

**CANADIAN PROFESSIONAL RODEO ASSOCIATION (CPRA)**



**Media Accreditation - 2018 Grass Roots Pro Rodeo Canada Series Final**

**\* Please complete the form below.**

**Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Media organization / Employer:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Editor's Name:** \_\_\_\_\_ **Editor's Email:** \_\_\_\_\_

**Brief description of intended coverage:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Any special requests we can help with for you to meet your goals?**

\_\_\_\_\_  
\_\_\_\_\_

Grass Roots Pro Rodeo Canada Series Final media accreditation is reserved for broadcast, print and radio media (and CPRA photographers and writers) on specific assignment to cover the September 27-28 event.

\* Accreditation for independent production companies and freelance photographers will be assessed and approved on a case-by-case basis. The CPRA will not approve any accreditation requests for commercial videography/photography.

\* The CPRA reserves the right to request proof of intended coverage including a letter of assignment from your editor and previously filed stories / images.

\* Media Accreditation will be authorized at the discretion of the CPRA and may be revoked at any time.

\* Accreditation must be collected by the individual for whom the media accreditation is intended (unless other arrangements are made with the CPRA). Valid photo ID must be presented upon request.

\* Media must complete the Media Accreditation Form in order to receive accreditation.

\* Accreditation must be worn at all times.

**By signing this form, I acknowledge that I have read and understand the rules and conditions described in all pages of this document. I agree to abide by the rules and conditions described on the pages within this Accreditation Form.**

**Signature:** \_\_\_\_\_

**Please email or fax this completed form to:**

Barb Poulsen

media@rodeocanada.com

or fax: 403 945-0936

## **CANADIAN PROFESSIONAL RODEO ASSOCIATION MEDIA GUIDELINES**

**NOTE:** The following guidelines govern media covering CPRA events. All media must review these. At the discretion of Pro Rodeo Canada and/or the respective rodeo committee, failure to adhere to these may result in forfeiture of media credentials and 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 CPRA. Journalists must represent recognized daily or weekly newspapers; news services; recognized publications and outlets that regular cover rodeo; recognized national/regional radio and television networks; local radio and television stations; and/or recognized Internet sites. In each case, this is determined by the CPRA and the respective rodeo at their sole discretion.
- Accreditation badge must be worn 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.
- News media credential applications and approvals to cover individual Pro Rodeo Canada events are available through the CPRA office. Media credentials must be requested no less than one week in advance of when needed.
- 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. Media access will vary by rodeo, and the media rules of the respective rodeo must be followed.
- Contestants are available for interviews after they compete.
- Many of the individuals staffing media areas are volunteers, and the accredited media and broadcasters are expected to treat them with courtesy and respect.
- Media access to contestant warm-up areas depends on the regulations of the respective rodeo.

### **Television, Radio and Internet**

The Canadian Professional Rodeo Association 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 the limitations previously outlined, non-rights-holding local radio, television stations, networks and Internet providers are encouraged to cover CPRA events with the following limitations.

- CPRA retains all rights in and 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 CPRA-sanctioned event. The only exemption is coverage for local, regularly scheduled newscasts. Any non-local news outlets must first get approval from the national CPRA office and the local rodeo before it can shoot footage at any CPRA-sanctioned rodeo.
- Television, radio and broadcast credentials applications and approvals to cover individual Pro Rodeo Canada events are available through the CPRA office.
- 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 Pro Rodeo Canada from covering future events.
- For local, regional and national TV news coverage, coverage of Pro Rodeo Canada events 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 local rodeo and Pro Rodeo Canada.
- Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include action from inside the arena (which is covered above).
- Television cameras are not allowed on the arena floor, with the exception of the TV network covering the event.
- Pro Rodeo Canada owns the rights to all recorded coverage of its rodeos, whether it airs on a national, regional or local network. All media outlets will provide Pro Rodeo Canada 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 local committee and/or Pro Rodeo Canada.

### **General photography/video guidelines**

- Only accredited photographers may shoot at a Pro Rodeo Canada-sanctioned event for media and/or commercial purposes.
- 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 Pro Rodeo Canada photographers are allowed to shoot in the arena... and this allowance is at the discretion of the rodeo committee in question. The only exception to this is for a post-rodeo ceremony shot, if applicable.
- Photographers must shoot from designated photo areas as set out by the rodeo committee. Photographers may not shoot behind the bucking chutes during a rough-stock event except with specific committee approval and may only shoot from there for timed events with the appropriate approval.
- Any secondary non-editorial or commercial use of any picture, film or drawing of a competitor is prohibited without prior consent of Pro Rodeo Canada, the contestant and/or the stock contractor.
- 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 the CPRA from attending future events.

### **For more information:**

Barb Poulsen  
 Media Relations  
 Canadian Professional Rodeo Association  
 403 625-2797 / 403 625-9225 (cell)  
 media@rodeocanada.com

## **Canadian Professional Rodeo Association**

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