

Media Coverage

Attention media: We're here to assist you

Keeneland welcomes media year-round, including during its Spring and Fall race Meets and its three annual horse sales. Extensive information about the wide range of activities at Keeneland is available at Keeneland.com/about/news. Keeneland's races and sales are streamed live at Keeneland.com.

During racing season, Keeneland produces daily Barn Notes with news about upcoming stakes, horses and horsemen competing here, milestones, special events and other articles of interest. At the conclusion of each race day, Keeneland provides coverage of the day's feature race(s) and quotes from connections of horses participating in stakes.

For its three annual sales, Keeneland compiles Media Kits with comprehensive statistics and other information related to the specific auction, and provides wrap-up releases at the conclusion of each sale session. For the first week of the September Yearling Sale, Keeneland produces daily Barn Notes with information about horses and horsemen participating in the sale, along with milestones, special events and other articles of interest.

Keeneland has an FTP site that contains select photos and video from races and sales. Media may download photos and video for editorial purposes. Information about how to access Keeneland's FTP site is available from the Communications Department.

If you would like to receive Keeneland news releases via email, please contact Amy Gregory at agregory@keeneland.com or Amy Owens at aowens@keeneland.com.

Credentials Required

Keeneland requires all media covering the Spring and Fall Meets to be credentialed. Due to demand, credentials are also required for media working in the Press Box during the Keeneland September Yearling Sale. Please review the following information and let us know if you have any questions:

- All media must be on a specific work assignment and have a credential issued by the Keeneland Communications Department for access to the grounds and Press Box.
- Please apply for credentials via Keeneland's online credentialing system well in advance of the race meet.
- Freelance writers shall only be credentialed if they are working on a specific assignment for a recognized

media organization. The request for credentials must be made on their behalf by the assignment editor or general manager of the media outlet.

- Credentials are issued annually and are valid for both the Spring and Fall Meets unless otherwise noted.
- Present credentials for admission at any Grandstand entrance. Credentials must be displayed at all times for access to the grounds and Press Box. Admission to the Press Box is limited to working media and officials.
- **Parking:** Media may receive parking tags that will enable them to use the designated Press Lot. Parking tags must be prominently displayed in your vehicle. Media credentials alone are not valid to park in the Press Lot. Media approved to park in the Press Lot will receive separate hangtags for the Spring and Fall meets.
- Credentials may not be used or transferred to any other entity or individual other than the person to whom they were directly issued.
- Keeneland has the sole and absolute right to deny or revoke credentials at any time.

Access Rules – Writers

- **Training hours:** Media are not permitted on the main track, turf course, training track or in the infield during training hours.
- **Stable area:** Media may not enter the shedrow, office or tack room of any barn unless invited by the trainer.
- **Race track:** Media are not permitted on the race track or turf course during live racing. Credentialed media may cross the track at the Paddock Runway to conduct interviews with owners/trainers and/or jockeys following the trophy presentation of a stakes.
- **Keeneland Directors Room:** Media are not permitted to enter the Directors Room during the post-stakes celebration. In an effort to accommodate requests, media may ask a member of the Communications staff or other Keeneland official to invite a winning owner or trainer to step outside the Directors Room to conduct an interview or to be photographed.

- **Jockeys Quarters:** Media are not permitted in the Jockeys Quarters unless approved in advance by a member of the Communications Department or the Clerk of Scales.

Guidelines for Still and Video Photographers

- All still and video photographers must be on a specific work assignment, and have a photo or video credential issued by the Keeneland Communications Department, for access to the grounds and Press Box.
- Freelance photographers and videographers shall only be credentialed if they are working on a specific assignment for a recognized media organization. The request for credentials must be made on their behalf by the assignment editor or general manager of the media outlet.
- Credentials are issued for editorial purposes only. The sale of photographs, images or video of Keeneland for commercial use is prohibited. Photographers who seek to use photos, images or video of Keeneland for a commercial project must complete a licensing application and a commercial intent to use form. For more information, contact Vince Gabbert, Keeneland Vice President & COO, at 859 288-4167 or vgabbert@keeneland.com.
- Individual photographers and/or their news outlet must provide a signed Release and Indemnification Agreement and a certificate of insurance, before credentials may be issued.
- Credentials may not be used or transferred to any other entity or individual other than the person to whom they were directly issued.
- Keeneland has the sole and absolute right to deny or revoke credentials at any time.

Keeneland Race Meet Media Credentials

Media may apply online for Spring and Fall Meet credentials. For more information, contact Director of Communications Amy Gregory at agregory@keeneland.com.

