



Media Policy

2026

Purpose of the Policy:

This policy is designed to guide media coverage and interactions at the Hardrock Hundred Endurance Run (Hardrock). This policy outlines accessible locations, protocols for media engagement with Hardrock personnel, and rules regarding permissible and restricted areas on the Hardrock course.

Hardrock operates under permits issued by the Bureau of Land Management, the United States National Forest Service, and various municipal entities. Maintaining strong relationships with these organizations, while providing the media the opportunity to capture the stunning beauty of the San Juan Mountains and the challenges of the Hardrock course, is essential to supporting these communities and ensuring the continued success of the event.

For the purposes of this policy, “media” refers to any external organization or individual conducting coverage of the Hardrock Hundred Endurance Run during the event dates of Friday, July 10th, to Sunday, July 12th, 2026. This includes, but is not limited to, journalists, photographers, videographers, bloggers, and social media influencers operating independently or on behalf of a media outlet. This policy is not applicable to the Livestream coverage of Hardrock. For information on the livestream please refer to the Livestream Coverage Policy document.

Fee and Accreditation

To support the logistical needs of media coverage at the 2026 Hardrock Hundred Endurance Run, a media fee will be implemented. The details are as follows:

- The base fee for media credentials is **\$150**, which covers up to four personnel. This fee shall be paid prior to arrival at Hardrock via check or online payment processing system.
- An additional fee of **\$25 per individual** will be charged for teams exceeding four personnel.
- This fee does not apply to **official partners of Hardrock or Journalistic/Local Media**. **These entities still need to apply for media accreditation.**

Attendance at the media briefing is required for all media representatives seeking credentials. Failure to attend the briefing, without prior arrangement, will result in denial of credential. At least one member of each media team must attend the briefing, scheduled as follows:

- **Date:** Thursday, July 9th, 2026
- **Time:** 3:30 PM
- **Location:** Silverton Gym, Silverton, CO

Once issued, media credentials must be worn visibly on the body at all times to ensure identification by Hardrock personnel. Media credentials are non-transferable and assigned to specific individuals. They may not be reproduced, copied, or shared under any circumstances. Hardrock reserves the right to revoke media credentials both for the current running year and subsequent years.

Media Code of Conduct

All media representatives are required to follow the crewing and pacing rules outlined in the [Runners Manual](#) (final update by Memorial Day) and adhere to the following additional rules:

- **Medical Emergencies:**
 - In the event of a medical emergency, media representatives must remain at a safe and respectful distance to allow medical personnel to perform their duties without interference.
 - Recording, photographing, or filming such incidents is strictly prohibited to protect the privacy of those involved.
- **Event Operations:**
 - Media must avoid any actions that could disrupt the operations of Hardrock personnel, volunteers, or the overall event.
 - This includes obstructing access to key areas, interrupting planned activities, or engaging in behavior that creates unnecessary challenges for event organizers.
- **Runners, Pacers, and Crews:**
 - Media representatives must respect the space and efforts of all participants, including runners, pacers, and their crew members.
 - Actions such as standing in paths, creating bottlenecks, or otherwise distracting participants are not permitted.
 - Under no circumstances may media provide **unauthorized assistance or aid** (such as hydration, food, or pacing) to runners, as this compromises the integrity of the competition.
 - If a member of the media is acting as a pacer for the runner, and is registered as an official pacer and is the only pacer for the runner, that is allowable.
- **Driving and Parking:**
 - All media must comply with posted driving and parking regulations specific to the event.
 - Ensure vehicles are parked only in designated areas to avoid obstructing emergency access, participant routes, or local traffic.
 - When on the course, drive responsibly and with heightened awareness to protect runners and other individuals in remote areas.

- **Aid Stations:**
 - Aid Station Captains (ASCs) serve as key points of authority at their respective stations. Media must respect their guidance regarding access, positioning, and any other instructions.
 - Avoid interfering with the operations of aid stations, including the delivery of supplies, volunteer activities, and the care of runners.
 - Abide by signage, pertaining to media, at all aid station locations.
- **Permitting Authority Regulations:**
 - Media must follow all rules and policies established by the United States Forest Service, Bureau of Land Management (BLM), and local townships, as these entities oversee the lands through which the Hardrock course runs
 - Actions that could violate environmental regulations, such as littering, disturbing wildlife, or damaging natural habitats, are strictly prohibited.
 - Please note that USFS and BLM representatives may be present on course to monitor the event.

