



# 2023 MEDIA POLICY PHOTOGRAPHY & VIDEOGRAPHY

## 2023 MEDIA POLICY

ARHFA is committed to providing a safe and enjoyable experience for all participants and spectators. The purpose of this media policy is to set forth enforceable guidelines for appropriate content-gathering and distribution at its premier events. This policy also safeguards the ARHFA's relationship with its official photographers and official videographer in which are determined per event.

### Overview

The American Rope Horse Futurity Association was formed to bring attention to the futurity aged horses in the same way that the cow horse, cutting, and barrel industries had already capitalized on. Media coverage of the ARHFA, including its events, programs, and activities, is central to the association's continuing efforts to promote and grow the sport. The purpose of this media policy is to set forth enforceable guidelines for appropriate content-gathering and distribution at its premier events. This policy also safeguards the ARHFA's relationship with its official photographers and official videographer in which are determined per event.

Questions and feedback about the Media Policy may be directed to:

ARHFA Communications Manager  
[media@americanropehorse.com](mailto:media@americanropehorse.com)

### Visitor Policy

Visitors, spectators and exhibitors at ARHFA 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 printed publications, web sites, social networking sites or similar media.* This policy applies to the events.

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 approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

The ARHFA will eject and/or indefinitely ban from its events anyone who provides, or intends to use, photo or video footage in violation of this policy.

### Photo Licensing Usage Fee

Photographers working the event for commercial use, supplying images to a customer base, or otherwise using professional photography equipment must pay a usage fee of \$100 (per premier event) in order to shoot at ARHFA events. Payment must be made before the start



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of the event, and all Media Policy guidelines must be followed, including placing a watermark on each image. Payment of \$350 can be made in the Media Office at each event.

### **Media Policy**

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

Anyone seeking media credentials is required to complete the *Media Credential Request Form*. Forms will be available at [www.americanropehorse.com](http://www.americanropehorse.com), or by request from the ARHFA Communications & Media Management at

- Applicants must submit a new form annually. Approval is valid for the entire ARHFA show season, unless the media policy is violated and the media credentials are revoked.
- 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 are encouraged to submit their Media Credential Request Form at least a week before the first day of competition.
- Anyone who wishes to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval by the ARHFA and receive a media badge before access will be granted.

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

### **Marketing/Commercial Policy**

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

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*NOTE:* Photos used for marketing and advertisement cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that do not mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.

Freelance photographers and videographers on specific marketing/promotion assignments from ARHFA sponsors are permitted at ARHFA events. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to ARHFA Media Policy guidelines as well as pay the licensing usage fee of \$350 at each event photographs are taken. Sponsor freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor freelance assignment.

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

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

Credentialed media are prohibited from selling photos or videos from ARHFA events that fall outside of scope of the agreement they have with the person/group employing them for a specific event.

By signing the ARHFA 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.
- 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 ARHFA 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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Click the media request button on the website to apply. By signing the application for credentials, media and freelancers agree to the terms contained herein and to positively promote the American Rope Horse Futurity Association.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please direct all questions to:  
Kenzie Mayer, ARHFA Communications Manager  
media@americanropehorse.com

**2021-2023 ARHFA Event Media Credential Request Form**

I request credentials as a (please check all that apply):

Writer  Videographer  Photographer  Web Site/Social Media  Other I

am on assignment for (please check all that apply):

sponsor  owner  rider  publication

I am requested to cover the following 2021-2023 show:

Sun Circuit  OilCan  Redbud  Cowtown Classic  ARHFA World  
Championship

Your \_\_\_\_\_ name:

\_\_\_\_\_ Name of

publication/sponsor/owner: \_\_\_\_\_ City/

State/Zip: \_\_\_\_\_

Best Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website \_\_\_\_\_ address \_\_\_\_\_ (if \_\_\_\_\_ applicable):

\_\_\_\_\_ Where and when will your  
coverage \_\_\_\_\_ appear? \_\_\_\_\_

I am at least 21 years of age: yes no

Please provide the list of horses / trainers you wish to cover:

\_\_\_\_\_

**All applicants, please sign and date:**

*I have read the ARHFA Media Policy and agree to abide by its terms and conditions. I understand that failure to do so will result in removal from the event and/or denial of future media credential requests.*