

November 15, 2007

From: Media Center
National Western Stock Show
4655 Humboldt Street
Denver, CO 80216

To: All Media

Media service for the 2008 National Western Stock Show, Rodeo and Horse Show, January 12-27, will operate out of our Media Center located at 4655 Humboldt Street in Denver.

I encourage all of you to read the enclosed media guidelines for the 2008 Stock Show. Per these guidelines, credentials will be issued only to accredited WORKING press, radio and television reporters and photographers. Spouses and sales staff will NOT be issued press credentials. The National Western may limit the number of credentials allowed to any media outlet. Please contact me with any questions.

Freelance journalists and photographers must provide proof of assignment to be considered for accreditation. You also must sign a form confirming that the images taken will only be used for that specific publication and for that specific story.

As of the 2006 Stock Show, a separate credential to cover the PRCA rodeo must be obtained from the rodeo press office on a daily basis. A limited number of spots are available in the press areas during each performance. Walk-ins are welcome, but are not guaranteed space. However, we will do our best to accommodate everyone who's interested in covering the rodeo. For information regarding available space, please contact Susan Kanode at 817-307-6336 or drop by the press office in the Coliseum.

Please complete the enclosed form and return it to the National Western by mail or fax. Media badges and parking tags will be issued and retained at the Media Center for individual pickup.

The Media Center will be open daily beginning Wednesday, January 9, 2008. Short-term (20 minutes) parking will be available in Ticket/Press Pickup Lot on the southeast corner of Humboldt Street and East 46th Avenue to pick up credentials in the Media Center. Any vehicle parked for more than 20 minutes may be towed at owner's expense.

We are no longer providing boxes for news releases, judging and sales results and information, unless we receive a special request in advance of the start of the show. All show, sales and rodeo results will be posted on our web site at NationalWestern.com after each event is official. A computer and printer will be available in the Media Center for the purpose of picking up this information, should you need to use it.

We must emphasize that media badges do not entitle holder to seating in the Coliseum Rodeo Press Box or to seating at the ticketed horse shows in the Events Center. Press Box and Events Center seating is limited and may be reserved ONLY by special request in advance of the specific performance.

We're looking forward to seeing you at the 2008 National Western Stock Show, Rodeo and Horse Show.

Kati Anderson
Media and Public Relations Manager



Media Credentials Request Form

National Western Stock Show, January 12-27, 2008

***Note – Submitting completed form *does not* guarantee media credentials. You will be contacted prior to the event with confirmation of your credentials request.

***Note – Media Access for freelance photographers and/or freelance journalists without editorial assignment *will not* be granted. You must have a verifiable editorial assignment from a recognized media outlet to attend as per new Media Guidelines. The National Western reserves the right to grant or refuse media access.

***Note – A National Western Stock Show press credential does not allow accredited press to cover the PRCA rodeo. Press wishing to cover the rodeo must obtain a separate daily credential from the rodeo press office.

Name of media outlet:	
Check one: Newspaper: _____ Radio: _____ Television: _____ Internet: _____ Photographer: _____	
Other:	
Name of contact person:	
Email address:	
Street address:	
City/State/Zip:	
Contact Phone:	Fax no:

Have you covered the National Western Stock Show in the past: Yes _____ No _____ Which year(s)? _____

Please list the names and titles of individuals requesting credentials:

Name:	Title:

Additional names can be added upon request.

Please indicate which days you will be covering the Stock Show:

Check all days or individual dates.

