



PCA Media
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Professional Cowboys Association
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Editor's Note: The information enclosed in this release is courtesy of the Professional Cowboys Association (PCA) for media use. However, if you reprint any of the following information verbatim in your publication, or if you read it verbatim on a radio broadcast, please mention that the information is courtesy of the PCA

The PCA Finals will begin on Thursday, Jan 11th and end on Sunday Jan 14th 1 at the Mississippi Gulf Coast Coliseum in Biloxi Mississippi. The sport's Southeastern champions are determined upon the conclusion of the 3-day run of the PCA Finals.

Please find additional information and the application form attached at the bottom of the credential application.

Media information and credential application

Media credentials application

Enclosed is the media accreditation application to cover the 2017 PCA Final Submitting a credential application does not ensure the requested credential will be issued.

Credentials will be awarded to media from recognized daily newspapers, wire services, magazines that regularly cover rodeo and national and local news networks (radio/TV). 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 PCA Finals. The PCA Finals reserves the right to request proof of prior rodeo and PCA Finals coverage.

All requests must include the names and assignments of all persons expecting to cover the PCA Finals because credentials will be issued only to the person(s) designated on the application. Credentials are intended for working media representatives only and are non-transferable. Under no circumstances are credentials intended for sales staff or similar personnel of radio/television stations or newspapers/magazines. The misuse of credentials will result in the immediate forfeiture of media privileges.

Media credential approval

Upon receipt, the media credential application will be reviewed, using the guidelines outlined above. If your request is approved, you will be contacted cell phone, text, or email that lists times and dates for obtaining credentials, press room hours and other pertinent information. Credentials must be picked up in person at the Mississippi Gulf



Coast Coliseum and will require proper identification. A limited number of parking passes will be available. The issuing of credentials and parking passes will be kept under tight control. There is cell phone service in the press room. Wireless Internet access is available in the press room.

Access

Access to media areas will be assigned based on the information on the credential application regarding a journalist's needs to cover the event.

Main media workroom and contestant interviews

These are priority areas that are restricted to working media only. The PCA media staff has stressed the exclusiveness of these areas to provide the best possible working conditions. The media workroom will have electrical outlets for media using personal computers, and a fax machine will be available throughout the week for those media requiring one.

Photography policy for the PCA Finals

We would like to advise everyone applying for a photography credential that space will be off limits in the moat this year in Biloxi due to changes in the arena layout. The majority of photographers will be given a media pass, which allows access to the media room only. Color-coded stickers will be given out on a nightly basis before each performance to a small number of photographers, with deadline media having priority, who will have access to shoot from special seating. We CANNOT urge you strongly enough to consider not sending a photographer, and instead using the photos of our official PCAF photographer each night.

Contact names and telephone numbers

Professional Cowboys Association (PCA)

Renita Rowland Gordon - Media Director – 615-830-1001

NOTE: No freelance reporters or photographers will be considered for credentials unless on assignment for publications or media outlets that are providing timely first-hand editorial coverage of the Wrangler NFR. Proof of assignment is required. The PCAF Media Director reserves the right to verify assignments and request proof of prior rodeo and NFR coverage.



Name _____

Media outlet/Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail address _____

Please indicate the appropriate media category below.

Print: Newspaper _____ Magazine _____ Other _____ Agency _____
Publication frequency _____ Circulation _____

Electronic: Television _____ Radio _____
Network _____ Independent _____ Cable _____

Photographer: Newspaper _____ Magazine _____ Agency _____

Internet: Newspaper _____ Magazine _____

Please list the members of your staff who expect to be working at the PCA Finals and their assignment (reporter or photographer). All applications must include names and assignments. Please include your name, if you will be working.

Will you be filing daily? Yes _____ No _____

What dates will you be covering the PCA Finals? _____

NOTES

- When your application has been processed, you will be contacted via cell phone/text or email to let you know whether your application has been approved or denied. Approval calls or text will include the credential office hours at the Mississippi Gulf Coast Coliseum. Pavilion. Credentials must be picked up in person at the coliseum and requires proper ID to the Media Director Renita Rowland Gordon
- Forms also can be sent via email to media@PCARodeo.com

No persons under the age of 18 are permitted in the PCA Finals press room.



PCA Finals Events Credential Form

Credentials do not grant to anyone access to the following:

- Contestants run way into the arena
- Onstage
- Backstage
- Inside the arena
- Contestant waiting room during or before evening performances

Violating any terms or conditions, including accessing areas not authorized, may result in revocation of credential and being escorted out of the event or off the property. The credential is property of the Professional Cowboys Association and must be surrendered upon request by any PCA Media Director. At no time shall anyone credentialed interfere with staff, guests or any event, in any way. Failure to abide by this requirement may result in credential revocation and/or being escorted out of event or property.

Name _____
Media outlet _____
Title _____
Address _____ Phone _____
City _____ State _____ Zip _____
E-mail address _____

What events stated are you planning to attend?

What access will you need to effectively do your job at said events?

Will you be taking any photos/video at said events? _____

Event credentials will be picked up at the Mississippi Gulf Coliseum from Media Director or at the front desk after approval has been given.