

# ***COMMUNICATIONS PLAYBOOK***



**Professional Rodeo Cowboys Association**

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# PRCA COMMUNICATIONS PLAYBOOK

## **PURPOSE**

This playbook has been compiled for the benefit of the Professional Rodeo Cowboys Association Committees and other Members to plan, prepare for, and respond to, if necessary, incidences that may arise in connection with the rodeo in these Committees' communities. With the continued use of misinformation and heavily edited video, animal rights activists have enjoyed free rein to target committee members, rodeo veterinarians, rodeo producers, stock contractors, rodeo executives, sponsors, as well as cowboys for threats of lawsuits and boycotts among other actions. This document will serve as a guideline for year long advocacy, advertising, legislative issues, and crises management.

Along with these benefits, this Communications Playbook also serves each rodeo committee as a foundation for new committee members to build upon. The overall goal is to provide a clearing house of information and contacts, as well as proven strategies to help PRCA Rodeo Committees have a successful rodeo.

# WHY RODEO?

## **HISTORY**

The history of rodeo begins in the pioneer days of the West. As Americans came into contact with Spanish and Mexican Vaqueros, much of the Vaquero's clothing, equipment, and traditions were adopted and adapted. Daily ranch chores such as tie-down roping, team roping, steer roping, and saddle bronc riding evolved into the modern events that we see today. Events like bareback riding, bull riding, and steer wrestling expanded on the ideas of those early events.

During the 1800's cattle drives were organized to move free range cattle from the Western Plains to the markets in the East. At the end of these long drives, it was not uncommon for different ranch outfits to hold informal contests to see which outfit had the best bronc riders, ropers, and all around "hands".

Many towns and cities claim to be the first to hold a rodeo including Deer Trail, Colorado and Cheyenne Wyoming. Prescott, Arizona claims the title of the World's Oldest Rodeo as it has held an annual rodeo that began on July 4, 1888. Wild West Shows also began promoting these events as sporting performances with paying spectators. Around the dawn of the 20<sup>th</sup> Century, many more annual organized events began to occur such as Cheyenne Frontier Days, Pendleton Round-Up, and the Calgary Stampede. With the growing number of venues holding annual events, rodeo became a legitimate sport. Many early cowboys such as Will Rogers, Bill Pickett, and Yakima Canutt won national acclaim as the sport of rodeo grew in popularity.

As promoters and managers organized to regulate the sport of rodeo, so too did a group of cowboys in 1936 at the Boston Garden. These cowboys went on strike to compete for the entirety of their entry fees and standardization of judging and judges. This group became the Cowboy Turtles Association. This was the name they chose for themselves as they were slow to act but finally stuck their necks out for their cause.

In 1945, the Turtles became the Rodeo Cowboys Association. Soon after, the RCA began implementing animal welfare rules. In 1975, the RCA became the Professional Rodeo Cowboys Association. The PRCA has seen tremendous growth since the early days which have been realized in terms of membership, national exposure, media coverage, and sanctioned rodeos. Today, the PRCA has more than 6000 members, sanctions more than 700 events, as well as year-round television and streaming coverage.

In 2019, more than \$52 million in prize money was paid out at PRCA rodeos, a figure that would have astounded the first rodeo cowboys that were looking to supplement their incomes. \$10 million of that prize money was awarded at the National Finals Rodeo – a far cry from the \$50,000 awarded at the first NFR in 1959.

# PRORODEO TIMELINE: 1936-2020

## Before ProRodeo, there was...

**1869:** The first amateur rodeo is held in Deer Trail, Colo.

**1880s-1890s:** A number of Western towns hold their first professional rodeos with cash prizes, including Prescott, Ariz.; Pecos, Texas; Payson, Ariz.; Denver, Colo.; North Platte, Neb.; and Cheyenne, Wyo.

**1920s:** The Rodeo Association of America, comprised of rodeo committees and promoters, banded together to create contests that would lead to the sport's first national champions.

The PRCA develops its first true national championship event, the National Finals Rodeo; it's held in Dallas the first three years, then in Los Angeles for three years, then in Oklahoma City from 1965-84.

**1959**

The RCA changes its name again, to the Professional Rodeo Cowboys Association, with 3,651 members competing for \$6,432,580 in prize money that year.

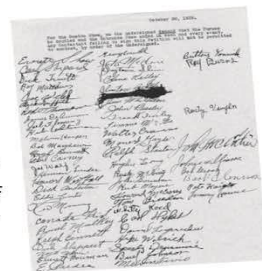
**1975**



The PRCA opens a new national headquarters in the foothills near Pikes Peak, America's Mountain, in Colorado Springs, Colo. – where it remains today.

**1979**

**1936** By joining ranks to boycott a rodeo in Boston, a group of cowboys and cowgirls forced the promoter to improve judging and increase the prize money. They picked the name Cowboys' Turtle Association in reflection of the fact that they had been slow to act, but had finally stuck their necks out for their cause.



**1947** Succeeding the CTA, the Rodeo Cowboys Association begins implementing rules regarding rodeo livestock welfare. Today, the PRCA enforces more than 70 rules that govern the care and treatment of the livestock participating in PRCA-sanctioned events.



**1985** The National Finals Rodeo moves to the Thomas & Mack Center on the University of Nevada (Las Vegas) campus, where the prize purse has grown from \$1.79 million in 1985 to \$10 million in 2015 and the event has been virtually sold out every year.

**2003**

The PRCA develops the Xtreme Bulls Tour to pit its best bull riders against its rankest bulls.



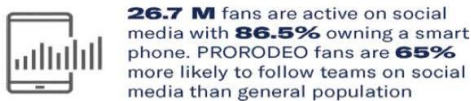
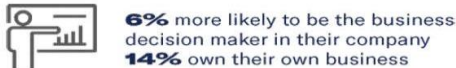
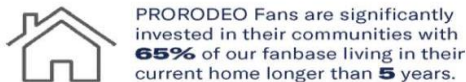
**2019** The PRCA sanctions 732 rodeos with a total payout of \$52 million, and has 4,661 contestant members.

Annually, PRCA rodeos have an estimated attendance of 6.3 million loyal fans with a total of 43 million identifying as fans. Rodeo ranks seventh in overall attendance for major sporting events, according to the Sports Business Daily.

The PRCA's 6.3 million loyal rodeo attendees across the U.S. are about 47 percent male and 53 percent female; 51 percent have household income of \$50,000 or more and 77 percent own their own homes. Pro Rodeo fans come from all walks of life, but as a group, they are demographically similar to NASCAR fans, and are likely to also enjoy hunting, fishing and camping.

