



Indian National Finals Rodeo Media Guidelines

Media outlets are invited to use the Boot Barn B room in the arena area to conduct interviews, write stories, etc. The room will be available 1 hour prior to all performances.

NOTE: The following guidelines govern media covering the Indian National Finals Rodeo. All media are expected to review them. At the discretion of the INFR, failure to adhere to the media guidelines will result in a forfeiture of your press credentials for the Indian National Finals Rodeo as well as future events. Unless otherwise stated, journalists and media are general terms for print, electronic, television, Internet and photo journalists.

General media guidelines and regulations

- Credentials are distributed on an as-available basis to journalists of recognized news outlets who are on assignment to cover the Indian National Finals Rodeo and/or related INFR events. 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.
- Access behind the bucking chutes and in the breezeway must be requested in advance and is granted on a limited basis.
- Media are required to check in at the Will Call daily to pick up press passes. All press passes must be returned after each performance.
- Your press pass must be visible on your person at all times.
- Freelance journalists and photographers must provide proof of assignment to be considered for accreditation. They also must sign a form confirming that the images taken will only be used for that specific publication and for that specific story.
- Security checkpoints and procedures have been implemented for the safety and protection of all. Accredited media are expected to cooperate with the procedures and requirements implemented for access to the media, photographer and broadcast areas.
- Contestants are available for interviews after they compete. If you need assistance contacting a specific individual, please call Perse Hooper at 858-337-6404.
- Many of the individuals staffing media areas are volunteers, and the accredited media and broadcasters are expected to treat them with courtesy and respect.
- Each individual is responsible for his/her personal property. The Indian National Finals Rodeo is not responsible for theft or damage to personal items.

Television, radio and Internet

The Indian National Finals Rodeo owns the rights to originate live, play-by-play coverage from the rodeo arena, and in many instances, these rights may have been awarded to a broadcast or cable network and/or an Internet provider. Subject to the limitations previously outlined, non-rights-holding local radio, television stations, networks and Internet providers are encouraged to cover INFR events with the following limitations:

The INFR retains all rights in and to the filming, taping, and recording in any form of media now and hereafter known, still footage/photography, radio or television broadcasting or reproduction in any manner or form of any INFR event. The only exemption is coverage for local, regularly

scheduled newscasts. Any non-local news outlets must first get approval from the National INFR office before it can shoot footage at any INFR event.

- Some rodeo rounds are televised, and for those sessions, access may be limited.
- Any TV/radio broadcaster who does not comply with the above regulations will, without warning, have his/her accreditation withdrawn for the remainder of the rodeo and may be banned by the INFR from covering future events.
- For local, regional and national TV news coverage, coverage of PRCA rodeos shall not exceed three minutes in length in the daily aggregate and must be a part of a regularly scheduled newscast. Only taped 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 INFR
- The use of tripods is limited, based on available space.
- Television cameras are not allowed on the arena floor without the approval of INFR.
- The INFR owns the rights to all recorded coverage of its rodeos, whether it airs on a national, regional or local network. Such television outlets will provide the INFR with copies 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 has been approved and arranged in advance with the INFR

General photography guidelines

- Only accredited photographers may shoot at the Indian National Finals Rodeo
- Freelance photographers will not be accredited without proof of assignment for a specific media outlet and without signing an agreement for limiting usage of the images to the specified assignment.
- Only INFR photographers are allowed to shoot in the arena. The only exception to this is for a post-rodeo ceremony shot, if applicable.
- Photographers may not shoot behind the bucking chutes during a rough-stock event except with specific INFR approval. Those shooting behind the chutes must only use equipment that can be carried.
- Commercial photography is prohibited unless it has received prior approval and the proper clearances made.
- Any secondary non-editorial or commercial use of any picture, film or drawing of a competitor is prohibited without prior consent of the INFR and the contestant.
- All pictures must be taken at an appreciable distance, as far from the action as possible, and from angles that are not in the direct line of sight for the contestant or the judges. Most rodeos will have pre-designated photo areas.
- Photographers who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and could be banned by INFR from attending future events.

**For Questions:
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