



NHSRA Media Credentials Policy

The NHSRA Media Credentials Policy applies to the following events: 2021 National Junior High Finals Rodeo and the 2021 National High School Finals Rodeo (collectively referred to as “Finals Rodeo”).

This year the 2021 National Junior High Finals Rodeo (NJHFR) will be held in Des Moines, IA at the Iowa State Fairgrounds. The 2021 National High School Finals Rodeo (NHSFR) is held in Lincoln, Nebraska at the Lancaster Event Center. Both National Finals rodeos bring the top 4 athletes from 43 states, 5 Canadian provinces, Australia Mexico, and New Zealand in all 14 NJHFR events and 16 NHSFR events competing for the World Championship title. There is an expected 1,100 NJHFR qualifiers and a little over 1,500 NHSFR qualifiers.

Join in on the excitement and action at the largest youth rodeos in the world.

Media Credentials:

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 media credentials must be made via the Media Credentials Application form located on NHSRA’s website, or in writing on company letterhead by supervisor, manager, editor, director, or sports director. Said letter must include the names and titles of those needing credentials. If written on company letterhead NHSRA will need a completed Credentials Application verifying agreement to comply with policy.

All media wishing to obtain photos from performances of either rodeo, may do so by contacting the media office. Photos will be provided free of charge by the NJHFR/NHSFR official photographer, Acentric Rodeo. No unauthorized photography will be allowed.

Access:

Credentials can be picked up upon arrival in the media office on-site. Traffic will be heavily congested during rodeo performances, so it’s best to arrive early to pick up credentials.

If you wish to receive daily results and press releases please provide your email address at the bottom of the application.



By signing the application for credentials, media personnel agree to the terms contained herein and to promote NHSRA in a positive way.

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



2021 NHSFR and NJHFR Media Credential Conditions

Each individual (“Bearer”) using these credentials for access to any National High School Finals Rodeo (“NHSFR”) events (“Events”) at the Lancaster Event Center (“LEC”) in Lincoln, NE and the National Junior High Finals (“NJHFR”) at the Iowa State Fairgrounds (“ISF”) in Des Moines, IA events agrees to the following:

General:

Each representative of the media must obtain credentials from the National High School Rodeo Association (“NHSRA”) to obtain access to LEC during the NHSFR, as well as, the NJHFR at the ISF and hereby represents that he or she is acting on a specific assignment for an accredited media agency and has a legitimate working function in conjunction with the event. The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer to ejection from the LEC or ISF, without limiting any other rights and remedies at law or in equity.

Bearer shall always display the issued credentials and consents to the reasonable inspection of his or her person and property before entering the LEC and ISF and/or during an Event. While within the LEC and ISF, Bearer shall, at all times, adhere to the policies in place for the NHSFR, as well as, access limitations and direction provided by the NHSRA and its designated agents.

Bearer assumes all risks incidental to the performance by the Bearer of Bearer’s services in connection with the Events and assumes all risks incidental to the Events, whether occurring before, during or after the actual Events, and agrees that the NHSRA, its members, contestants, employees, directors, officers and contractors shall not be liable for injuries or loss of personal property or equipment in connection therewith.

Media:

The issued credentials confer on Bearer a limited, non-exclusive and non-transferable license to take photographs outside the two rodeo arenas (and their restricted areas) and the walkway between the two arenas, and to allow the entity that engaged the Bearer to take photographs to use such photographs, only for news coverage of, or magazines, or stories about the Events, other editorial purposes and reprints of news pages from such entity’s publication. ONLY THE NHSFR AND NJHFR OFFICIAL PHOTOGRAPHER WILL BE AUTHORIZED TO TAKE PHOTOGRAPHS IN THE



FOLLOWING AREAS: THE ARENAS, RESTRICTED AREAS, AND THE WALKWAY BETWEEN THE TWO ARENAS. Photos from such areas will be provided to the Bearer free of charge by the NHSFR and NJHFR Official Photographer. No license is granted hereunder for any other form of media, including, without limitation, telecast, audio, video, or internet. Neither the Bearer nor the entity that engaged the Bearer may sell photos taken at the Events to third-party entities, including but not limited to other commercial entities or the general public.

The Bearer is not authorized to distribute materials at the NJHFR or NHSFR. Only the NHSRA and its sponsors are authorized to distribute materials. The NHSRA is the owner of trademarks, copyrights and other property rights in the Events and in any telecast, broadcast, transmission or recording thereof, and no rights are conferred to, or intended to be conferred to, or created on behalf of, Bearer or his or her employer.