



HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Park • Feb. 27 - March 18, 2018

P.O. Box 20070 • Houston, Texas 77225 • 832.667.1000 • rodeohouston.com

2018 Houston Livestock Show and Rodeo™ Media Credential Policy and Agreement for Use of Intellectual Property

NOTE: By applying for and/or accepting Houston Livestock Show and Rodeo credentials, the media outlet and its individual representatives (hereafter, collectively, referred to as “Accredited Media”) acknowledge receipt of, understand, and agree to abide by the following Media Credential Policy and the Agreement for Use of Intellectual Property.

Media Credential Policy

Media credentials will be issued only to members of the working media, including production personnel, in the radio, newspaper, magazine, television, and social/online industries assigned to cover the Houston Livestock Show and Rodeo™ (hereafter referred to as the “Rodeo”).

- Due to the large volume of credential requests, the Rodeo reserves the right to limit the number of credentials issued and may limit access to specific areas.
- All applicants must be 21 years of age or older, and have a current photo ID and business card/media pass.
- Application for credentials does not guarantee approval.
- Media credential approval for past Houston Livestock Show and Rodeo events does not guarantee approval for the current event.
- Requests for credentials must be made at least three days in advance of arrival, using the online credential request application form on the Rodeo's website, or in writing on company letterhead by a general manager, editor, news director, or sports director, and must include the names and titles of those needing credentials. Requests may be emailed to wheeler@rodeohouston.com; mailed to Andrena Wheeler, Houston Livestock Show and Rodeo, P.O. Box 20070, Houston, Texas 77225-0070; or faxed to Andrena's attention at 832.667.1061.
- Print media **must** provide a copy of the most recent publication.
- All media outlets must be a legal corporate entity which has been in business at least one full calendar year.
- Media personnel are responsible for confirming the approval of their requests before arrival onsite.
- Under no circumstances are credentials intended for sales staff or similar personnel.
- Media credentials are non-transferable, are issued specifically for the person who was approved through the credential process, and may not be given or loaned to another person for any reason.
- Any media outlet that wishes to change the name(s) of its credentialed staff may do so by making a written request to the Houston Livestock Show and Rodeo.
- The Rodeo reserves the right to revoke credential privileges for any reason.
- Misuse of a media credential will result in the immediate loss of the credential, removal from the media areas and the possible loss of future credential privileges for his/her organization.
- A standard credential allows only the bearer free entrance into the Houston Livestock Show and Rodeo grounds, including the livestock and horse shows in NRG Center and NRG Arena and general admission to the Press Box hospitality area in NRG Stadium on designated nights. This credential does NOT provide seating at the Rodeo.
- Applications will be processed only upon receipt of all requested documentation.

Online/Social Media

- Online/social media will be considered on a case-by-case basis. Only journalists with active news websites qualify for credential consideration. The website must post original, dated and industry-related news at least once per week. Website content must extend beyond newsletters, links, forums, personal diaries, opinion or personal analysis.
- Staff members from online outlets must be listed on the website, with name and title appearing in an editorial capacity.
- Blogs will be considered if they are well established and show an acceptable level of interactivity and comment. Sponsored blogs or company blogs do not qualify for consideration.

Freelancers and Production Companies

- Requests from individuals not employed by an accredited media outlet will not be considered. Freelance writers and photographers will only receive credentials if on assignment (with verification) for a publication or media outlet that meets the criteria and is providing timely, first-hand editorial coverage of the Houston Livestock Show and Rodeo.
- Production companies must submit a letter from the programming office of a recognized network or station expressly stating that the production company is at the Houston Livestock Show and Rodeo for a specific program. The letter must be written on company letterhead, include air date and contact information, be signed by the director of programming, and sent to Brittany Rader, P.O. Box 20070, Houston, Texas 77225, or emailed to rader@rodeohouston.com. All letters will be verified with the network or station. **Location/licensing fee may be applicable based upon on-site and material use needs.**

Credentials will not be issued to the following:

- freelancers who are not on specific assignment for an approved media outlet;
- persons at the event solely for the purpose of writing or gathering material for a book or books;
- persons under the age of 21; and
- representatives from media outlets which have not supplied the requested documentation as outlined above.

Drones

- Drones, Unmanned Aircraft Systems, Unmanned Aircraft, Remotely Operated Aircraft, and Unmanned Aerial Vehicles are all terms occasionally used to identify unmanned aircraft and are individually and collectively referred to in this Agreement as "UAVs." UAVs are strictly prohibited at the facility. Any use of UAVs at the facility may result in immediate ejection from the facility and confiscation of the UAV.

Agreement for Use of Intellectual Property

The Accredited Media agrees to abide by the policies and procedures as set forth from time to time by the Houston Livestock Show and Rodeo Marketing, Public Relations and Presentations Division. All materials obtained pursuant to 2018 media accreditation will be used for legitimate news coverage only.

Any secondary or non-editorial commercial use of any **photographs, video, audio or depictions of any activities at the Show, recorded by any process and on whatever medium**, Feb. 22 through March 18, 2018, is prohibited without prior consent of the Houston Livestock Show and Rodeo Marketing, Public Relations and Presentations Division.

Any use or broadcast after March 25, 2018, without the specific written consent of the Houston Livestock Show and Rodeo, is strictly prohibited.

The Accredited Media agrees that i) **photographs, video, audio, or other depictions of any activities at the Show, recorded by any process and on whatever medium**, will not be used for any purpose other than for the Accredited Media and ii) it will respect and protect the intellectual property rights of contestants, exhibitors and entertainers.

The Accredited Media agrees to use no more than 30 seconds continuous or four minutes total of moving video in any two-hour period, or more than eight minutes in any six-hour period of news broadcast. Website clips and live streaming will be limited to 30 seconds continuous moving video per individual event (concert, rodeo, etc.).

The Accredited Media acknowledge that all marks and logos and depictions of events, exhibits, competitions, concerts and presentations associated with any part of the 2018 Houston Livestock Show and Rodeo are the intellectual property of the Houston Livestock Show and Rodeo, Inc. and that any **photographs, video, audio, or other depictions of any activities at the Show, recorded by any process and on whatever medium**, remain the property of the Houston Livestock Show and Rodeo.

The Accredited Media further acknowledges that the names NRG Park, NRG Stadium, NRG Center, NRG Arena and NRG Astrodome are registered trademarks and, as such, the names and depictions of these facilities are the intellectual property of the Harris County Sports & Convention Corporation.