

2017 NCHA PHOTOGRAPHY AND VIDEOGRAPHY POLICY

This 2017 NCHA Photography and Videography Policy (the “**Media Policy**”) applies to the following National Cutting Horse Association Events (“**NCHA Event**” or “**NCHA Events**”):

Triple Crown Events

Super Stakes, Fort Worth TX

Summer Spectacular and Youth World Finals, Fort Worth TX

NCHA Futurity and World Finals, Fort Worth TX

NCHA Nationals

Eastern National Championships, Jackson MS

Scottsdale National Championships, Scottsdale AZ

Denver National Championships, Denver CO

General Policy Provisions:

Media coverage of the NCHA Events is central to the Association’s continuing efforts to promote and grow the sport of cutting. This Media Policy is designed to establish rules for taking photos or videos for personal use, safeguards the NCHA’s relationship with its Official Photographer and Official Videographer and encourages attention from the news media, both inside and outside the Western performance horse industry.

NCHA secures official photographers and official videographers for the NCHA Events and NCHA owns the rights to the photos and videos from those Events. Photographers or videographers capturing images for sale are NOT allowed without the express written permission of the NCHA as provided for in this Media policy. The NCHA Official Photographer and the NCHA Official Videographer are the only authorized outlets for competition photos or videos.

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NCHA Official Photographer, and the NCHA Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc. It is strictly forbidden for credentialed media, spectators, visitors or exhibitors to sell or give away photos or videos taken at NCHA Events. Unauthorized capture, recording, reproduction or re-broadcast of the live webcast from NCHA Official Videographer is strictly prohibited.

The NCHA may, at its sole discretion, eject and/or indefinitely ban from its Events anyone who provides, or intends to use, photo or video footage in violation of this policy.

These general policy provisions apply to all photography and videography at the NCHA Events. Additional provisions applicable to specific groups are recited below.

Specific Policy for Members, Visitors, Spectators and Exhibitors

Members, visitors, spectators and exhibitors at NCHA Events are permitted to take photographs and record video for **personal use only**. Members, 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 Media Policy

applies to the entire show grounds at NCHA Events including, but not limited to, competition arenas; practice arenas; barn and stall areas; and cattle facilities.

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 credentials are the only exception to the “professional photography equipment” clause of this policy.

Violation of the NCHA Media Policy may result in immediate removal from the Event premises, refusal of future media credential requests, and/or an indefinite ban from NCHA Events. NCHA members who violate this Media Policy may face additional disciplinary action under NCHA Rules.

Specific Policy for Members of the Media

Media credentials may be issued, at NCHA management’s sole discretion, to journalists/ photographers/videographers on assignment for recognized magazines, newspapers, web sites, 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.NCHACutting.com, or by request from the NCHA Marketing Department.

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network, acceptable to NCHA in its sole discretion, 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 web sites and/or social media outlets will only receive credentials if they cover the NCHA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the NCHA Event is taking place.

Media representatives are encouraged to submit their Media Credential Request Form at least a week before the first day of competition. Approved applicants must check in at the office upon arrival at the show, to receive a badge and/or media packet from the NCHA Marketing Department. Anyone who wishes to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval by the NCHA, and receive a media badge before access will be granted.

Applicants for media credentials must submit a new form annually. Approval is valid for the entire year, unless the Media Policy is violated, in which case the media credentials may be immediately 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.

Placing a photographer’s and videographer’s logo (watermark) on any images and/or titling a video taken at a NCHA Event is recommended when used by approved media outlet. Media and freelancers can request specific photos for approved use/publication by contacting the NCHA Marketing Department.

By signing the NCHA Media Credential Request Form, media representatives agree that:

- 1) They have read and agree to be bound by the terms of this Media Policy;
- 2) Credentials must be visible and worn at all times while present on the Event grounds.
- 3) Photos and videos may be taken from the spectator seating and walkways in the show arenas, in warm-up pens, and around the grounds.
- 4) Media will respect exhibitors and refrain from disturbing or disrupting them as they are preparing to show.
- 5) Media will act professionally at all times and respect any instructions given by NCHA staff. Failure to do so will result in ejection from the Event and/or denial of future requests for media credentials.
- 6) During competition Media will not be permitted inside the show arena, cattle pens or any other area that may obstruct gates or access points.
- 7) Media may enter the show arena following the finals competition and/or during the award presentation only **after** the NCHA has completed its interviews with the Champions.

