



MEDIA CREDENTIAL POLICY

- Media credentials will be issued to members of the **working media**, including reporters, writers, videographers, editors, producers and photographers who work for established media outlets in the radio, newspaper, digital, magazine and television industries who are assigned to cover PBR (Professional Bull Riders).
- In line with company policies, we are only able to credential reporters and photographers who are covering the sport for a verified media outlet (i.e. an accredited news organization with an established track record).
- Freelance writers and photographers will not be credentialed without a specific assignment from a known and established news organization or legitimate publication. These applicants must submit an official assignment letter from the editor, publisher, news director or photo editor to be considered.
- Content creators and social media influencers are welcome to apply through the [PBR Creator Program](#).
- Requests not falling under one of the above categories will be evaluated on a case-by-case basis.

MEDIA GUIDELINES AND REGULATIONS

ELIGIBILITY REQUIREMENTS

- All applicants must be at least 21 years old. Note: *Student requests will be evaluated on a case-by-case basis.*
- Media credentials will only be issued to **working media** on assignment to cover PBR.
- Applicants may be asked to provide the most recent publication, broadcast clips or links to online articles or examples of previous coverage, upon request.
- Applicants will be asked to provide a detailed explanation of planned coverage.
- PBR will make the final decision on all credential applications based on availability and the size, scope and circulation of an individual outlet.
- All media outlets must be a legal corporate entity and have been in business for at least one year. Outlets not in business for more than a year will be evaluated on a case-by-case basis.
- Applicants may be asked to provide a copy of their business identification card/media affiliation pass, upon request.
- Note: Past approval of credentials to PBR events **does not** guarantee approval for future PBR events.

Due to the large volume of requests and space limitations, priority will be given to:

- Established media organizations with a large circulation and/or a large national audience
- Local print, television stations and online outlets
- Media outlets that have previously covered PBR, resulting in coverage
- Radio stations with news, lifestyle, business, or sports-focused format/segments
- Wire services
- Trade media outlets: Western lifestyle, rodeo and agriculture-focused publications
- Other requests not falling under one of the above categories will be considered on a case-by-case basis (i.e. Freelance writers and photographers, content creators and social media influencers).

****While all applications will be reviewed and considered, PBR reserves the right to deny any media accreditation application.***

*****Application for credentials does not guarantee approval.*****