The attendance at the first NFR is an estimated 54,000 people and has grown to an annual attendance of over 168,000 in 2019, including the estimated 285,000 people in the city of Las Vegas during the NFR.

## PRCA DEMOGRAPHICS



## COUNTIES



\*Population measured by density  
(A-Metropolitan to D-Rural)



## CENSUS DIVISIONS



**43+ MILLION**  
**RODEO FANS**



## **THE COWBOY**

The American Cowboy was rooted in the Spanish and Mexican Vaqueros. The daily ranch work dictated a life of getting the job done. Much of the life was spent horseback and many, Vaqueros and Cowboys alike, came to disdain work that couldn't be done from there. These were and are independent men and women that value liberty above all else. They live by a code that includes respect, charity, duty, and patriotism.

The independence and individuality of the free spirit continues through the modern-day rodeo cowboy. These cowboys not only are horseman and cattlemen, they have also become highly trained and well-conditioned athletes. Modern advances in strength training, conditioning, diet, and sports medicine, for animals and athletes alike, are all taken advantage of and applied in the present-day world of the rodeo cowboy.

Many of the cowboys today, just as in the days of old, come from working farms and ranches. Most have competed from the time they were young, developing through the many youth organizations to become the professionals and world champions that perform in the PRCA contests.

The cowboy is the direct link to our pioneering spirit and never-say-die attitude. Rodeo is the only major sport that has no guaranteed income to cover entry fees and expenses. The rodeo cowboy enters a rodeo, pays his entry fee, and takes his chance that the animal he has drawn in competition is good enough to win or place on. If not, he enters the next rodeo and tries to place at it. A life of optimism, hope, and faith drive these individuals to compete at the highest levels.

# **Rodeo Livestock**

## **Quick Facts**

- **The Professional Rodeo Cowboys Association (PRCA) has strict standards in place to protect the livestock.**
- **PRCA rules require a veterinarian on-site during all sanctioned competitions.**
- **Flanks straps used on bucking horses and bulls are used to encourage the bucking stock to buck with proper form, kicking their legs behind them. Horse flank straps are lined with soft sheepskin or Neoprene for the animals' comfort.**
- **Veterinarian's report the livestock is well cared for and the injury rate is extremely low - averaging five-hundredths of one percent (0.05%).**
- **PRCA rules restricts the use of livestock prods to occasions when they are necessary to protect the safety of the animal or contestant.**

# ProRodeo Livestock

"The AVMA recommends that all rodeos adopt, implement, and enforce rules to ensure humane treatment of rodeo livestock."

— excerpt from AVMA

Rodeo is a partnership between animal and cowboy. Without healthy bucking horses like these on the Barnes PRCA Rodeo Ranch in Iowa, there would be not rodeo.

In the sport of professional rodeo, cowboys share the limelight with horses, bulls, calves and steers. For cowboys to compete at the highest level, the rodeo livestock must be in peak condition. Both are athletes in their own right. The very nature of rodeo requires a working relationship between the cowboys and animal athletes.

Professional Rodeo Cowboys Association (PRCA) athletes value their animals, as do the PRCA stock contractors that provide livestock for rodeos. Like most people, PRCA members believe animals should be provided proper care and handling. The PRCA has created a comprehensive set of rules developed to provide for the treatment of rodeo livestock and the enforcement procedures to back these rules.

Consistent, proper treatment of livestock by PRCA members in and out of the arena has been well documented by veterinarians who have witnessed the health and condition of the animals first-hand. "The PRCA sets the standard for humane care of rodeo animal athletes," said Dr. Jennifer Schleining, an Ames, Iowa, equine veterinarian, "in my professional opinion, rodeo remains a healthy, humane, family-oriented sport."

The PRCA supports the position statement of the American Veterinary Medical Association (AVMA) regarding the welfare of animals in spectator-events. The statement reads in part, "The AVMA recommends that all rodeos adopt, implement, and enforce rules to ensure humane treatment of rodeo livestock."



PRCA Photo by Julie Jutten

In 2003, the American Association of Equine Practitioners (AAEP) awarded its Lavin Cup to the PRCA in recognition of the association's contributions to the health and welfare of the horse. Like a well-conditioned athlete, an animal can perform well only if it is healthy. Any cowboy will tell you he takes home a paycheck only when the livestock is in top form. Stock contractors, the ranchers who raise and provide livestock to rodeos, also have an obvious financial interest in keeping the animals healthy. Simple logic dictates that no sensible businessperson would abuse an animal that is expected to perform in the future.

The PRCA's approximately 6,000 members have more than economic ties to livestock. Many have lived and worked around animals for most of their lives and they possess a high degree of respect and fondness for livestock.

Stock contractor Harry Vold of Harry Vold Rodeo Company in Avondale, Colorado, said he holds a special place in his heart for his animals.

"We like to keep our horses around forever," said Vold. "It's like an old-folks home, and it can get costly, but they've earned their keep."

Anyone who attends a PRCA rodeo can be assured that the greatest care has been taken to prevent injury to the livestock or contestants. PRCA members are bound by the not-for-profit corporation's bylaws and rules, which include a section that deals exclusively with the treatment of animals. The association's rules include 70 that deal with the care and handling of the livestock. Judges report violations to the PRCA Headquarters, which may levy fines, suspension or expulsion.

Professional rodeo judges, who are responsible for the enforcement of all PRCA rules support these rules and do not hesitate to report violations. Becoming a PRCA judge involves extensive training in the skills needed to evaluate livestock and to judge rodeo events, as well as testing of that knowledge. PRCA rodeo judges undergo constant training and evaluation to ensure their skills are sharp and that they are enforcing PRCA rules, especially those regarding the care and handling of rodeo livestock.



Rodeo committees and stock contractors work together to ensure the livestock have safe and comfortable facilities while they are at a rodeo. These bucking bulls are shown enjoying hay in the new stock pens at the Pendleton Roundup.



PRCA rules govern the specification of all equipment used, including these bare- back riding riggings which must have padding between the rigging and the horse.

One of the many PRCA rules that protect animals, authorizes the judges to report any member that is found not treating an animal properly at a PRCA rodeo in the arena or on the rodeo grounds.

“Much of our educational efforts with the judges is concerning the proper care and handling of rodeo livestock,” said Chris Horton, PRCA’s Director of Judging, “The judges definitely call any violations they are aware of. This doesn’t happen too often at PRCA rodeos because of the connection of our members to the livestock.”

