



As Stock Horse of Texas grows, requests for media (photography and video) at our events grows as well. In order to protect our membership, our sponsors, our events, our brand and our horses, the SHTX Board has approved the following media policy that will be enforced at all events in 2021 and beyond.

The purpose of this media policy is to set forth enforceable guidelines for appropriate content-gathering and distribution at Stock Horse of Texas events.

The “Cliff Notes” Version:

At a weekend Stock Horse of Texas event

- *Can I shoot cell phone video & pics of my horse?* Yes!
- *Can my college team take pictures with a professional camera for our team?* Yes, but they must sign a media agreement first.
- *I have a business and I want to take pictures of riders using our products. Can we do that?* Most likely...please come to the office to sign a media agreement.
- *Can my friend who's trying to start a photography business come shoot pictures?* That depends...Please ask them to call the office.
- *I'm new to the horse show world and want to shoot some cell phone video. Can I do that?* Not without signing a media agreement in the office. Only exhibitors and horse owners are allowed to take non-professional photography or video.

At the Western Horseman Stock Horse World Show:

- *Can I shoot cell phone video & pics of my horse?* Yes!
- *Can my college team take pictures with a professional camera for our team?* No. A professional photographer has exclusive rights to images at the world show.
- *I have a business and I want to take pictures of riders using our products. Can we do that?* Not inside the arena due to our contract with a professional photographer. You can purchase photos from the contracted photographer. If you want to take images outside the area, please come by the office to sign a media agreement.
- *Can my friend who's trying to start a photography business come shoot pictures?* No, only the contracted professional photographer can take pictures at this show.
- *I'm new to the horse show world and want to shoot some video. Can I do that?* Not without signing a media agreement in the office. Only exhibitors and horse owners are allowed to take non-professional photography or video.

IN ALL CASES...in the event professional photography equipment is used, a media agreement must be completed in the show office.

SHTX MEDIA POLICY

Visitors, spectators and exhibitors at Stock Horse of Texas events are permitted to take photographs and record video of their own horses for personal use only, provided professional equipment is not used.

At a weekend Stock Horse of Texas event

Professional photography equipment is only allowed after a signed media agreement, regardless of use. Professional equipment includes, but is not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device.

Visitors, spectators and exhibitors wishing to take photographs and/or video for commercial distribution, including printed publications, web sites, social networking sites or similar media must check in at the show office and sign a media agreement that states their intent and purpose of the photography. This policy applies to the entire show grounds at a Stock Horse of Texas event including, but not limited to, competition arenas; warm up arenas; barn and stall areas; and cattle facilities.

Only 1 professional photographer desiring to sell their work is allowed at each show. Photographers wishing to take and sell photography should call the SHTX office to make arrangements.

At the Western Horseman Stock Horse World Show:

The Stock Horse World Show contracts with a professional photographer. The contracted photographer is the only photographer allowed to take photos or videos of action/activity in the arenas or competition areas.

Visitors, spectators and exhibitors at the Stock Horse World Show are permitted to take photographs and record video of their own horses for personal use only, provided professional equipment is not used.

Those desiring to use professional photography equipment to capture photos and video outside the competition areas must come to the office to sign a media agreement. Media credentials may be issued, at show management's discretion, to journalists/photographers/videographers on assignment for recognized magazines, newspapers, web sites, television and radio networks, and other approved media outlets.

It is strictly forbidden for credentialed media, spectators, visitors or exhibitors to sell, post or give away photos or videos taken inside competition areas at the Stock Horse World Show.

IN ALL CASES...in the event professional photography equipment is used, a media agreement must be completed in the show office. Lack of a signed agreement can result in removal from show grounds & use of any images will be prohibited.

SHTX MEDIA AGREEMENT

Name: _____

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

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

Name of business: _____

City/State/Zip: _____

Phone: _____ Email: _____

I am on assignment for: _____

Plans for images/video: (sales, sponsor use, etc) _____

Web site address (if applicable): _____

Where and when will your coverage appear? _____

By signing the SHTX Media Agreement, media representatives agree to the following:

- 1) I have read and understand the SHTX Media Policy
- 2) Photos and videos may be taken from the spectator seating and walkways in the show arenas, in warm-up pens, and around the grounds. Media will respect exhibitors and refrain from disturbing or disrupting them as they are preparing to show. During competition, media will not be permitted inside the show arena, cattle pens or any other area that may obstruct gates or access points.
- 3) Media will act professionally at all times and respect any instructions given by SHTX staff. Failure to do so will result in ejection from the event and/or denial of future requests for media credentials.

Photos/video can only be sold, marketed or logoed if approved. Only 1 photographer is permitted per show to take and sell photography or videography.

Colleges and/or Teams can only photograph/post/share images of their team members. Photography used for team sponsors and self promotion is permitted for their team only. Selling images is expressly forbidden unless specified in the Media Agreement.

Any photography or videography used to represent Stock Horse of Texas in any way is expressly prohibited unless approved by the SHTX Board. In that case, a written proposal must be approved prior to any photography or videography at a SHTX event.

I have read the SHTX Media Policy and agree to abide by its terms and conditions. I understand that failure to do so will result in removal from the event and/or denial of future media credential requests.

Signed: _____ Date: _____

Approved by: _____ Date: _____
SHTX representative