Drive     
  FileShare     
  Website

I have read, understand and agree to the Ellensburg Rodeo Working Media Credential Policy:

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

### office use only

Date Received \_\_\_\_/\_\_\_\_/\_\_\_\_

Approved \_\_\_\_\_

Not Approved \_\_\_\_\_

Authorization \_\_\_\_\_

- Arena Access  
 Non-Arena – Standing  
 Room Only

ELLENSBURG RODEO RELEASE AND HOLD HARMLESS

I understand and acknowledge that rodeos generally are dangerous activities by their inherent nature. Participation in the ELLENSBURG RODEO as a competitor, independent contractor, official, laborer, photographer, volunteer, or observer in areas to which access to the general public is restricted (including, without limitation, the rodeo arena, competition area, chutes, pens and other areas reserved and intended for use or access by the rodeo participants or otherwise restricted to the general public) exposes the participant to substantial and serious hazards and risks of property damage, personal injury and/or death.

I hereby release the ELLENSBURG RODEO ASSOCIATION, ITS OFFICERS, DIRECTORS, EMPLOYEES, VOLUNTEERS, AGENTS, SPONSORS, CONTRACTORS AND ASSIGNS (herein referred to as Releasees) for any cause relating to participation and/or volunteering in Ellensburg Rodeo activities. I further agree to conform with the rules and regulations of the Ellensburg Rodeo, and the PRCA, which govern the Ellensburg Rodeo and to conduct myself accordingly. Furthermore I release from all liability to the undersigned, my/our personal representatives, assigns, executors, heirs and next to kin for any and all claims, demands, losses or damages and any claims or demands therefore on account of any injury, including, but not limited to the death of the participant and/or volunteer or damage to property, arising out of or relating to the ELLENSBURG RODEO event(s) caused or alleged to be caused in whole or in part by the negligence of the releasee or otherwise.

I acknowledge that I have read this release of liability and understand its contents.

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

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