



### **Hardrock Hundred Endurance Run (HRH) Media Policy:**

Effective communications with the media are 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.

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 and United States Forest Service (USFS) authority.

Media Application Deadline

Applications and all requested supplementary documentation must be submitted to the Hardrock Media Coordinator no later than **Monday May 16<sup>th</sup>, 2022**, for all working press, commercial and non-commercial filming and photography, freelance media and Special Projects (video or film). **THERE WILL BE NO EXTENSIONS GRANTED THIS YEAR AS PER THE USFS.** The Monday May 16<sup>th</sup>, 2022, deadline was imposed by the USFS. 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 United States Forest Service (USFS), 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 USFS for the purpose of issuing filming permits is Brian Hinch and he can be reached at 906-202-0356 or [brian.hinch@usda.gov](mailto:brian.hinch@usda.gov). Issuance of any film/photography permit is at the complete discretion of the USFS and the issuing officer. For specific information on film and photography permit guidelines, media are encouraged to visit the following website - <https://www.fs.usda.gov/detail/r5/passess-permits/event-commercial/?cid=STELPRDB5349053>

## 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 any person associated with the Hardrock Hundred Endurance Run 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
- Media shall abide by all policies and regulations of the USFS, 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 Endurance Run Director or their designee.
- Media will not impede the function and/or organization of the Hardrock Hundred Endurance Run
- Media will not impede or otherwise thwart the efforts of runners, pacers or crew 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 Endurance Run Director or the Hardrock Hundred Endurance Run Partnership Director.

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

The Hardrock Hundred Endurance Run 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 Monitoring

Please note that representatives of the HRH and United States Forestry Service (USFS) will be on the Hardrock course monitoring various elements of the Hardrock run.

## 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 media passes or credentials at any time if the Hardrock media policy is not followed.

## Media Access

- All activities during Camp Hardrock and the week leading up to Hardrock, medical check-in, all runner, or other briefings.
- Start and Finish line in Silverton.

Media is allowed at all Crew-Accessible Aid Stations (Cunningham, Sherman, Animas Forks, Ouray, Telluride, Chapman), and must follow parking guidelines (Runner's Manual) 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 in writing (including the full names of the media) by **July 1<sup>st</sup> at 5pm MST** (this deadline was imposed by USFS) – **THERE WILL BE NO EXTENSIONS GRANTED THIS YEAR AS PER THE USFS.**

Failure to comply with the July 1<sup>st</sup> deadline will mean that you will ONLY be able to access areas of the Hardrock Hundred Endurance Run that are open to everyone.

## Media Access to Aid Stations

Please ensure that as media when you are accessing all approved aid stations that you act in a full and completely professional manner to everyone you encounter. Please ensure that you park accordingly and with full respect of the need for Hardrock to manage parking. Please ensure that you engage with all aid personnel in a full and completely professional and courteous manner – introduce yourself to the aid station personnel and ensure that you show your personal media pass to the aid station captain and that your vehicle media pass is completely visible at all times while in the aid stations. Please be patient and understanding as you work at each aid station. Allow the aid station personnel to do their jobs and the runners and aid station personnel to move freely and completely as needed at the aid stations.

Media is allowed at all crew accessible aid stations (Cunningham, Ouray, Animas Forks, Sherman, Telluride, Chapman) and MUST follow all parking guidelines and any other guidelines set out the individual aid stations, the aid/volunteer coordinator, the Hardrock Run Director or the Hardrock media coordinator.

Media are **NOT** allowed at or within 1 mile on NON crew accessible aid stations (KT, Maggie's, Burrows, Engineers, Governors) without the prior written permission of the Hardrock Run Director or media coordinator.

For media granted access to **NON** crew accessible 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 for 3.25 miles with about ~1000feet of elevation gain.

Burrows Park – Park at the Sherman Aid Station. Hike up Cinnamon Pass Road 3.9 miles with about ~ 700 feet of elevation gain.

Engineers Pass – Park at the Oh! Point parking lot on Engineer Pass Road. Hike down about 1.25 miles with about ~700 feet of elevation loss.

Governor's Basin – Park at any legal pull off on Camp Bird Road **at or below** the Camp Bird Mine site, hike about 3+mile with about ~800feet of elevation gain.

KT - Park at the South Mineral Campground / Ice Lakes Trailhead. Hike up the 4WD Bandera Road (CR585) for 2mi with 800' gain to the aid site.

NO media parking will be allowed at the actual sites of the above aid stations under any circumstances. Additional vehicles at these sites can jeopardize our permit. The instructions as outlined above are the closest approved vehicle access points for media.

### **Points of Absolutely NO Access**

There is **Absolutely NO** access to the following aid stations under any circumstances.

#### **Virginus Pass/Kroger's Canteen**

#### **Pole Creek**

Thank you in advance for your attention to the above noted Hardrock media policy.

### **Use of Aerial Devices at Hardrock**

There is absolutely NO use of any aerial devices on any/all areas that involve the Hardrock Hundred Endurance Run (the course, towns that support Hardrock (either directly or indirectly), Camp Hardrock and any other locations in any way associated with the Hardrock Hundred Endurance Run starting at 6am MST on July 11<sup>th</sup> and ending at 11:59pm MST on July 17<sup>th</sup>).

Failure to comply will result in the immediate loss of Hardrock media privileges. In addition, if a particular runner is being filmed with an aerial device that runner risks disqualification (see note in the Runner's Manual).