Adherence to this Code of Conduct ensures a safe, respectful, and successful event for all participants, organizers, and communities.

Brand and Social Media

Hardrock is a brand rooted in community, camaraderie, the outdoors, and competition. Protecting and maintaining the integrity of Hardrock's brand is a key priority. Any use of Hardrock logos, official maps, graphics or other branding materials must be approved by Brand Manager, Brian Culmo (or designee) prior to publication. Hardrock is able to provide high quality versions of logos, maps or graphic assets for use and are available via request. Unauthorized editing or manipulation of any Hardrock provided graphic assets is prohibited.

Any media content implying an official partnership outside of Hardrock's official partnerships is prohibited. Please contact Brian Culmo, Chloe Schulman, or Dan Ryan for any clarification.

Hardrock's social media channels will be actively monitored during the event to ensure proper coordination and alignment with the brand. Any collaboration that involves Hardrock will be approved and shared by Media Director Dan Ryan (or designee). In order to ensure proper alignment with the brand the following guidelines shall be followed:

- Collaboration posts or mentions involving Hardrock must be family-friendly and convey a positive tone toward the event and its values.
- When referencing the event on social media, use only "Hardrock", "Hardrock 100 Endurance Run" or "Hardrock Hundred Endurance Run".

- Tagging or requesting collaboration with Hardrock on social media does not guarantee a response, repost, or shared collaboration.

These guidelines help ensure that all representations of Hardrock, both online and offline, reflect its values and mission.

Aerial Device Usage

Aerial device usage is not permitted from Friday, July 10th to Sunday, July 12th.

Runner Privacy

Not every participant of Hardrock has a desire to be put on film. Participants who have indicated that they do not want photo/video coverage of them will be designated by a specific bib with a red runner number. In the event of a personal moment for a runner (i.e. changing of clothes, restroom breaks or other similar instance) the media shall not film these events under any circumstance.

Aid Station Media Access:

South Mineral Creek Crossing

Open To: Media with Credential

Access: Hike in from the start or be dropped at the south mineral creek crossing.

Parking: None. Absolutely no parking on the highway or on the shoulder of the highway.

Notes: You may hike in from the start to South Mineral Creek or be dropped off. There will be no parking per the Colorado State Highway Patrol.

KT

Open To: Media with Credential

Access: Good road, then hike to it

Parking: Limited. Parking is very limited at the KT aid station and therefore media parking is not allowed directly at the aid station. Park at the Ice Lakes Basin trailhead parking and hike into the aid station (roughly 2 miles).

Notes: Please adhere to all the media specific markings. Do not interfere with aid station operations.

Chapman Gulch

Open To: Crew and Media with Credential

Access: Drive to it

Parking: Park in designated crew parking area on the west side of Ophir township and hike into the aid station. Roughly 2.3 miles. No media parking is allowed directly onsite at the aid station.

Notes: Ophir Pass Road is congested and heavily traveled with non-run users. Please adhere to all the media specific markings. Do not interfere with aid station operations.

Telluride

Open To: Crew and Media with Credential

Access: Drive to it.

Parking: Onsite

Notes: This aid station can be very congested with crews and media. Please adhere to all the media specific markings. Do not interfere with aid station operations.

Kroger's Canteen

Open To: Nobody. Don't try it.

Access: You don't.

Parking: Haha.

Notes: Under no circumstances should you be traveling to Krogers. Incredibly limited on space at the aid station.

Governor Basin

Open To: Media with Credential

Access: 4X4 up Camp Bird Road. Do not impede runners.

Parking: Onsite but limited. You may be directed to a pull-off 0.5-1mi away.

Notes: Please adhere to all the media specific markings. Do not interfere with aid station operations.

Ouray

Open To: Crew and Media with Credential

Access: Drive to it via 550.