Not all rodeos operate under guidelines as strict as the PRCA’s. The PRCA sanctions about 30 percent of the rodeos held in the United States. Another 50 percent are sanctioned by smaller rodeo organizations, and about 20 percent are not sanctioned. The PRCA hosts periodic rodeo industry conferences to network on rules and livestock welfare issues with other rodeo associations. This outreach effort has resulted in most rodeo-sanctioning associations adopting and enforcing regulations regarding the care and treatment of animals, though some may not be as stringent as the PRCA’s rules.

## **PRCA LIVESTOCK WELFARE PROGRAM**

The Professional Rodeo Cowboys Association (PRCA) is deeply committed to the proper care and treatment of the livestock used in rodeo. The Livestock Welfare Program is extensive and covers many aspects including livestock care standards, education, research, outreach and government relations.

### **Goals of the PRCA Livestock Welfare Program:**

- Insure the proper care and handling of livestock at PRCA sanctioned rodeos.
- Network with other rodeo and animal use groups to encourage similar programs.
- Educate PRCA membership regarding animal welfare/animal rights.
- Defeat negative legislation/support positive leg.
- Provide factual information to media/public regarding rodeo livestock.

### **As an association, the PRCA:**

- has established rules and regulations governing livestock welfare,
- has created a livestock welfare committee to assist in the association’s efforts to ensure proper care of livestock,
- conducts regular livestock welfare surveys to identify successful practices and areas for improvement,
- educates its membership regarding best practices for livestock handling,
- monitors compliance of livestock welfare rules and regulations,
- educates the public and elected officials about the care provided to rodeo livestock,
- networks with other organizations about best livestock practices and policies,
- employs a Livestock Program Administrator to coordinate all efforts relating to care and handling of livestock at PRCA-sanctioned events, and continually recognizes veterinarians’ contributions to the welfare of rodeo livestock with a new award program titled “PRCA
- “Veterinarian of the Year.” This honor is awarded at the National Finals Rodeo each year.

## PRCA Rules

The PRCA first began implementing rules to ensure proper care and treatment of rodeo livestock in 1947. Today, the PRCA enforces 70 rules that govern the care and treatment of the livestock participating in PRCA-sanctioned events – the strongest rules employed by any rodeo association. The PRCA continuously encourages all rodeo associations to adopt similar rules. The rules are enforced by professional judges who attend each PRCA-sanctioned rodeo performance. Punishments range from fines to disqualification and suspension.

Specific rules protecting the animals govern use of the cattle prod, require a conveyance to transport injured animals, require the facilities to be free of hazards to the animals and require the animals to be inspected before each performance; any animals not in top condition will not perform. Additional rules cover how long an animal can remain in transit before a rest, how many times an animal can perform in a specified period of time and require that a veterinarian be on site for all rodeo performances and sections of slack at all PRCA-sanctioned rodeos. PRCA rules are recognized as the most comprehensive in the rodeo industry and its rules are used as a model for most other rodeo associations.

## Livestock Welfare Surveys

Among the most valuable tools used by the PRCA to measure the effectiveness of the PRCA Livestock Welfare Program are the periodic surveys it receives from independent veterinarians who are on site at PRCA rodeos. These Veterinarians assist local rodeo committees with all livestock-related issues. Many of these veterinarians also assist the PRCA by participating in the survey, reporting to the PRCA the condition of the rodeo livestock and facilities. These surveys have continued to show a very low rate of injury to the livestock. The latest survey, conducted at PRCA rodeos during the 2018 season, included 1,682 rodeo performances and 804 sections of slack. Veterinarians reported 388 injuries to animals during 385,522 exposures, calculating to a safety rating of 99.899%.

## Outreach

The PRCA leads the way in creating livestock welfare procedures, rules and standards for American rodeo, and regularly networks with other rodeo associations to encourage them to adopt similar standards, which most have done. The PRCA has successfully built the livestock welfare program to serve as a model for all rodeo associations. All PRCA sanctioned rodeos have rules governing the care and handling of the livestock, and the PRCA regularly meets with other associations to network about rules, handling policies and other livestock welfare initiatives. Reaching beyond the rodeo world to other agricultural and animal use organizations is another important component of the PRCA livestock welfare program. By networking with other organizations, the PRCA shares its program and learns from other organizations about successful livestock welfare policies and procedures.

## Education

The PRCA livestock welfare education program works with not only the PRCA membership, but also the public, media, fans and elected officials. The internal education program focuses on informing members about animal health issues and advances in livestock welfare practices. Externally, the program distributes factual information regarding the care and handling of rodeo livestock and answers inquiries from any interested people or organizations.

### **PRCA Educational Resources:**

- **ProRodeo Livestock DVD** - a 20-minute educational video that covers rodeo history, livestock care, PRCA stock contractors' born-to-buck breeding program and PRCA rules governing the safety of animals in competition.

- **Rodeo Livestock Booklet** – a 20-page color booklet outlining the care and handling of rodeo livestock, explanation of equipment and events and information about stock contractors and their livestock.
- **Pro Rodeo Livestock Brochure** – a tri-fold color brochure that offers a summary of information regarding the care, handling and origin of rodeo livestock.
- **Let's Learn About Rodeo** – a color booklet aimed at educating school children about rodeo and the livestock involved. The document includes history of rodeo, event descriptions, activities and resources.
- **A PRCA Rodeo Committee Guide to Livestock Welfare** – offers information to PRCA rodeo committees on proactively handling livestock welfare, improving facilities and equipment and promoting the livestock at their event.
- **A Guide to Veterinary Service at PRCA Rodeos** – a 40-page booklet created in conjunction with the American Association of Equine Practitioners and the American Association of Bovine Practitioners to assist veterinarians in preparing to serve as a rodeo veterinarian.
- **PRCA Guide to Livestock Welfare Issues**- a guide designed to assist those involved or interested in addressing livestock welfare issues that are associated with PRCA sanctioned rodeos.

## Government Relations

The PRCA Livestock Welfare Program includes extensive government relations work in order to ensure the continued success of the sport of rodeo. Monitoring local, state, and federal legislation is a priority. If legislation that would negatively impact rodeo is introduced, the PRCA begins an educational campaign with the legislators involved as well as activates grass roots supporters to contact legislators. The PRCA provides documented information to decision makers and offers expert testimony to counter propaganda offered by animal rights proponents that often introduce anti-rodeo legislation.

Regulations can also positively or negatively affect the sport of rodeo. The PRCA is constantly monitoring local, state and federal regulations, generally relating to animal health, to ensure the health of rodeo livestock is protected and that unnecessary regulation is not successfully implemented.

