



# Media Credentials Request Form

## 2010 California Rodeo Salinas, July 15-18

**PBR: See PBRNOW.com for credentials info. You must have a PBR media/photography card to photograph the PBR on July 14.**

Name of media outlet:	
Check one: Newspaper: _____ Radio: _____ Television: _____ Internet: _____ Photographer: _____ Other: _____	
Name of contact person:	
E-Mail address:	
Street Address:	
City/State/Zip:	
Contact Phone No.:	Fax No.:

\*\*\*TV trucks & vehicles need special passes and arrangements for parking live trucks must be made at least 1 week prior to rodeo. Space is limited.

**Have you covered the California Rodeo in the past:** Yes \_\_\_\_\_  No \_\_\_\_\_

Which year(s): \_\_\_\_\_

**Please list name and title of individuals requesting credentials:**

Name	Title

Additional names can be added upon special request.

**CREDENTIAL PICK UP:** Badges will need to be picked up at the California Rodeo Salinas Office at 1034 N. Main Street in Salinas. They will not be mailed due to security reasons. Media members will also be required to sign a release form before having access to the rodeo grounds.

**Please indicate which days you will be covering the rodeo:**  
**All Days or (check individual performances):**

<b>Thursday, July 15</b>	<b>Friday, July 16</b>
<b>Saturday, July 17</b>	<b>Sunday, July 18</b>

**DRESS CODE: MANDATORY** Attire for Chute access or Pit access is cowboy hat or no hat at all, long sleeve shirt, jeans, cowboy boots or other closed toed shoes; Other Areas-long sleeve shirt, pants/jeans, close-toed shoes (NO tennis shoes). NO ARENA access if you are not a PRCA photographer.

**Please note any special needs/requests:**  
**(Electrical or computer hookups, etc.)**

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**MEDIA BOOTH:** All media should check in at the media room daily. There will be refreshments available and this is a great spot to conduct interviews with the athletes. A map of the media booth will be included in your credentials packet.

\*\*Please let us know if you have any specific news coverage needs/location needs/interviews, ideas for stories, etc., that we can help set up for you. We will have a list of entrants by July 10th.

**Please list name and e-mail address if you want to receive  
California Rodeo press releases via e-mail:**

<b>Name</b>	<b>E-Mail Address</b>

**Fax this form to:**  
**Attn: Mandy Roth – Press Credentials**  
**Fax (831) 757-5134**

**Mail it to:**  
**2010 California Rodeo Salinas Press Credentials**  
**Attn: Mandy Roth**  
**P.O. Box 1648, Salinas, CA 93902**  
**or E-Mail it to: MROTH@CARODEO.COM**