

## 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 Championship Show, Cowboy Mounted Shooting World Championship Show, West Level 1 Championship Show, Central Level 1 Championship Show and East Level 1 Championship Show (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 or stalls.

Unless approved in writing by show management, professional photography equipment, cameras with lenses longer than 4 inches 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. **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.

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. If a request is made in writing on company letter head, 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 stands, in warm-up pens or walking the grounds. Please do not disturb exhibitors who are preparing to show. Additionally, all media must remain outside of all show pens and clear of the entrance and exit gates. Due to deadlines, *The American Quarter Horse Journal* has exclusive rights to the first interview with Championship Show

World Champions – please respect their priority. By signing the Credential Request Application, you also agree to not contact any World Champion until after the World Champion horse is drug tested, photographed by the official show photographer and interviewed by *The American Quarter Horse Journal*. 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.

Freelance journalists must provide proof of assignment 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. Freelance writers can only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.

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.

Logoed photos are strictly forbidden. Shooting images and placing a photographer's logo on any images taken at a Championship Show, other than by the Championship Show's official photographer or the *The American Quarter Horse Journal*, is strictly forbidden. Photographers will not be allowed to take photos of multiple exhibitors in a prelims or finals class. Photos can only be taken if credential application is approved by AQHA. Media and freelancers can request specific photos by emailing [sdavisson@aqha.org](mailto:sdavisson@aqha.org).

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.

The deadline to apply for media credentials for the 2015 Lucas Oil AQHA World Championship Show is **October 30, 2015**. AQHA reserves the right in its sole discretion to deny any media credential request.

**APPLICATION FOR CREDENTIALS**

Return by October 30, 2015, to apply for media credentials for the 2015 Lucas Oil AQHA World Championship Show.

CREDENTIALS REQUESTED (PLEASE CHECK ALL THAT APPLY):

MEDIA  VIDEOGRAPHER  
 PHOTOGRAPHY  OTHER: \_\_\_\_\_

NAME: \_\_\_\_\_

PUBLICATION/ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP CODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

TELEPHONE (CELL/OFFICE): \_\_\_\_\_

EMAIL: \_\_\_\_\_

WHERE AND WHEN YOUR WORK WILL APPEAR: \_\_\_\_\_

I VERIFY THAT I AM 21 YEARS OF AGE OR OLDER AND THAT I AM ON ASSIGNMENT FOR:  
\_\_\_\_\_

SIGNATURE OF COMMISSIONING GENERAL MANAGER: \_\_\_\_\_

*I HAVE READ THE AQHA PHOTOGRAPHY AND VIDEOGRAPHY POLICY AND AGREE TO COMPLY.*

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

**Please return to:**

Sarah Davisson  
1600 Quarter Horse Drive  
Amarillo, TX 79104  
806-341-8435  
*sdavisson@aqha.org*