The PRCA is very proactive in educating legislators and networking with other organizations. Representatives from the PRCA regularly visit Washington, DC to meet with legislators and network with other horse, agriculture, and animal related groups. This networking allows the PRCA to have allies to work with on legislative and regulatory issues. Working with these allies and greatly improves the chance for success when faced with legislative and regulatory challenges to rodeo.

# WORKING WITH THE MEDIA

The media can play a very important part in the image of rodeo portrayed to the public. The animal rights organizations continually use the media to spread their message. Rodeo proponents need to be aware of the proper ways to work with the media to allow us to accurately communicate the positive stories about rodeo.

## 1. Understand your relationship with the media.

- Only if you grant an interview will your side of the story be told.
- Always be respectful of journalists' deadlines - answer inquiries promptly.
- The media determines what the news is.
- Take into consideration that most of the time the media will feel obligated to present both sides of the story to their audience.
- Never make an "off the record comment". Assume everything you say will be used.
- A "no comment" does not reflect well on you or your organization
- The editor or producer determines the content, not the journalist.
- Be prepared to report on your own bad news, this will increase your credibility as well allow you to determine when and how the story is reported.

## 2. Preparing for the Interview.

- Avoid going into an interview with no preparation.
- Ask the journalist what topics will be covered, who he/she works for and when the story will run. Know the journalist knowledge level about rodeo. Know your audience.
- Decide beforehand what two or three points you want to get across and work them into the interview.
- Do your homework. Know the current events involved in the issue that is to be discussed. Make sure you know your facts and figures and research any quotes.
- Know the opposing view and the stories that have been in the news lately. Be prepared to answer their view without appearing defensive. Ask about other sources for the story.

## 3. Doing the Interview.

- Remember your appearance. Dress for the occasion or location.
- Stay positive. If the journalist starts getting negative, steer him/her to a positive topic.
- Be aware of positive stories and people in the rodeo industry.
- Be friendly and greet the journalist by his/her name.
- Be relaxed and make eye contact when answering questions.
- Don't look away or down; it portrays nervousness or loss of confidence.
- If you feel uncomfortable with a question, answer another question. Politicians do it all the time.
- If you don't know the answer, say so. Only talk about things you are very confident in your knowledge of.
- Be brief and concise. You will lose your audience with drawn out explanations.
- Avoid using rodeo slang terms. If you use them, explain them.
- Use personal examples and stories that the audience can relate to.
- Don't get bogged down in statistics and numbers.

- If a journalist states a fact about rodeo that is wrong, refute it immediately and politely. Make sure to correct in an informative and helpful manner.
- Avoid answering hypothetical “what if” questions.
- Take control of the interview. Make sure your point gets across.
- Maintain an even temper. Your opinions and emotions should never be obvious.
- If you have reason to mistrust the reporter, ask to record the interview.

#### 4. **Dealing with Inaccuracies in the Press**

- Determine if the story contains inaccuracies or if it is just annoying.
- Confirm inaccuracies with others and determine a plan of actions.
- If the story is highly visible and potentially damaging, call the reporter and ask for a retraction. Call other press in the area and set the story straight. If the story is run in a news outlet with little circulation or credibility, don’t draw attention to it.
- Have fact sheets and statistics to back up your position.
- There are some situations where you may want to let the issue go away; by bringing the issue up in a letter or rebuttal, you may prolong it. Factors in your local community and media should help you decide on whether to address these issues or allow them to fade away.

# EDUCATING THE PUBLIC

Everyone involved in rodeo has a chance at some point in time to share their knowledge about the sport of rodeo with others. Opportunities at schools, local service clubs, or in one on one conversations with those who may not be familiar with the sport are numerous. Here are some tips on effectively communicating your message, whether it be in person or on social media.

## **TIPS IN COMMUNICATING WITH THE PUBLIC:**

- Speak urban - most people you will meet today have very little knowledge of the history of the sport of rodeo and how those traditions evolved into today's sport of professional rodeo. Make a conscious effort to speak in terms that everyone will understand.
- Make it interesting - use props, contests, videos and other interesting ways to present rodeo and its history.
- Be specific - use stories about your local rodeo and its personalities.
- Be yourself - limit yourself to things you are qualified to discuss. Surround yourself with a wide variety of people who can answer questions of all types.
- Stick to the facts - use PRCA published materials to back up your facts. It is best to leave your personal opinion out of your discussion.
- Be prepared - keep a record of commonly asked questions, so the representative from your committee who is making a promotional appearance can be prepared. Research and refine answers to these questions.

## **HOW TO COMMUNICATE EFFECTIVELY:**

- Be a good listener.
- Always be positive.
- Be understandable.
- Keep it short and simple.
- Take the public seriously and answer them honestly and sincerely.

## **SPECIFIC WAYS TO REACH OUT TO THE COMMUNITY**

- Many rodeo committee members belong to local service clubs. Have a rodeo committee member do a short presentation to their local service club about the treatment of animals in rodeo and show the "Animals in Rodeo" video.
- The schools in your area play an important part in the promotion of your rodeo as well as the education of today's children on the sport of rodeo. Arrange events at local schools to help the children understand the sport of rodeo. Utilize your contract acts the week of the rodeo. Have them bring animals if possible. Petting zoos at schools or local events are a great way to attract children and get them involved and interested in rodeo. Local committees can create a program or there are several good programs available for hire.
- Become acquainted with your local humane organization. Humane organizations vary greatly in their perception of rodeo. Try to arrange a meeting with the director or field service supervisor to get their opinion on rodeo. Before the meeting, do some research on the organization and see if you can find out their actions and philosophies. If they have a reputation as a radical organization that supports philosophies similar to S.H.A.R.K., PeTA or HSUS, be very careful in your meeting. If the organization seems willing to work with your committee, have a meeting and listen to suggestions they may have concerning your rodeo. Many humane societies

don't support rodeo, but if they truly care about animals, they will work with you to help insure the greatest level of care and treatment to the animals at your rodeo. Supply them with humane information from the PRCA and possibly arrange a training session with their field workers on the special needs of horses and cattle, especially those used in the sport of rodeo.

- Donate extra rodeo programs to schools, libraries and hospitals. Most rodeo programs include information explaining rodeo events and other valuable education material. In addition, this will give your sponsors more exposure and create goodwill.

# DEALING WITH SENSITIVE ISSUES

PRCA rodeo and the treatment of rodeo livestock have come under increasing public scrutiny. Issues surrounding rodeos' treatment and care of rodeo livestock and animal "rights" are under debate in classrooms, legislatures and newspapers across the country. Only by addressing these issues can we be a part of the debate.

