



ALBERTA REINED COW HORSE ASSOCIATION

2024 Media Policy

The ARCHA is excited to invite freelance media personnel to our weekend shows throughout the 2024 season. To protect our members, board of directors, industry and contracted media personnel the ARCHA has outlined some rules below that we please ask that you adhere to while conducting your business at our events:

- Please sign into the office each morning prior to starting photography and videography
- Please ensure that you have received permission to post any content (photography and videography) from all individuals in the video or photographs
- There is to be no “behind the scenes” video content posted from any warm up arenas
- When taking photos or videos please respect any paid media personnel by not interfering with their production.
- Please do not use ARCHA logo on any content without permission and prior to creating a collaboration post please receive permission from the individual or ARCHA prior to posting
- You give permission to ARCHA to utilize any content you post or share from ARCHA events on our own social media platforms, and we will give artist credit

The ARCHA welcomes all photography and videography individuals who wish to come to our shows, we just ask that the rules outlined above are respected as a way to ensure that privacy of our members and Association is respected.

In some cases, this means that additional freelance media will not be permitted at events due to exclusivity agreements. Please feel free to reach out to see what events freelance media are welcome to attend.

Signature

Date