



2023 INFR Media Guidelines

The INFR is grounded in the culture and traditions of North American tribal nations. Because customs differ across tribes, please be culturally aware and respectful when covering our events.

By signing the Media Consent and Release form, you have agreed that you have read and consent to abiding by the guidelines.

- Credentials are distributed on an as-available basis to journalists of recognized news outlets who are on assignment to cover the Indian National Finals Rodeo and/or related INFR events. Journalists must represent recognized daily or weekly newspapers, news services, recognized publications and outlets that regularly cover rodeo, recognized national/regional radio and television networks, local radio and television stations, and/or recognized Internet sites.
- Your press pass must be visible on your person at all times.
- Freelance journalists and photographers must provide proof of assignment to be considered for accreditation.
- Security checkpoints and procedures have been implemented for the safety and protection of all. Accredited media are expected to cooperate with the procedures and requirements implemented for access to the media, photographer, and broadcast areas.
- Contestants are available for interviews after they compete. If you need assistance contacting a specific individual, please contact Perse Hooper Lewis at (858) 337-6404.
- Many of the individual staffing media areas are volunteers, and the accredited media and broadcasters are expected to treat them with courtesy and respect.
- Treat everyone with respect and kindness—Especially be mindful of children and Elders. ●

Do not touch or photograph sacred items, such as feathers, without asking for permission.

- Remain standing, remove any hats, and refrain from photographing during moments of prayer and ceremony.