**Be a good listener.** Before you address an issue or concern, listen carefully and make sure that you fully understand them and identify the basis for information.

**Ask questions first.** Find out what a person knows and understands by asking questions of your own. Use these questions to get people to think about the implications of different solutions and to analyze their own information.

**Respect opinions of others.** Avoid preaching or showing a lack of respect for their opinions even if you don't share the same beliefs. Respect people's views and they will more likely take into account your views and facts.

**Encourage informed decision.** The public is being given much false information regarding the sport of rodeo. Know your facts and use them. Resist the urge to convert people. Your goal isn't to sell rodeo, but to provide information people need to make their own decisions. Always encourage people to seek more information.

**Correct false assumptions.** Use facts, not emotions to correct people's false assumptions of the sport of rodeo.

I.E. - False statement: Calves necks are often broken in the calf roping events.

Answer: A study conducted in 1994 at 26 California PRCA rodeos showed out of 915 competitive calf roping runs, one injury occurred, and that injury fully recovered.

**Find common ground.** Show that you share the same concerns as most people. For example, if a person says the electric prod is cruel, indicate that you have concern for the animals also. An electric prod is the most humane way to move livestock and does not harm their thick hide. It is powered by flashlight batteries and produces low voltage and virtually no amperage. Also emphasize the use of the electric prod is regulated in the PRCA rules. Always emphasize that people involved in rodeo care deeply about the animals and do not tolerate inhumane treatment.

**Be positive.** Always emphasize the positive. Examples: Many bucking horses are animals that would not conform with riding training and have been given a second chance with a career in rodeo. The PRCA has more than rules governing the treatment and care of rodeo livestock. The PRCA requires a veterinarian be on site at all performances and slack to treat the rare occasion of an illness or injury.

**Be proud.** You have every right to be proud to be associated with one of the last links to our western heritage. Do not apologize for loving the sport of rodeo. Let the audience know why you love it and why the PRCA is on the forefront of animal welfare issues.

**Stay Cool.** Avoid arguments. Allow people to express their concerns and opinions first. Then respond calmly and positively. Point out inconsistencies and misinformation. Help them see the bigger picture and try to point out things they may not have considered. Be prepared to agree to disagree.

**Beware of traps.** Recognize special interest crusaders for what they are: a vocal minority often with rigid or extreme beliefs. While they don't represent mainstream society, the publicity they generate can and does

have an impact on moderate people's views. If an activist is a part of a group you are speaking to, politely answer their question and move on.

# ANIMAL RIGHTS AND ANIMAL WELFARE

One of the most important distinctions to make, before continuing, is the difference between animal rights groups and animal welfare groups. The more these topics are understood, the easier it is to know what groups to work with and which groups to avoid. It is hard for those involved in rodeo to understand the opposition to rodeo. Typically, those involved with the sport of rodeo understand the care and handling afforded to rodeo livestock. It is helpful to understand the underlying goals of the animal rights movement.

**Animal Rights** - a philosophical view that animals have rights similar or the same as humans. True animal rights proponents believe that humans do not have the right to use animals at all and wish to ban all use of animals by humans. The more extreme groups feel humans should be strict vegans (do not use or eat animal products of any kind, i.e., wool, silk, leather) and believe that humans shouldn't ride horses or even keep pets. These groups generally oppose hunting, circuses, 4-H and FFA programs, rodeos, zoos, research on animals, and ranching. The bible of animal rights groups is Peter Singer's "Animal Liberation," published in 1977. This book regards the use of animals against their will as "speciesism," roughly the same as racism. Animal rights in its purest form is not concerned with humane care but focuses on whether humans have the right to view and use animals as resources.

## What do animal rights advocates believe?

- Animals and humans are equal.
- No animal should be used by humans for any reason, including pet ownership (exploitation).

## Animal Rights organizations share these goals:

- Abolish by law all animal research.
- Outlaw the use of animals for cosmetic and product testing as well as classroom demonstration.
- Make vegetarian meals available at all public institutions including schools.
- Eliminate all animal agriculture.
- Eliminate all herbicides, pesticides or other agricultural chemicals. Outlaw predator control.
- Transfer enforcement of animal welfare legislation away from the Department of Agriculture.
- Eliminate fur ranching and the use of furs.
- Prohibit hunting, fishing and trapping.
- Stop any further breeding of companion animals, including purebred dogs and cats.
- Spaying and neutering should be subsidized by state and local governments.
- End the use of animals in entertainment and sports including rodeos, horse racing, circuses, horse shows, dog shows, polo, dog sled races and greyhound racing.
- Prohibit the genetic manipulation of the species, resulting in the elimination of critical medical research relating to cancer and other life-threatening diseases.

## How to Spot An Activist

- Generally young, age 18-30.
- If applying for a job:
  - Uses a college ID – BE WARY IF NEAR A UNIVERSITY!
  - Car has out of state plates

- Can only work a short time
- Strays into areas not required for their position
- Uses a UPS store/drop-off as an address

## Animal Welfare

**Animal Welfare** - based on principles of humane care and use. The American Veterinary Medical Association describes it: **"....a human responsibility that encompasses all animals' well-being, including proper housing, management, nutrition, disease prevention and treatment, responsible care, humane handling, and when necessary, humane euthanasia"**. Welfare positions are founded on the basic premise that animals can and will be used to benefit humans, and the responsibility of use carries certain obligations.

### What do animal welfare advocates believe?

- Man has responsibility over animals, and that this stewardship should involve humane care and treatment.
- National, state and local laws should and do support this concept with cruelty/abandonment provisions.
- The animal-human bond in our society should be supported. Humans are responsible for the support and humane use of animals for food, fiber, service and companionship.
- That man should abhor the inflicting of unnecessary pain and suffering.
- Industries, including those using animals in medical research, have and should establish standards to ensure sanitary condition and humane treatment.

There are many groups today that have been formed to expose the animal rights movement. A growing number of people are not buying into the radical animal rights groups unrealistic and untruthful campaigns. The following groups are working to improve animal industry or to combat false images spread by animal rights organizations.

## Organizations that believe in Animal Welfare

### **American Association of Equine Practitioners. David Foley, Executive Director**

4075 Iron Works Parkway, Lexington, KY 40511. [www.aaep.org](http://www.aaep.org)

AAEP's mission is to improve the health and the welfare of the horse, to further the professional development of its members, and to provide resources and leadership for the benefit of the equine industry.

