

General photography guidelines

- Only PRCA member photographers are granted license to use, reproduce, display and distribute images taken during PRCA-sanctioned events. No other photographer is allowed to shoot a PRCA-sanctioned event without written approval from the PRCA or the rodeo committee.
- Only PRCA-member photographers are permitted to shoot from inside the arena and behind the chutes during PRCA events.
- Approved freelance and media photographers must not shoot from areas that interfere with rodeo personnel, contestants, or rodeo officials. Additionally, they must not shoot from an area that interferes with rodeo fans' view of rodeo action or enjoyment of the event.
- 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 or by calling PRCA Media at 719.593.8840.
- 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.
- 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- Photographers who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA from photographing future events.

[Social Media Policy](#)

Media Guidelines For Rodeo Coverage

NOTE: The following guidelines govern media covering PRCA events, as well as those co-sponsored and approved by the association. All media must review these guidelines. Failure to adhere to these guidelines may, at the discretion of the PRCA and/or the respective rodeo

committee, result in forfeiture of media credentials and an immediate escort from the premises, as well as refusal of accreditation for future events. Unless specified otherwise, 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 event and/or the PRCA. 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 PRCA and the respective rodeo.

Accreditation badge must be worn at all times. Freelance journalists and photographers must provide proof of assignment to be considered for accreditation. Freelance photographers must sign a form agreeing that the images they take will only be used for that specific publication and for that specific story – they cannot be sold over the Internet or used in any other way.

Credential applications and approved credentials to cover individual PRCA rodeos are available through each individual rodeo. Media credentials should be requested well in advance of the rodeo.

Television, radio and Internet

The PRCA 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 provider. Subject to limitations, local radio, television stations, networks and Internet providers who were not specifically granted those rights are nonetheless encouraged to cover PRCA events with the following limitations.

The PRCA retains all rights 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 exception 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 they can shoot footage at any PRCA-sanctioned rodeo.