



Rowell Ranch Pro Rodeo – May 17-19, 2024 Media Access and Credential Requests

Media Access

We appreciate your interest in covering the 102nd Rowell Ranch Pro Rodeo May 17-19, 2024. We are a Professional Rodeo Cowboys Association (PRCA) sanctioned rodeo.

Credentials may be awarded to media from recognized daily newspapers, wire services, national and local news networks (radio/TV). Magazine publications that regularly cover rodeo or related genres may also be considered. Freelance writers, electronic based media and photographers will only receive credentials if on verifiable assignment for a publication or source that meets appropriate criteria and can provide timely first-hand editorial coverage.

All requests must include the names and assignments of all persons covering the rodeo. Credentials will be issued only to the person(s) designated in your request. Credentials are intended for working media representatives only and are non-transferable. Under no circumstances are credentials intended for sales staff or similar personnel of media outlet/entity. The misuse of credentials will result in the immediate forfeiture of all media privileges.

We recognize changes in assignments occur. We will work with you to make every accommodation to assist you in your coverage of the rodeo. Please let the rodeo's media director know of any changes as soon as they are available.

Media outlets are encouraged to speak with the media director in advance if they have a specific story or interview request so every effort can be made to make-it-happen.

As a PRCA-sanctioned rodeo, only PRCA member photographers are granted non-exclusive, royalty-free license to use, reproduce, display, and distribute images taken during this PRCA sanctioned event(s). No other photographer is allowed to shoot the Rowell Ranch Pro Rodeo and its related events without the written approval from the rodeo committee.

After receiving your complete application, the committee will review your request(s) and contact you in advance with a decision about your coverage.

Credentials must be worn on a visible lanyard around your neck (or similar) and always available for review by authorized personnel while you are at the Rowell Ranch Rodeo Park or rodeo related event.

The rodeo committee reserves the right to revoke your media credential at any time if event coverage guidelines are not observed.

Requesting a Credential

Please submit all requested information listed below via email to media@rowellranchrodeo.com by the deadline of **May 13, 2024**.

Include the following in your request:

1. Name and complete contact information including phone(s), email(s) and mailing address.
2. Media Outlet/Source
3. Publisher/Editor and their Contact Information
4. Media Category: Television, Radio Print, Photographer, Web-based, Blog, Influencer or Podcast, etc.
5. If you are a freelance journalist, include assignment (subject) with detail for which you are requesting coverage.
6. If you are an influencer, blogger or other electronic format and have sponsors or endorsements specifically requesting to be a part of your coverage please list those entities and all pertinent contact information for agents.

General Guidelines

- Media will be escorted through the event to assist you in gathering information/photos for your publication. There are designated areas reserved for media to provide the best possible working conditions.
- Media staff will assist you in obtaining interviews during the event as access to the cowboy athletes is limited by nature of the professional sport, especially during competition.
- We have limited areas for media to work and will do our best to accommodate your request(s). Our priority is the needs of our athletes, animal welfare, guest experience and the safety of all involved. The rodeo committee reserves the right to prioritize rodeo sport related media coverage.
- Access behind the chute area is limited and is only granted when media is escorted by a member of the Rodeo's media team.

- Freelance and media photographers must shoot from designated areas and may not shoot behind the bucking chutes (on the chute platform).
- Freelance and media photographers will not be approved to photograph a PRCA-sanctioned event without proof of assignment for a specific media outlet and without signing an agreement to limit usage of the images to the specified assignment.
- News media are encouraged to obtain photographs/images from PRCA Photographers where available.
- 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. Freelance and media photographers must not interfere with contestants or judges during the performance. The PRCA license agreement for media and freelance photographers is available through the rodeo committee.
- 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 and the contestant.
- To ensure the safety, security, privacy and property interests of the PRCA-sanctioned event the use of drones is prohibited without prior written consent.
- Commercial photography is prohibited unless prior written approval and the proper clearances have been obtained from the PRCA, rodeo committee, and contestant before the first rodeo performance.
- Photographers 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 photographing future events.

Credential Pick-up

If your credential request is approved, you will be notified no later than **Monday, May 13, 2024**. Credentials will be provided to you upon arrival at the Rowell Ranch Rodeo Park. All media will be met at the entrance gate in the upper parking lot upon arrival and provided their credential. Credentials are not distributed in advance of the event. Credentials are returned to media personnel upon exiting of the rodeo event(s).

Contact

If you have questions or need additional information, please call 510-592-8163 or email media@rowellranchrodeo.com.