### **American Veterinary Medical Association.**

[www.avma.org](http://www.avma.org)

1931 North Meacham Road - Suite 100, Schaumburg, IL 60173

Phone: 847-925-8070, Fax: 847-925-1329

Mission Statement

Improving Animal and Human Health, Advancing the Veterinary Medical Profession

### **American Horse Council – James Gagliano, Chairman**

1700 K. Street, NW, Suite 300, Washington, D.C. 20006

[www.horsecouncil.org](http://www.horsecouncil.org)

The AHC, the national legislative representative for the horse industry, works daily with Congress, state and federal agencies and the industry to protect the horse industry and promote its interests in Washington.

**Animal Welfare Council - Cindy Schonholtz, President**

[www.animalwelfarecouncil.org](http://www.animalwelfarecouncil.org)

P.O. Box 85, Eastwood, KY 40018-0085

A non-profit organization dedicated to advancing responsible care and humane treatment of animals in recreation, entertainment and sport.

**Western Justice – Dave Duquette, President**

[office@westernjustice.info](mailto:office@westernjustice.info), <https://www.westernjustice.info/>

Mission Statement

We are a collaborated voice empowering the future of the western horse industry. We are committed to upholding the rights and liberties of equine breeders, owners, trainers, and exhibitors while ensuring the welfare of livestock and our way of life.

**Protect the Harvest – Lucas Oil**

<https://protecttheharvest.com/>

Our Mission: Inform. Protect. Respond.

- INFORM and EDUCATE Americans about the activities of animal rights groups, anti-agriculture groups and other non-governmental organizations that threaten agriculture, animal welfare, our traditions, and way of life.
- PROTECT our freedoms and way of life by supporting agriculture, land use, hunting and fishing, animal ownership, and animal welfare.
- RESPOND to laws, regulations, or misinformation that would negatively impact animal welfare, animal ownership, restrict our rights, and limit our freedoms.

**Animal Ag Alliance**

<https://animalagalliance.org/>

Founded in 1987, the Animal Agriculture Alliance is a 501(c)(3) non-profit organization that brings together farmers, ranchers, veterinarians, animal feed companies, animal health companies, processors, allied associations and others involved in getting food from the farm to our forks!

We're an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture.

We protect by exposing those who threaten our nation's food security with damaging misinformation.

OUR MOTTO IS SIMPLE: CONNECT, ENGAGE, PROTECT.

## **PRCA LIVESTOCK WELFARE TALKING POINTS**

When addressing animal issues, the PRCA feels the most important issue is the difference between animal rights and animal welfare. Those who believe in animal rights believe that we do not have the right to utilize animals in industry, entertainment and recreation. They believe that use of animals equate abuse and should

be banned. PRCA believes in animal welfare – that we have the right to interact with animals in activities such as rodeo, but along with that right comes the responsibility to provide proper care and treatment.

- The PRCA feels that sharing the importance of animal welfare and our comprehensive program is important. Through the years, the PRCA has hosted Animal Industry Animal Welfare Conferences and invited all rodeo associations to come and network on the issues. Most rodeo associations have adopted rules similar to the PRCA's to govern the care and treatment of rodeo livestock.
- The Professional Rodeo Cowboys Association (PRCA) is pleased to release the results of a survey conducted to insure the welfare of rodeo livestock. The survey covered **1,682 rodeo performances and 804 sections of slack. During the 385,522 animal exposures, 388 animals were reported with injuries, mostly minor.** This calculates to a safety percentage of 99.899%. Veterinarians filling out the survey had universal praise for the care of the livestock.
- The PRCA began conducting surveys to document the rate of injury to rodeo livestock in PRCA sanctioned events in 1993. In 1995, the PRCA adopted a rule requiring a veterinarian on-site for all rodeo performances and sections of slack. The presence of veterinarians has allowed the surveys to be conducted periodically as samplings of large and small rodeos across the United States. All surveys conducted through the years have shown a very similarly low rate of injury.
- Animal welfare is a priority for the PRCA, and more than 70 rules are the cornerstone of the PRCA's animal welfare program. These rules govern the care and handling of rodeo livestock and the equipment used.
- The PRCA's animal welfare program is recognized nationally as a model for groups that incorporate animal use in sport. The American Association of Equine Practitioners recognized the PRCA for its rules and enforcement mechanisms in 2003 with the Lavin Cup, awarded each year to a non-veterinary group that has demonstrated exceptional compassion or developed and enforced rules and guidelines for the welfare of the horse.
- The PRCA depends on those with expertise and jurisdiction to guide the animal welfare program. Veterinarians and others with experience with rodeo animals assist the PRCA in animal welfare issues.

## RODEO LAWS

The PRCA continuously monitors legislation and works to oppose legislation that would negatively affect rodeo. There are some laws that regulate and a few that ban certain events or equipment. This list is for reference only; please check all local, state and federal officials for complete language and any other laws that may affect rodeos in your area.

### LOCAL LAWS:

Alameda County, CA – defines rodeo, requires a veterinarian on-site at all rodeos. Veterinarian may not be a contestant's, requires notification of the sheriff and animal control not less than 14 days in advance of a rodeo or rodeo-like event. Banned mutton busting.

Contra Costa County, CA – defines rodeo, bans horse tripping and steer tailing (Mexican Rodeo Events). Requires a veterinarian onsite that is not a contestant.

Baltimore, MD.: City ordinance bans flank straps, cattle prods, spurs and twisted wire snaffle bits.

Fort Wayne, IN – Department of Animal Control must approve events.

Glenn County, CA - Defines rodeo, bans steer tailing.

Irvine, CA – an ordinance passed in September of 2011 that bans the retail sale of pets, rodeos and circuses with exotic animals.

Pasadena, CA – an ordinance passed after a hard-fought battle in 2000 bans rodeos and circuses on city owned property.

Pittsburgh, PA: Bans rodeo equipment (1990) - no electric prods, flank straps, spurs

Southampton, New York - no flank straps, sharpened spurs, electric prods, wire tie downs & bullwhips

Poway, CA – after rejecting proposed bans the City of Poway adopted many PRCA rules as local ordinances. The new ordinance requires a veterinarian on-site, fleece lined flank straps on horses and limits the use of the cattle prod. In addition, local animal control must be notified 14 days in advance of a rodeo.

San Juan Capistrano, CA - adopted an ordinance in 1995 that makes the humane rules of the PRCA law in San Juan Capistrano.

