



Hardrock Hundred Endurance Run (Hardrock) Media Policy:

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

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

Media Defined

Hardrock 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/video or otherwise documenting the events and people of Hardrock in an official capacity for Hardrock
4. any group or individual writing/photographing/videoing or otherwise documenting Hardrock for their personal benefit or use *beyond intimate family/friend relationships*

Media Application Deadline

Applications and all requested supplementary documentation must be submitted to the Hardrock Media Coordinator no later than **Wednesday May 15th, 2024**, 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.** NOTE: All media (working press, personal, 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. Upon approval of the media permit, the media will be issued a valid media pass(s) for Hardrock.

Media Passes

All media must be credentialed by the Media Coordinator of Hardrock or their designee. All media regardless of whether individuals or representing a group or organization will receive personalized credentials (name and/or media outlet/organization represented).

Hardrock media passes are to be worn and displayed (on the individual person and/or in their vehicle) by any accredited media person through the duration of Hardrock (Monday July 8th thru Sunday July 14th, 2024)

Hardrock media passes, and credentials are non-transferable and may not be duplicated or reproduced in any manner. Passes may not be given or loaned to another person. Credentials must be worn or displayed 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 Code of Conduct

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

- Be on assignment from a recognized organization or for personal use as defined above
- Obey all the instructions distributed in the media policy. 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-run agreements
- Interviews of runners and/or any person associated with Hardrock will be arranged by individual media sources and will be at the discretion and convenience of those being interviewed

Media must abide by the Crewing and Pacing Rules as listed in the [Runners Manual](#), as well as the following:

- Keep a respectful distance in the event of a medical emergency
- No transferring of media credentials to any other individual or group
- No use any aerial devices for the duration of Hardrock ([see additional details](#))
- Abide by all driving and parking rules and restrictions
- Respect and adhere to any guidance, directions, or restrictions from Hardrock aid station captains and aid station personnel
- Abide by all policies and regulations of the USFS, the BLM, and townships. (Hardrock is not responsible for providing the media with these policies and regulations)
- Obtain permission to be anywhere on course outside of designated crew-accessible Aid Stations (See [Media Access](#) for more specifics)
- No impeding the function and/or organization of Hardrock
- No impeding or otherwise thwarting the efforts of runners, pacers or crew participating in Hardrock nor provide illicit aid in any manner to any runner
- No engaging with and/or impeding any runner (including filming or photographing them) without the runner's permission

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

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

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.

Social Media Tagging

Any social media posts related to Hardrock must adhere to the following guidelines.

- Any collaboration posts with Hardrock on any social media platforms must be family friendly and promote a positive attitude about Hardrock
- When posting, Hardrock should be referred to as "Hardrock" or "Hardrock 100 Endurance Run"
- By tagging Hardrock on social media platforms there is no guarantee that your posts will get shared or reposted
- All collaborative posts must be approved by the Hardrock social media director, [Dan Ryan](#) prior to posting

Hardrock Logo

Any usage of the Hardrock logo in any form must receive prior approval from Hardrock. To receive approval for the use of the Hardrock logo please contact [Brian Culmo](#).

Media Monitoring

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

Media Access

The areas where the Hardrock Media Policy applies include but are not limited to:

- All Camp Hardrock activities (per the published schedule in the [Runners Manual](#))
- Start/Finish Line in Silverton
- All [Hardrock aid stations](#)
- The official [Hardrock course](#)
- Other areas as defined by the Media Coordinator or Run Director

Media ARE allowed at all Camp Hardrock activities outside of the official time of the run (6am MDT July 12 through 6am MDT July 14, 2024).

Media ARE allowed at all crew accessible aid stations (Chapman, Telluride, Ouray, Animas Forks, Sherman, Cunningham). The radius of this access is a half mile before/after the aid station along the run route, though individual aid stations may apply additional situational limitations - please check with the Aid Captain if you are unsure. Access and parking regulations for these can be found in the Crew Access Aid Station Driving Directions section of the [Runners Manual](#).

Media ARE allowed at the Start/Finish line, Hardblock Party, Silverton School Gym, and run route through Silverton from the [Kendall Mountain Lodge](#) to the intersection of Shrine Road and the southern end of the [Nute Chute](#).

Media ARE NOT allowed at any other aid station or point on the Hardrock course EXCEPT with prior written permission by the Media Coordinator or Run Director. Directions for appropriate parking and access will be provided with the granting of permission.

Requests for access to these sites must be received in writing (including the full names of the media) by **July 1st, 2024 at 5pm MDT – THERE WILL BE NO EXTENSIONS GRANTED THIS YEAR PER THE USFS.**

Failure to comply with the July 1st deadline will mean that you will ONLY be able to access areas of the Hardrock that are open to everyone.

Hardrock's impact on the communities and environments through which the run takes place can be significant. These appropriate limits help safeguard the future of the run by restricting vehicle/parking activities, impact to the terrain, and the experience of the runners themselves.

Absolutely NO access will be granted to Virginus Pass/Kroger's Canteen or Pole Creek under any circumstances.

Aid Stations

Please ensure that your personal and vehicle media passes are always completely visible while in aid stations.

As media, you are expected to act in a full and completely professional manner to everyone you meet. Two areas of special emphasis include following event parking regulations and not impeding the actions of runners, volunteers or crews.

At each aid station, the Aid Captain is the authority on site and has the discretion to set appropriate boundaries for media activity as they judge necessary for their site, with the full backing of the Aid Director, Run Director and Media Coordinator.

Aerial Devices (Drones)

There is ABSOLUTELY NO use of any aerial devices on any/all areas that involve Hardrock (the course, towns that support Hardrock, Camp Hardrock and any other locations in any way associated with Hardrock) between 6am MDT on Monday July 8th, 2024 and 11:59pm MDT on Sunday July 14th, 2024.

Should you wish to apply for a permit for drone usage outside of those times, you must do so directly with the USFS. The contact person at the USFS for the purpose of issuing filming permits is Shelby Pierce and she can be reached at 303-567-3024 or shelby.pierce@usda.gov. Issuance of any special use permit for drone usage 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 [USFS website](#).

Failure to comply will result in the immediate loss of Hardrock media privileges. In addition, penalties can include up to the disqualification of runners whose crews use drones (see note in the [Runners Manual](#)).