

2026 NSHA Media Policy



Overview

Media coverage of the NSHA, including its events, programs, and activities, is central to the association's continuing efforts to promote and grow the sport. The purpose of this media policy is to set forth enforceable guidelines for appropriate content-gathering and distribution. This policy also safeguards the NSHA's relationship with its official photographer and videographer while encouraging attention from the news media, both inside and outside the Western performance horse industry.

Questions and feedback about the Media Policy may be directed to:
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Visitor Policy

Visitors, spectators and exhibitors at NSHA are permitted to take photographs and record video for personal use only. Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, websites, social networking sites or similar media. This policy applies to the entire show grounds at NSHA event including, but not limited to, competition arenas; warm up arenas; barn and stall areas; and cattle facilities.

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device are not permitted under any circumstances. Media representatives with NSHA approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

The NSHA Official Photographer High Cotton Promotions, and the NSHA Official Videographer Hoofprints Video, are the only authorized outlets for competition photos or videos. The NSHA will eject and/or indefinitely ban from its events anyone who provides, or intends to use, photo or video footage in violation of this policy.

Photographer/Videographer Fee

Photographers/Videographers working the event for commercial use, supplying images to a customer base, or anyone using professional photography equipment must meet the following criteria in order to capture content at the NSHA event:

- Be a current member of both NRCHA and NSHA in good standing
- Pay a media fee of \$600
- Provide a copy of their business tax ID

- Provide proof of liability insurance
- Complete Media Credential Form
- Provide a client list at the time of form completion
- Provide proof of insurance listing NSHA and the facility as additionally insured. The insurance policy must be for a minimum of \$500,000.



Payment must be made before the start of the event, and all Media Policy guidelines must be followed, including placing a watermark on each image.

The \$600 photographer fee must be paid by each photographer. Fees are non-refundable. Please note NSHA follows the NRCHA Media Code of Conduct.

Client Restrictions

Commercial media may only capture, store, deliver, or distribute content for clients listed on their approved client list.

Capturing content of non-clients for future use, portfolio building, advertising, or later sale/distribution is prohibited.

No new clients may be added after badges are issued without SRCHA approval.

Posting content of anyone outside the approved client list is prohibited and may result in the suspension or revocation of media credentials.

Restricted Areas Policy

Credentialed media may capture content only from spectator seating areas, unless written approval is granted by the SRCHA.

Restricted areas include, but are not limited to:

- Announcer's stand
- Catwalks
- Cattle pens
- Arena floor
- Any area designated **STAFF ONLY**

Violation of this policy may result in the suspension or revocation of media credentials.

Media Policy

Media credentials may be issued, at NSHA management's discretion, to journalists, photographers, videographers on assignment for recognized magazines, newspapers, websites, television and radio networks, and other approved media outlets.

Anyone seeking media credentials is required to complete the Event Media Credential Form. Forms will be available at NationalStockHorse.com

- NSHA will notify applicants of their approval via email once the application has been reviewed.
- Each individual must have a Media Request Form on file, even if there are multiple individuals representing the same media outlet. There will be no exceptions to this policy.
- Media Credentials must be applied for by August 10, 2026. All clients must be listed on the applications at the time of submission.
- Any applications received after the deadline will be charged \$125 late fee per client in addition to the \$600 media fee. Credentials will not be issued until the application has been approved and fee has been received by NSHA.
- Approved applicants must check in at the office upon arrival at the show, to receive a badge and/or media packet from authorized NSHA manager. Once badges are picked up no other clients may be added. Anyone who wishes to apply for media credentials while the show is underway must complete a Media Credential Request Form, await approval by the NSHA and receive a media badge before access will be granted. Forms submitted after the start of an event can take up to 48 hours to be reviewed.
- Each applicant must provide a detailed client list to the NSHA at the time the fee is paid, prior to credentials being issued. Approved applicants may not solicit new clients beyond the provided client list without written consent from the NSHA.
- Approved applicants may not post any photographs or videos taken of people outside of the provided client list on social media or in printed materials during or after the conclusion of NSHA event.
- The \$600 media fee must be paid by each photographer. Fees are non-refundable.
- Credit Card Fee applies.
- Credentials are non-transferable.
- NSHA follows the NRCHA Media Code of Conduct.



Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network before credentials will be issued. Acceptable proof of assignment includes validation in writing (via email or on letterhead) from the assigning publication or network. Freelancers receiving credentials on this basis must also agree that the content (images, interviews, etc.) they gather will only be used for that assignment, and not for future work.

Content creators for websites and/or social media outlets will only receive credentials if they cover the NSHA regularly, provide consistent news/feature updates, or represent a local tourism-based outlet in the area where the NSHA Event is taking place.

Placing a photographer's logo on images taken by the NSHA Official Photographer at a NSHA Event is strictly forbidden. Media and freelancers can request specific photos for approved use/publication by contacting NSHA directly.

Unauthorized capture, recording, reproduction or broadcast of the live webcast from NSHA Official Videographer is strictly prohibited.

Marketing/Commercial Policy

The NSHA supports its valuable partners and sponsors; and recognizes that their business related and revenue-generating endeavors are connected to this NSHA Event.

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NSHA Official Photographer, and the NSHA Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

NOTE: Photos used for marketing and advertisement cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that do not mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.



Freelance photographers and videographers on specific marketing/promotion assignments from NSHA sponsors are permitted. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to NSHA Media Policy guidelines as well as pay the licensing usage fee of \$600 at each event photographs are taken. Sponsor freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor freelance assignment.

Logo Usage

Using the NSHA logo or poker chip logo is restricted to only those with an active, contracted sponsor or partner agreement on file with the NSHA. Do not lift the logo from the website and place on photographs, advertisements or social media posts without either 1) expressed written permission from the NSHA or 2) a valid, active Sponsor partner agreement with the NSHA.

Violation of the NSHA Media Policy may result in immediate removal from the event premises, refusal of future media credential requests, possible fines, and/or an indefinite ban from NSHA events.

NSHA members/exhibitors who violate the NSHA Media Policy may face disciplinary action including, but not limited to, suspension, fine and ban from competing at future NSHA events.

Photography and Videography Policy FAQ

Q: I have a professional-grade camera and a lens that is longer than 4 inches. Can I photograph my own horses for use on my business website and Facebook page?

A: Yes - all we ask is that you submit a media credential request form, make the payment of \$600 and wear a media badge. A couple of friendly reminders: 1) please focus on your own horses, and 2) selling or giving away images you take at our event, or photographing more than your own horses, is prohibited.

Q: Is it OK to use my professional camera with lens longer than 4 inches to shoot every horse in the class and post a gallery of images on my personal or business Facebook page?

A: No - that is prohibited use under the NSHA Photography and Videography policy due to the potential for interfering with our Official Photographer and/or Official Videographer.



Q: I'm a professional photographer or videographer. One of the NSHA sponsors wants to pay me to take photos of their products in action at the premier events. Is this permitted?

A: Yes - we support our sponsors and their promotional endeavors! If you're a on a specific assignment, please fill out the Media Credential Request Form, including the "Freelancers" section, and make the payment of \$600 in the Media Office. Always restrict your shooting to only the specific assignment for which you've been hired.

Q: I used my camera phone to take a video of my horse on the live webcast from my computer screen. I put it on my website/Facebook page. Why did I get a call from the NSHA telling me this is not OK?

A: Recording, capturing or re-broadcasting any part of the webcast is not permitted. If you want your horse's run, it is available for purchase from the NSHA Official Videographer. Their team is able to upload high-quality video of runs almost as soon as the horse has left the arena.