San Francisco, CA - after an unsuccessful campaign to outlaw flank straps, calf roping and steer wrestling; a law requiring all rodeos to follow PRCA rules and banning cattle prods and greased pig contests was passed in 1999.

Sacramento, CA – in 2010 the Sacramento City Council voted to pass an ordinance that would require circuses, rodeos and other animal events in the city to get a permit and follow regulations. If you are planning on holding an animal event, contact City of Sacramento Animal Care Services.

St. Charles, IL – prohibits electric prods and requires a Veterinarian on-call.

## **STATE LAWS CALIFORNIA**

### **Text of Current Law Pertaining to Rodeo in California:**

596.7. (a) (1) For purposes of this section, "rodeo" means a performance featuring competition between persons that includes three or more of the following events: bareback bronc riding, saddle bronc riding, bull riding, calf roping, steer wrestling, or team roping.

(2) A rodeo performed on private property for which admission is charged, or that sells or accepts sponsorships, or is open to the public constitutes a performance for the purpose of this subdivision.

The management of any professionally sanctioned or amateur rodeo that intends to perform in any city, county, or city and county shall ensure that there is a veterinarian licensed to practice in this state present at all times during the performances of the rodeo, or a veterinarian licensed to practice in the state who is on-call and able to arrive at the rodeo within one hour after a determination has been made that there is an injury which requires treatment to be provided by a veterinarian.

(1) The attending or on-call veterinarian shall have complete access to the site of any event in the rodeo that uses animals.

(2) The attending or on-call veterinarian may, for good cause, declare any animal unfit for use in any rodeo event.

(d) (1) Any animal that is injured during the course of, or as a result of, any rodeo event shall receive immediate examination and appropriate treatment by the attending veterinarian or shall begin receiving examination and appropriate treatment by a veterinarian licensed to practice in this state within one hour of the determination of the injury requiring veterinary treatment.

- The attending or on-call veterinarian shall submit a brief written listing of any animal injury requiring veterinary treatment to the Veterinary Medical Board within 48 hours of the conclusion of the rodeo.

- The rodeo management shall ensure that there is a conveyance available at all times for the immediate and humane removal of any injured animal.
- The rodeo management shall ensure that no electric prod or similar device is used on any animal once the animal is in the holding chute, unless necessary to protect the participants and spectators of the rodeo.
- A violation of this section is an infraction and shall be punishable as follows:
  - A fine of not less than five hundred dollars (\$500) and not more than two thousand dollars (\$2,000) for a first violation.
  - A fine of not less than one thousand five hundred dollars (\$1,500) and not more than five thousand dollars (\$5,000) for a second or subsequent violation.

**New language that was added to the Veterinary Medicine Practice Act in CA in 2010 Effective: January 1, 2011**

Link to the entire new language that amends the Veterinary Medicine Practice Act in California.

[http://www.leginfo.ca.gov/pub/09-10/bill/asm/ab\\_1951-2000/ab\\_1980\\_bill\\_20100929\\_chaptered.pdf](http://www.leginfo.ca.gov/pub/09-10/bill/asm/ab_1951-2000/ab_1980_bill_20100929_chaptered.pdf)

**Section that pertains to rodeo specifically:**

SEC. 10. Section 4830.8 is added to the Business and Professions Code, to read:

4830.8. (a) An attending or on-call veterinarian at a rodeo event shall, pursuant to Section 596.7 of the Penal Code, report to the board any animal injury at the event requiring veterinary treatment within 48 hours of the conclusion of the rodeo.

- A veterinarian, other than a veterinarian identified in subdivision (a), shall report to the board within seven days of rendering treatment to an animal for an injury that the veterinarian knows occurred at a rodeo event.
- A report submitted pursuant to this section shall include the title, location, and date of the rodeo event, the name of the attending veterinarian at the event, the name of the reporting veterinarian, the type of animal, and a brief description of the injury suffered by the animal. The board shall post a form on its Internet Web site to be used by veterinarians for purposes of submitting this report.

**The Veterinary Medical Board has created an online form to report injuries at rodeos that require veterinary treatment, this is available here:**

[http://www.vmb.ca.gov/laws\\_regs/rodeo.shtml](http://www.vmb.ca.gov/laws_regs/rodeo.shtml) .

**For questions about reporting requirements, contact the Veterinary Medical Board at 916.263.2610 or at [www.vmb.ca.gov](http://www.vmb.ca.gov).**

## **OHIO**

1965 State Statute ORC 959-20 was enacted: partial text: "No person shall directly or indirectly by aiding, abetting, or permitting the doing of hereof, put, place, fasten, use, or fix upon or to any animal used or reading for use for a work purpose, twisted wire snaffles, bucking straps, electric prods or other similar devices.

1985: The law was amended...No person shall.....unpadded bucking straps, unpadded flank straps. Although the ban on using cattle prods still stands, the new law does allow all other needed equipment used in rodeo.

## **RHODE ISLAND**

Currently bans tie-down calf roping. This law also regulates rodeo, requiring a vet on-site and other regulations.

## **Successful Intervention against anti-rodeo or anti animal exhibition laws:**

Australia

California (anti-calf roping bill 1994)

Connecticut - 1999 - Bill introduced that would have banned tie-down calf roping. Bill was amended and died.

Boca Raton, Florida

Iowa City, Iowa (1997 & 1998)

Missouri (1998 - 1999) - Proposition A was passed as an anti-cockfighting and bear wrestling initiative. Vague wording caused confusion, and many people thought rodeo was affected. 6 bills were introduced to clarify wording and protect rodeo. HB 79 was favorably amended and has passed and was signed by the Governor.

Nebraska – A state law patterned after California law was introduced. It would have required a veterinarian on-site and many other regulations. The Nebraska rodeo and veterinary community turned out in force to oppose the bill and it never got a vote in committee.

New Hampshire

North Carolina

Poway, CA

San Juan Capistrano, CA (1996)

Toledo, Ohio (1996)

Woodstock, Illinois (1998) – a law was passed to ban wrestling of animals therefore banning steer wrestling. The law was overturned a year later after an extensive local campaign to get many of the supporters of the law defeated in elections.

New York City (2006) – law to ban rodeo introduced, hearing not held, died.

Santa Clara County, CA (2008) – law to ban rodeo introduced, did not move forward with ban on American rodeo event.

Putnam County, NY (2008) – a push to ban all rodeos in Putnam County failed with no legislation passing.

### **Laws supporting rodeo:**

**Many places** adopt exceptions to animal cruelty laws to protect rodeo, this is in large part that the rodeo industry has proven the ability to self-regulate.

