

# San Benito County Saddle Horse Show & Rodeo



## Media / Press Policy & Rules for Use

By applying for and/or accepting San Benito County Saddle Horse Show and Rodeo (SBCHSR) media credentials, the media outlet and its representatives acknowledge receipt of, understand and agree to abide by the following policy / rules.

### Applying for Media Credentials

- Credentials are granted on an as-available basis to members of the working media in the radio, magazine, newspaper and television, industries including online and digital. Journalists must represent recognized daily or weekly newspapers, news services, recognized publications and outlets that regularly cover rodeo; recognized national/regional radio and television networks; local radio and television stations; and/or recognized internet sites. In each case, this determination is at the sole discretion of the SBCHSR.
- SBCHSR reserves the right to limit the number of credentials issued and accessible areas due to the large number of credential requests and for safety reasons.
- Applying for credentials does not guarantee approval. Approval for past rodeos does not guarantee approval for the current event.
- Requests for credentials must be made the Friday by 5:00 PM before (one week prior) the first performance, using the form located on [sanbenitocountyrodeo.com](http://sanbenitocountyrodeo.com) and must include the names and titles of those needing credentials. The form can be emailed to the rodeo office to [office@sanbenitocountyrodeo.com](mailto:office@sanbenitocountyrodeo.com), dropped off at the rodeo office or mailed to PO Box 529, Tres Pinos, CA 95075.
- Media personnel must confirm approval of their request before arriving on-site.
- 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.
- Requests from individuals not employed by an accredited media outlet (freelancers) will not be considered. Freelancers on assignment must provide proof of assignment and be providing first-hand editorial coverage of the SBCHSR.

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- Credentials will NOT be assigned for the following:
  1. Freelancers who are not on specific assignment for an approved media outlet;
  2. Persons at events solely for the purpose of writing or gathering material for a book(s);
  3. Persons under the age of 21;
  4. Representatives from media outlets who do not follow requirements listed above.

### Drones

Use of drones and any unmanned or remotely operated aerial vehicles is strictly prohibited at the Bolado Park Event Center. Unauthorized use of such vehicles may result in immediate removal from the facility.

### While on Site

- Credentials are not to be used for sales staff or other personnel of the media outlet. The credential badge does not provide seating for the rodeo, but does allow entrance into the SBCHSR and access to official media areas.
- SBCHSR reserves the right to revoke credential privileges for any reason.
- Security checkpoints and procedures have been implemented in the interest of safety for everyone. Accredited media are expected to cooperate with the procedures and requirements implemented for access to the media, photographer and broadcast areas.

### Media access will vary by day, and the media rules of SBCHSR must be followed.

- Contestants may be available for interviews after they compete.
- Many of the individuals staffing media areas are volunteers, and accredited media and broadcasters are expected to treat them with courtesy and respect.
- Each individual is responsible for his/her personal property. The Bolado Park Event Center and the SBCHSR are not responsible for thefts or damage to personal items.
- The SBCHSR owns the rights to originate live, play-by-play coverage from the rodeo grounds, and in many instances, these rights may have been awarded to a broadcast or cable network and/or an Internet

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provider. Subject to limitations, local radio, television stations, networks and Internet providers who were not specifically granted those rights are nonetheless encouraged to cover events subject to the media rules of SBCHSR.

- Any nonlocal news outlets must first get approval from SBCHSR before they can shoot footage at the SBCHSR.
- Any TV/radio broadcaster/photographer who does not comply with the SBCHSR media rules will, without warning, have his/her credentials withdrawn for the remainder of the rodeo and may be banned by the SBCHSR from covering future performances.
- Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include live footage from inside the arena. Pre-recorded footage is allowed for broadcast.
- The use of tripods is limited, based on available space.
- Television cameras are not allowed on the arena floor, with the exception of the official credentialed media covering the event.
- The SBCHSR owns the rights to all recorded coverage of its rodeos, whether it airs on a national, regional and/or local network. Such television outlets will provide the SBCHSR with copies within 48 hours or as arranged by the requesting SBCHSR Director of their coverage upon request.
- 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 SBCHSR.

### General photography guidelines

- Only the official SBCHSR photographer is granted a worldwide, nonexclusive, royalty-free license to use, reproduce, display and distribute images taken during the SBCHSR. No other photographer is allowed to shoot any performance, slack, draw, warm-up or other associated SBCHSR event without written approval from the SBCHSR.
- Only official SBCHSR photographers are permitted to shoot from inside the arena or behind the chutes during the SBCHSR. An exception may be made for in-arena awards or presentations, if applicable and coordinated with the SBCHSR before the rodeo performance.
- Freelance and media photographers must shoot from designated areas and may not shoot from behind the bucking chutes (on the chute platform). Proper Western attire (long sleeve shirt with collar) is required. Cowboy hat is not required, but ball caps are not permitted.

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- Freelance and media photographers will not be approved to photograph without proof of assignment for a specific media outlet. The SBCHSR owns the rights to all images. All media outlets, freelancers must produce a copies of any and all images upon request of a SBCHSR Director within 48 hours or as arranged by the requesting SBCHSR Director of their coverage upon request
- All photographers/videographers must sign the media credential form agreeing that photographs/video 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 SBCHSR. Freelance and media photographers must not interfere with contestants or judges during the performance.
  1. Any secondary, non-editorial or commercial use of any picture/image, film or drawing of a SBCHSR-sanctioned event or competitor is prohibited without prior written consent of the SBCHSR and the contestant.
  2. Commercial photography is prohibited unless prior written approval and the proper clearances have been obtained from the SBCHSR, and contestant before the first rodeo performance.
  3. Photographers/videographers 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 SBCHSR from photographing future events.

### Social Media Policy

This policy is not intended to prevent SBCHSR contestants or fans from sharing videos/photos of runs or rides on social media:

- We still strongly encourage our athletes to post their favorite rides and runs and share them with the fans of rodeo and tag any of our social media channels to help grow the sport.
- We also encourage fans to take video of their favorite competitors at our rodeos, and to post up to 90 seconds to their social media accounts and tag any of our social media channels at SBCHSR.

### Interviews

Interviews with the SBCHSR President, Directors, Miss San Benito or contestants must be pre-approved and scheduled thru the rodeo office.