



## **Media Policy**

Effective communications with the media is critical to the Hardrock Hundred Endurance Run's ability to carry out our event and promote continued public support of our event. Effective media relations best serve Hardrock Hundred Endurance Run by:

- informing the public of what the Hardrock Hundred Endurance Run is
  - promoting the run's achievements, activities and events of significance
  - expanding the general visibility of the Hardrock Hundred Endurance Run
  - ensuring that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature.
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### **Media defined:**

The Hardrock Hundred Endurance Run defines and provides media passes and credentials to the following:

1. any individual or organization that regularly publishes, in written and/or electronic form, news, photos, blogs or other information about running and trail running for purposes other than personal reflection or attention.
2. any viable news source that regularly publishes, telecasts or otherwise transmits information for public consumption
3. any group or individual writing/photographing or otherwise documenting the events and people of the Hardrock Hundred Endurance run in an official capacity for the Hardrock Hundred Endurance Run

Media credentials are not intended for those who sell photographs, footage, or images. Credentials will not be issued to those involved in commercial ventures, unless written consent and specific approval is obtained from the Hardrock Hundred Endurance Run and the appropriate Bureau of Land Management authority.

All applicants must complete an online accreditation form, which includes a section to detail coverage plans.

## **Media Application Deadline**

Applications and all requested supplementary documentation must be submitted no later than June 1<sup>st</sup>, 2017 for all working press, freelance media, commercial filming, commercial photography and Special Projects (video or film).

**NOTE: All media (working press, freelance media, commercial filming, commercial photography and Special Projects (video or film) wishing to film/photograph at Hardrock must obtain the proper film/photography permit through the Bureau of Land Management, which must be filed with the Forest Service sixty (60) days prior to the start of Hardrock. Upon issuance of the appropriate film/photography permit, the approved media will be issued a valid press pass for Hardrock.**

The contact person at the Bureau of Land Management for the purpose of issuing filming permits is Marnie Medina and she can be reached at 907-642-4954 or [mmedina@blm.gov](mailto:mmedina@blm.gov). Issuance of any film/photography permit is at the complete discretion of the Bureau of Land Management and the issuing officer.

For specific information on film and photography permit guidelines, media are encouraged to visit the following website - <http://www.blm.gov/wo/st/en/prog/more/lands/filming.html>

## **Hardrock Media Policy:**

All media must be credentialed by the Media Coordinator of the Hardrock Hundred Endurance Run or their designee. Credentials will be given out to media sources fitting in one of the above classifications and at the discretion of the Hardrock Hundred Media Coordinator or their designee.

Accredited photographers and videographers who wish to cover Hardrock will observe the following:

- Be on assignment from a recognized organization as defined above
- Obey all the instructions distributed at the of media kit pickup. It is the credentialed media's responsibility to be familiar with these instructions
- Only use images or footage taken at an event, including those of athletes competing, for editorial purposes or for purposes outlined and documented in pre-race agreements
- Interviews of runners and/or Hardrock Hundred run committee members will be arranged by individual media sources and will be at the discretion and convenience of those being interviewed

In addition, the following rules must be observed at all times

- Keep a respectful distance in the event of a medical emergency
- Respect and adhere to any directions or restrictions from Hardrock aid station captains and aid station personnel but not limited to restrictions that were not listed on credential instructions or discussed in previous briefings or conversations
- Media shall abide by all policies and regulations of the National Forest Service, the BLM, and townships. The HRH is not responsible for providing the media any guidance to these policies and regulations
- Permission to be anywhere not available (aid stations, etc.) to general public or crews must be obtained from Hardrock Hundred Run Director or their designee. For specific information please refer to the Runners Manual
- Media will not impede the function and/or organization of the Hardrock Hundred Endurance Run committee

- Media will not impede or otherwise thwart the efforts of runners participating in the Hardrock Hundred Endurance Run nor will they in any way provide aid in any manner to any runner

Any images and footage taken at Hardrock may not be sold to third parties, including but not limited to companies, organizations, or individuals. All photographs taken at the event are solely for use by the organization for which an individual is credentialed, unless they are otherwise given written consent by Hardrock.

The use of photographs for advertising or any other commercial or merchandising purposes, such as books, posters, cards or in any medium or manner whatsoever without prior written consent of Hardrock is prohibited. Additionally, the use of such photographs for publication or materials other than by the approved media outlet listed on the credential is not allowed without permission from Hardrock.

The terms “partner”, “sponsored by” or other like terms that imply or refer to partnership of Hardrock Hundred Endurance Run by any media outlet or business that advertises in any media outlet must have the approval of the Hardrock Hundred Run director or Hardrock Hundred Partnership Director.

The Hardrock Hundred will not provide runners personal information without consent of the runner affected.

The Hardrock Hundred retains rights to all published photos, radio, television, webcast, film and social media rights of our event that are being used for commercial purposes. Use of any materials without the consent of the Hardrock Hundred Endurance Run is prohibited.

Accredited media who fail to adhere to the above guidelines will have their credentials confiscated and will run the risk of losing privileges to cover Hardrock events in the future.

### **Media Usage**

Hardrock media passes and credentials are non-transferable and may not be duplicated or reproduced in any manner. They may not be given or loaned to another person. Credentials must be worn at all times and must be in the possession of the person named on the application. Hardrock reserves the right to revoke passes or credentials at any time.

### **Media Access**

All activities during Camp Hardrock and the week leading up to Hardrock, medical check-in, all briefings on Thursday of race week in Silverton.

Start and Finish line in Silverton.

Media is allowed at all Crew-Accessible Aid Stations (Cunningham, Sherman, Grouse, Ouray, Telluride, Chapman), and must follow parking guidelines for runner crews.

Media are NOT allowed at or within 1 mile of non-Crew-Accessible Aid Stations except with prior written permission by the [Media Coordinator](#) or [Run Director](#) (Maggie, Burrows, Engineer, Governors, KT). Requests for access at these sites must be received by July 1 - please do not ask for last-minute/mid-run changes.

Absolutely NO access to the following aid stations under any circumstances:

**Virginus Pass /Kroger's Canteen**

**Pole Creek**

**Putnam Basin**

For Media granted advance written permission to access non-crew aid stations, the following guidelines for **PARKING** must be adhered to:

Maggie Gulch: Park at the Maggie Gulch Trailhead on CR-2. Hike up rugged 4WD road 3.25mi & ~1000'.

Burrows Park: Park at the Sherman Aid Station. Hike up Cinnamon Pass Road 3.9mi & 700'.

Engineer Pass: Park at the Oh! Point parking lot on Engineer Pass Road. Hike down 1.25mi & 700'.

Governor's Basin: Park on a legal pull-off along Camp Bird Road at or BELOW the Camp Bird Mine site.  
Hike 3mi+ and 800'+

KT: Park at South Mineral Campground. Hike 2mi.

**No Media Parking will be allowed at the actual sites of the above aid stations. Additional vehicles at these sites can jeopardize our permit. The instructions above are the closest approved vehicle access points for Media. In all instances, please be courteous of other users and abide by local regulations.**