

AQHA Photography and Videography Policy

This AQHA Photography and Videography Policy (“Policy”) applies to the following AQHA shows: AQHA World Championship Show (Amateur & Open), AQHYA World Championship Show, AQHA Select World Championship Show, Versatility Ranch Horse World Championships and Level 1 Championship Shows (collectively referred to as the “Championship Shows”).

Visitor Policy

Other than provided in this Policy, AQHA prohibits competitors, spectators and visitors at the Association’s Championship Shows from taking photography or videography footage intended for commercial distribution and use through publications, websites, social networking sites, or any other similar media. **Any such prohibited use is expressly forbidden without prior written consent from show management.** For purposes of this Policy, “photography or videography footage” includes footage of subjects on Championship Show grounds including but not limited to footage taken in competition arenas, warm-up pens, barns, stalls or event facility grounds.

Unless approved in writing by show management, professional photography equipment, cameras and camera support pods or video cameras of any size mounted on a tripod are not permitted under any circumstances except by credentialed media.

The Championship Show’s official photographer, videographer and *The American Quarter Horse Journal* are the only parties permitted to provide others with competition photos or videos – whether for payment or for free. **Anyone, other than credentialed official sources, who provides or intends to use photos or video footage in violation of this Policy can be ejected from the event and/or indefinitely banned from Championship Shows and AQHA-approved shows.**

Media and Freelance Policy

Media credentials may be issued to journalists/photographers/videographers on assignment by recognized magazines, newspapers, websites, television and radio networks, publications, local television and radio stations, and other approved media outlets.

Freelance journalists must provide written proof of assignment outlining the details of the assignment, date the coverage will appear and where the coverage will appear from a well-established and approved outlet to be considered for accreditation. If credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story that is detailed in the assignment outline. Freelance writers can only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet. Freelance journalists are required to abide by the approved media requirements.

Websites (including social media outlets) will only be considered if they cover the American Quarter Horse Association on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for the area in which the event is hosted. Social media bloggers will not be approved, unless on assignment by the outlined above. Websites must also abide by the approved media requirements.

Requests for credentials must be made via the Credential Request Application form on AQHA's website, or in writing on company letterhead by the commissioning general manager, editor, news director or sports director, and must include the names and titles of those needing credentials by the event's application deadline. Media credentials cannot be acquired onsite and requests will be denied to take photos or videos during the event. If a request is made in writing on company letterhead, AQHA must subsequently receive a completed Credential Request Application verifying agreement to comply with this Policy.

Approved media are limited to taking photos and videos from the arena stands, warm-up pens or walking the grounds. Approved media are not allowed to take photos or videos on the arena floor. Please do not disturb exhibitors who are preparing to show. Additionally, all media must remain clear of the entrance and exit gates for exhibitors to enter and exit the arenas without disturbances. Failure to abide by these protocols will result in one warning from AQHA Show Staff. After the second offense, media/freelancers will be immediately removed from the show grounds and not allowed to continue covering the event.

Due to deadlines, *The American Quarter Horse Journal* has exclusive rights to the first interview with Championship Show Champions – please respect their priority. By signing the Credential Request Application, you also agree to not contact any champion until after the champion horse is drug tested, photographed by the official show photographer and interviewed by *The American Quarter Horse Journal*. This includes as the exhibitor and horse are exiting the arena. Further, if a horse is to be drug tested (regardless of whether it is a World Champion) you agree not to conduct an interview of the exhibitor until the horse is tested.

By signing the Credential Request Application, you agree to place an official AQHA event mark on photos taken from the show. The event mark will be shared with approved media outlets prior to the event. If you are found to include a media logo on a photo or photos without the AQHA event mark, AQHA has the right to null and void your approved media request. Photographers **will not** be allowed to take photos of multiple exhibitors in a prelims or finals class.

Photos **can only** be taken if a credential application is approved by AQHA. Media, freelancers and websites can request specific photos by emailing sdavisson@aqha.org. The Official World Show Photographer will provide high-res photos to approved media outlets for \$10 a photo.

By signing the Credential Request Application, you agree to provide AQHA high-resolution versions of photos upon request for the Association's media purposes for free. AQHA will credit the media outlet when photos are used, and photos will not be resold by AQHA. AQHA will also have the rights to re-post photos from approved media on AQHA social media outlets.

Credentials, if granted by show management, must be worn prominently and at all times while at the event. Media **MUST** act professionally at all times and follow all instructions given by event staff or run the risk of being removed from the event grounds.

Violation of the above can be grounds for immediate removal from the event premises and/or an indefinite ban from future events – including competition at AQHA-approved events.

By signing the application for credentials, media and freelancers agree to the terms contained herein and to promote the American Quarter Horse breed and industry in a positive way.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please inquire.

AQHA reserves the right in its sole discretion to deny any media credential request.

View the [Media Credential Request application](#).