All days	Thursday, Jan. 17	Wednesday, Jan. 23
Saturday, Jan. 12	Friday, Jan. 18	Thursday, Jan. 24
Sunday, Jan. 13	Saturday, Jan. 19	Friday, Jan. 25
Monday, Jan. 14	Sunday, Jan. 20	Saturday, Jan. 26
Tuesday, Jan. 15	Monday, Jan. 21	Sunday, Jan. 27
Wednesday, Jan. 16	Tuesday, Jan. 22	

**Please note any special needs/requests:
(Electrical or computer hookups, etc.)**

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**Please list name and e-mail address if you wish to receive National Western
press releases via e-mail:**

Name:	E-mail address:

Fax this form to:

Kati Anderson
(303) 292-1708

Mail it to:

Kati Anderson
National Western Stock Show
4655 Humboldt Street
Denver, CO 80216

Any questions:

E-mail: kati@nationalwestern.com
Kati Anderson, Media & PR Manager
(303) 299-5522

****NOTE: The following guidelines govern media covering the National Western Stock Show, PRCA events and those co-sponsored and approved by the PRCA. All media must review these. At the discretion of the National Western and/or the PRCA, 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.*

****NOTE: A National Western Stock Show press credential does not allow accredited press access to the PRCA Rodeo. Press wishing to cover the PRCA Rodeo must obtain a daily credential from the rodeo press office.*

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. Journalists must represent recognized daily or weekly newspapers; news services; recognized publications and outlets that regularly cover rodeo and the agricultural industry; 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 National Western Stock Show at their sole discretion.
- A separate credential to cover the PRCA rodeo must be obtained from the rodeo press office on a daily basis. A limited number of spots are available in the press areas during each performance. Walk-ins are welcome, but are not guaranteed space. However, we will do our best to accommodate everyone who's interested in covering the rodeo.
- Accreditation badge, designated by the Stock Show, 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.
- Media credentials should be requested in advance.
- 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.
- Each individual is responsible for his/her personal property. The National Western Stock Show is not responsible for thefts or damage to personal items.
- There is not a dress code for media covering the Stock Show. However, for safety reasons, we recommend close-toed shoes and long pants.

General photography guidelines

- Only accredited photographers may shoot at the National Western Stock Show.
- 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 PRCA photographers and official show photographers are allowed to shoot from the competition arenas. The only exception to this is for a post-rodeo ceremony shot, if applicable.
- All photographers must shoot from designated photo areas.
- The use of tripods is limited, based on available space.

- Commercial and personal 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 National Western Stock Show, PRCA 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. The National Western Stock Show has pre-designated photo areas.
- Photographers who do not comply fully with the regulations above may, without warning, have their credentials withdrawn for the remainder of the Stock Show and could be banned from attending future events.
- *Equipment Guidelines:* Cameras should be an SLR or DSLR, with an appropriate lens to capture action from an appropriate distance to ensure the safety of the photographer and to eliminate the chance of the photographer impacting the conduct of the event. Recommended lenses are 80-200 f2.8, 120-300 f2.8 and 300 f2.8/f4. Photographers shooting in the arena should have Norman/Quantam/Lumindyne 400-watt second flash and battery pack systems with high gain reflectors. Using the TTL setting is preferred. Those shooting behind the chutes must use only equipment that can be carried.

Television, radio and Internet

- Some rodeo rounds are televised, and for those sessions, access may be limited.
- Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include footage from inside the rodeo arena (which is covered in the PRCA Rodeo Guidelines below).
- The use of tripods is limited, based on available space.
- Television cameras are not allowed on the arena floor, with the exception of the TV network covering the event.
- 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 Stock Show and may be banned from covering future events.

PRCA Rodeo Guidelines

****NOTE: These guidelines apply exclusively to coverage of the National Western's PRCA Rodeo performances.*

****NOTE: 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 the limitations previously outlined, non-rights-holding local radio, television stations, networks and Internet providers are encouraged to cover PRCA events with the following limitations.*

- The PRCA 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 PRCA-sanctioned event. The only exemption is coverage from the national PRCA office and the local rodeo before it can shoot footage at any PRCA-sanctioned rodeo.

- 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 National Western Stock Show and the PRCA.
- The PRCA 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 PRCA with copies of their coverage upon request.
- Radio and Internet (audio or video) coverage of a PRCA rodeo 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 the PRCA.