

# Ohio Quarter Horse Association | All American Quarter Horse Congress Media/Photography and Videography Policy

## Visitor Policy

Other than provided in this Policy, Ohio Quarter Horse Association (OQHA) prohibits competitors, spectators and visitors at The All American Quarter Horse Congress (AAQHC) 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 Congress grounds including but not limited to footage taken in commercial exhibit halls, competition arenas, warm-up pens, barns or stalls.

Unless approved in writing by show management, professional photography equipment, cameras with lenses longer than 2 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 All American Quarter Horse Congress official photographer, videographer and AAQHC 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 The All American Quarter Horse Congress.**

## 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 Media Credential Form on AAQHC’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, OQHA must subsequently receive a completed Media Credential Form 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. Additionally, we ask that all credentialed media remain outside of all show pens, and clear of entrance and exit gates. Please do not disturb exhibitors who are preparing to show. Due to deadlines, AAQHC has exclusive rights to the first interview with All American Quarter Horse Congress Champions – please respect their priority. By signing the Media Credential Form, you also agree to not contact any Congress Champion until after the Congress Champion horse is photographed by the official show photographer and interviewed by AAQHC.

Requests from individuals not employed by an accredited media outlet will not be considered. Freelance media 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 All American Quarter Horse Congress. 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 media can only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.

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 All American Quarter Horse Congress 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 Danielle Stephenson, 6325 Quarter Horse Drive, Columbus, OH 43229, or emailed to [dstephenson@oqha.com](mailto:dstephenson@oqha.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.

Online/social media will only be considered on a case-by-case basis. Only media with active news websites qualify for credential consideration. The website must post original, dated and industry-related news at least one per week. Website content must extend beyond newsletters, links, forums, personal diaries, opinion or personal analysis. Online/social media must cover the American Quarter Horse Association, Ohio Quarter Horse Association, or The All American Quarter Horse Congress 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.

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.

Logoed photos are strictly forbidden. Shooting images and placing a photographer's logo on any images taken at The All American Quarter Horse Congress, other than by the AAQHC's official photographer or the AAQHC's logo, 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 OQHA. Media and freelancers can request specific photos by emailing [dstephenson@oqha.com](mailto:dstephenson@oqha.com).

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.

We reserve the right to refuse media credentials, without cause, during pre-registration as well as at the onsite media registration. We reserve 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. Due to high demand, media credentials are limited in number, so please return your request at your earliest convenience. The All

American Quarter Horse Congress does not mail credentials in advance other than parking and check-in details.

**Violation of the above can be grounds for immediate removal from the event premises and/or an indefinite ban from future 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.

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

### **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 All American Quarter Horse Congress Marketing Department. 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 All American Quarter Horse Congress, recorded by any process and on whatever medium, October 2 through 28, 2018, is prohibited without prior consent of the All American Quarter Horse Congress Marketing Department.

Any use of broadcast after October 29, 2018, without the specific written consent of the All American Quarter Horse Congress, is strictly prohibited.

The Accredited Media agrees that i) photographs, video, audio, or other depictions of any activities at the event, 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.

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 All American Quarter Horse Congress are the intellectual property of the Ohio Quarter Horse Association and that any photographs, video, audio, or other depictions of any activities at the event, recorded by any process and on whatever medium, remain the property of the All American Quarter Horse Congress.