By signing the application for credentials, media and freelancers agree to the terms contained herein and to positively promote the National Cutting Horse Association. Violation of the NCHA Media Policy may result in immediate removal from the Event premises, refusal of future media credential requests, and/or an indefinite ban from NCHA Events. Media members, who are also NCHA members, that violate this Media Policy may face additional disciplinary action under NCHA Rules.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please direct all questions to:

Terry Bassett
NCHA Chief Marketing Officer
tbassett@nchacutting.com

Specific Policy for Partners and Sponsors

The NCHA supports its valuable partners and sponsors, and recognizes that their business-related and revenue-generating endeavors are connected to NCHA Events. Freelance photographers and videographers on specific marketing/promotion assignments from NCHA sponsors are permitted at NCHA Events. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to NCHA Media Policy guidelines. 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.

Media Policy FAQs:

Q: My trainer is showing my horse at a NCHA Event. Is it OK for me to take photos and videos of him in the show pen, and post them on my own personal Facebook page? What about my stallion page or ranch web site?

A: Yes! As long as you are using a camera lens that is 4 inches or less in length, you are welcome to photograph and/or video your horse for these purposes. You are not required to apply for a media badge.

Q: I have a professional-grade camera and a lens that is longer than 4 inches. Can I photograph my own horses for use on my business web site and Facebook page?

A: Yes - all we ask is that you submit a media credential request form and wear a media badge, and give you a couple of friendly reminders: 1) please focus on your own horses, and 2) placing a photographer's watermark, as well as selling or giving away images you take at our Event, is prohibited.

Q: Is it OK to use my professional camera with lens longer than 4 inches to shoot every horse in the class and post a gallery of images on my personal or business Facebook page?

A: No - that is prohibited use under the NCHA Photography and Videography policy due to the potential for interfering with our Official Photographer and/or Official Videographer.

Q: I'm a professional photographer or videographer. One of the NCHA sponsors wants to pay me to take photos of their products in action at the NCHA Events. Is this permitted?

A: Yes - we support our sponsors and their promotional endeavors! If you're a freelancer on a specific assignment, please fill out the Media Credential Request Form, including the "Freelancers" section. Friendly reminder: restrict your shooting to the specific assignment for which you've been hired.

Q: On my media credential request, I said I was shooting video for a horse training resource web site. My request was approved. I also edited some of the footage and gave/sold it to a business for use on their web site to promote a product. Why did I get a call from the NCHA telling me this was not OK?

A: Editorial use of photos and videos is different than commercial use of photos and videos. If you applied for a media badge on the basis of content gathering for a horse training web site, you're permitted to use your footage only for that purpose.

Q: I used my camera phone to take a video of my horse on the live webcast from my computer screen. I put it on my web site/Facebook page. Why did I get a call from the NCHA telling me this is not OK?

A: Recording, capturing or re-broadcasting any part of the webcast is not permitted. If you want your horse's run, it is available for purchase from the NCHA Official Videographer. Their team is able to upload high-quality video of runs almost as soon as the horse has left the arena.

**National Cutting Horse Association
2017 Event Media Credential Request Form**

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

____ Writer ____ Videographer ____ Photographer ____ Web Site/Social Media ____ Other

Your name: _____

Name of publication/media outlet: _____

Mailing address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Web site address (if applicable): _____

Where and when will your coverage appear? _____

I am at least 21 years of age _____ yes _____ no

Freelancers only:

I am on assignment for: _____

Signature of assignment editor/general manager (only necessary if separate letter or email validation of freelance assignment status has not been received by NCHA):

All applicants, please sign and date:

I have read the NCHA Media Policy and agree to abide by its terms and conditions. I understand that failure to do so may, at the sole discretion of the NCHA, result in removal from the Event and/or denial of future media credential requests.

Signed: _____

Date: _____