Access Rules – Photographers

- **Morning training hours:** Photographers are not allowed to cross the track or stand on the main track, turf course, training track or in the infield during training hours. All photos and video must be shot from behind the outside rail of the main track.
- **Starting gate:** Any photographer wishing to photograph the start of a race must be approved by the Communications Department. Photographers must coordinate mounting of cameras with the starting gate crew.
- **Race track:** Only photographers who have obtained a Track Access credential from the Communications Department may cross the track to shoot during live racing. Due to maintenance protocols, photographers may only cross the track between races at the Paddock Runway before the track is harrowed and/or watered. Photographers will not be permitted to cross after pre-race maintenance has been completed.
- **Post parade:** Before the race, photographers with a Track Access credential are allowed to stand against the inside rail of the dirt track to photograph the post parade. Photographers should stand at least 40 feet from the horses' path to avoid disturbing horses and riders.
- **Winner's Circle:** Photographers may shoot the stakes trophy presentation on the turf course and the trackside Winner's Circle ceremonies following a race. Priority position is given to the Keeneland Track Photographer.
- **Keeneland Directors Room:** Media are not permitted to enter the Directors Room during the post-stakes celebration. In an effort to accommodate requests, media may ask a member of the Communications staff or other Keeneland official to invite a winning owner or trainer to step outside the Directors Room to conduct an interview or to be photographed.
- **Stable area:** Photographers may not enter the shedrow, office or tack room of any barn unless invited by the trainer.
- **Jockeys Quarters:** Photographers are not permitted in the Jockeys Quarters unless approved in advance by the Communications Department or the Clerk of Scales.
- **Roof access:** Photographers are not permitted to shoot from the roof of the Grandstand or Clubhouse. Photographers may shoot from the overlook balcony adjacent to the announcer's booth with permission from the Communications Department.

Main track

- **Inside rail/finish line:** Photographers with a Track Access credential may shoot the finish of the race from the photo stand just past the finish line, or from the turf course past the finish line just behind the photo stand. Photographers are not allowed to stand on the main track against the outside rail.
- **Outside rail:** Photographers are permitted to shoot at any location around the outside rail of the track. Photographers must remain behind the outside rail at all locations.

In all cases, movement or equipment may not pose a distraction to horses or riders.

Turf course

- **Finish line:** Photographers with a Track Access credential may shoot the finish of a turf race from the photo stand just past the finish line, or from "between the rails" (the grassy area between the outside rail of the turf course and the inside rail of the dirt track) on the Grandstand side of the turf course.
- **Outside rail:** Photographers with a Track Access credential may shoot turf races while standing "between the rails" (the grassy area between the outside rail of the turf course and the inside rail of the dirt track) on the Grandstand side of the turf course.
- **Inside rail of turf course:** Photographers with a Track Access credential may shoot a turf race from the photo stand just past the finish line. Photographers are not allowed to stand against the inside rail.

In all cases, movement or equipment may not pose a distraction to horses or riders.

Please collect all pieces of equipment as you leave the track.

Stands and remotes

Photo stands: Photo stands for photographers with Track Access credentials are located just past the finish lines (opposite inside rail) on both the main track and turf course. Positions on the stands are first-come first-served. Photographers are not allowed to shoot from any Starter or Placing Judge's stands.

Remote cameras:

- Are allowed on the grass under the rail, past the finish line on both the main track and turf course.
- Are allowed under the outside rail at any position around, but not on, the main track.
- Are not allowed at any other position around either track.

- May not be placed on the starting gate without permission from the Communications Department.
- May not be set at any time horses are on the track.
- May be shielded with black plastic bags that are securely fastened.

Tripods: Are not permitted at the finish line of either the main or turf tracks, or at any other location on the track. They may be used when shooting from behind the outside rail of the main track.

Safety Rules

Keeneland is committed to providing media with the best access possible. Please be aware of your surroundings and exercise caution at all times while on the race track and in the stable area. For your safety, and the safety of our racing participants, we ask that you adhere to the rules below. If you have a question, please ask before you act. Keeneland officials who work trackside during the race day have the final word on violations, which may result in the loss of credentials.

- **Horses always have the right of way:** When approaching a horse's path, you must yield to the horse and rider/handler as they always have the right of way. Stay to the horse's left side when possible.
- **Flash photography or lights prohibited:** Flash photography or any other artificial lighting (including filters and umbrellas) is strictly prohibited around horses, barns and the race track, including morning training, in the Paddock and Walking Ring, Winner's Circle and stable area.
Television lights may be used on a limited basis in other areas with approval from the Communications or Broadcast Services Departments.
- **No loud noises/sudden movements:** Do not run, make any loud noises or sudden movements that might distract and endanger the horse and rider/handler.
- **Injured horses:** Any photographer or videographer who leaves his/her position to go onto the track to take images of an injured horse may have his/her credentials permanently revoked.