Parking: Onsite. DO NOT park in the Ouray Hot Springs lot - you will be towed!

Notes: This aid station can be very congested with crews and media. Please adhere to all the media specific markings. Do not interfere with aid station operations.

Engineer

Open To: Media with Credential

Access: Drive to the top of Engineer Pass there is limited parking at the top of this pass. It is then roughly a 2 mile hike down to the aid station. Please be respectful to runners on the road and this road up can become congested with non-run associated traffic.

Parking: At the top of Engineer Pass and walk in. Do NOT park at Oh! Point, but further up/down the road to the large main parking area with the Engineer Pass sign about ¼ mile past Oh! Point. There should be a few volunteer vehicles parked at the spot where parking is allowed.

Notes: This is a backcountry hike-in aid station; stay the trail, yield to runners and Leave No Trace. Do not interfere with volunteers working inside the aid station or impede the ability of people to get aid. Follow all media specific markings.

Animas Forks

Open To: Crew and Media with Credential

Access: Drive to it. Four wheel drive and thick tires recommended as this road can flat tires.

Parking: Onsite and at the direction of aid station personnel.

Notes: Do not interfere with volunteers working inside the aid station or impede the ability of people to get aid. Follow all media specific markings.

Burrows Park

Open To: Media with Credential

Access: Drive to it via Cinnamon Pass. This is a remote aid station so getting here is difficult, make sure you have a capable 4X4 vehicle. Just because it is a rental doesn't mean it can get there.

Parking: Onsite and as directed by aid station personnel. There are only a few parking spots at this site, and it is a popular public trailhead. In the event the established parking spots are filled, you may need to park 0.5-1mi away at the next section of the road wide enough to allow roadside pull-offs without impeding traffic.

Notes: Do not interfere with volunteers working inside the aid station or impede the ability of people to get aid. Follow all media specific markings.

Sherman

Open To: Crew and Media with Credential

Access: Multiple hour drive from Silverton. Rugged 4X4 road over Cinnamon Pass or on pavement through Lake City.

Parking: Onsite

Notes: Do not interfere with volunteers working inside the aid station or impede the ability of people to get aid. Since this is still early in the run it is possible for a rush of people to occur here. Follow all media specific markings.

Pole Creek

Open To: No media or crew access.

Access: Good luck.

Parking: Parking is tricky without a road.

Notes: No access.

Maggie Gulch

Open To: Media with Credential

Access: Good road, then hike to it

Parking: There is not available on-site parking at the aid site. Media wanting to access the aid station must park at the lot at base of CR23 and hike in (3.25mi / 1700' gain one-way).

Notes: The aid station area is very small and gets easily congested. Please respect established perimeters to give runners & volunteers space.

Cunningham Gulch

Open To: Crew and Media with Credential

Access: Drive to it

Parking: Same as crew parking outlined in [Runners Manual](#); follow directions of on-site parking team

Notes: Cunningham Gulch Road can be very congested and is heavily traveled by those not associated with Hardrock. This has led to conflict in the past. Parking is limited and if media is going there please consider carpooling. Adhere to all media specific markings.

Finish Line/Chute

Open To: Crew and Media with Credential

Access: Silverton

Parking: Park in Silverton. Adhere to all Hardrock event parking signage. Media is not given special parking permissions in Silverton.

Notes: Please adhere to all the media specific markings. Do not interfere with finish line or aid station operations. Also please show courtesy for people finishing the event. This has been a hard journey for all participants. Everyone deserves a moment at the rock with family and friends. Visible media credential required to cover the finish line from inside the finish chute. **NO photography/videography within the medical area inside the gym.**

Conclusion

While Hardrock recognizes the importance of media coverage, the event is ultimately committed to providing a world-class experience for participants. Violating this policy undermines the Hardrock community and detracts from the high standards developed over years of hard work by volunteers and participants. Any violation of this policy will result in no refund, denial of a media pass in future years, and may lead to the disqualification of a participant for violating the media guidelines.

All violations will be addressed by the Run Director, Dale Garland, and Media Director, Daniel Ryan. For any questions regarding this media policy, please contact Daniel Ryan.