**The Federal Animal Welfare Act** exempts rodeo.

**State of Washington:** “Nothing in this chapter applies of livestock or poultry, or products to the use of animals in the normal and usual course of rodeo events.”

**State of Missouri:** “The provisions of sections 578.005 to 578.023 shall not apply to:

(5) Rodeo practices currently accepted by the Professional Rodeo Cowboys Association.

**State of Wyoming:** “Nothing in subsections may be construed to prohibit:

(vi) Rodeo events, whether the event is performed in a rodeo, jackpot or otherwise.

**State of Oregon:** “Unless gross negligence can be shown, the provisions of ORS 167.315 to

167.330 shall not apply to:

(2) Animals involved in rodeos or similar exhibitions.

**State of Kansas:** “The provisions of this section shall not apply to:

(4) rodeo practices accepted by the rodeo cowboys association.

**The State of Texas** adopted rodeo as the official sport of the State of Texas.

**The State of Wyoming** adopted rodeo as the Official Sport of the State of Wyoming.

**The State of South Dakota** adopted rodeo as the Official Sport of the State of South Dakota

# PRCA RULES GOVERNING THE CARE AND TREATMENT OF LIVESTOCK AT PRCA SANCTIONED RODEOS

PRCA RULES GOVERNING THE CARE AND TREATMENT OF LIVESTOCK AT PRCA SANCTIONED RODEOS  
Revised 01/08/2018

The Professional Rodeo Cowboys Association (PRCA) has been enforcing rules to protect the livestock participating in their sanctioned events since 1947. Through the years, the PRCA has created the most comprehensive set of animal welfare rules in the sport of rodeo, creating a model for other rodeo associations to follow. Rules are subject to change and full language is not included in all of these rules, the "official rules" and can be found online for members under the member self-service page, non-members can contact the PRCA to purchase an official rulebook at 719-593-8840.

## **\*\*Rodeo Livestock\*\***

**R7.4 No Hold Overs.** No cattle that have been used may be held over from one calendar year to the next, unless approved by Event Representative and the Director of Rodeo Administration.

**R7.5 No Switching of Events.** No steers may be switched in events unless approved by the event representative or the Director of Rodeo Administration prior to the time of entry closing. Fine shall be \$100 per head per competition per event.

**R7.6 Running of Timed Event Stock.** All timed event stock shall be run through event chutes and through the arena prior to start of contests, where conditions permit. This must occur no less than two hours prior to competition with a judge present.

### **R7.7 Tie-Down Roping Animals.**

**R7.7.1 Fresh Cattle.** 1. Stock Contractor and/or the Rodeo Committee must notify PROCOM prior to position callbacks if fresh tie-down roping animals will be used at the rodeo. Failure to notify PROCOM that the tie-down roping animals will be fresh, and the time set for tying the tie-down roping animals, will subject the Stock Contractor and/or the Rodeo Committee to a fine of \$25 per tie-down roping animal not tied. 2. Tie-down roping animals prepared at a location other than the location of the rodeo without approval and full knowledge of the Tie-down Roping Event Representative and the Director of Rodeo Administration will result in a \$25 fine per animal to the Stock Contractor and \$25 per animal to the Rodeo Committee.

**R7.7.2 Tie Down of Tie-Down Roping Animals.** The Tie-down Roping Event Representative or his duly appointed designee has the authority to tie-down roping animals that have already been roped in competition tying them no more than three times unless otherwise approved by the Stock Contractor and/or judge. This must occur no less than two hours prior to competition with a judge present. The time for preparation must be designated and reported to PROCOM. If no PRCA Members show up to tie down the animals, the preparation will be cancelled and not rescheduled.

**R7.8 Supply of Timed Event Cattle.** Stock Contractors and/or the Rodeo Committee shall be responsible for providing adequate numbers of timed event stock which complies with

these Rules and Bylaws. Failure to provide the requisite numbers shall result in a fine levied against the Stock Contractor or Rodeo Committee responsible for supplying stock.

**R7.9 Unsatisfactory Animals.** An Event Representative may declare particular animals unsatisfactory. Upon notification, either written or verbal (with verbal notification supported with documentation), the Stock Contractor or Rodeo Committee shall eliminate such animal(s) from competition draw. Continued use of said animal(s) after notification will result in a \$250 fine per competition levied against the offending party. Any contestant competing in the riding events on an unsatisfactory animal used after notification shall be given an option of a reride. If an animal is declared unsatisfactory, and such elimination causes a Stock Contractor to be short of stock, said Stock Contractor shall be subject to the appropriate fine. Unsatisfactory animal(s) may be reinstated with approval by the Event Representative of an application for reinstatement.

**R7.9.1 Riding Event Stock.** For purposes of Rule R7.9, "unsatisfactory" shall be defined for riding event stock as recurring instances where the animal: is dangerous in the chute, runs off, fights the chute, flips, falls, stumbles consistently, runs into fences, stops, is a head-slinging bull or has a bucking pattern that makes the animal extremely dangerous to contestants. Riding event stock shall also be considered unsatisfactory when the animal's use consistently results in a reride for a contestant or where its removal is necessary for animal welfare reasons.

**R7.9.2 No Change of Events.** If an animal has been declared unsatisfactory for an event, that animal may not be used for another event without the approval of the Event Representative.

**R7.9.3 Definition of Unsatisfactory in Timed Events.** A Timed Event Representative may declare a timed event animal, or herd of animals, unsatisfactory if the animal (1) is considered by the Timed Event Representative to be unhealthy or not suitable for competition, (2) has in the past caused safety concerns for a contestant or his horse, (3) would cause an uneven competition, if used, (4) has in the past demonstrated a disposition to act in a manner which may cause Bylaws or Rules violations or humane problems if used in a timed event, or (5) does not comply with one or more provisions of the PRCA Bylaws or Official Rodeo Rules or if such animal's use would result in a violation of one or more Bylaws or Official Rodeo Rules. At a given rodeo, the declaration of an animal as being unsatisfactory must be done prior to the establishment of the herd for that given rodeo. Should an entire herd be declared unsatisfactory in accordance with guidelines established above, the Stock Contractor would be allowed ten days from date of notification to replace that entire Herd with acceptable cattle.

#### **R7.10 Animals With Horns.**

**R7.10.1 Trimming the Horns.** Stock Contractors and the Rodeo Committee will be expected to cooperate in trimming the horns of steers that are not able to pass through the timed event chute.

**R7.10.2 Steer Wrestling Cattle.** The horns on steer wrestling cattle must be blunted to the size of a dime. Horns must be no less than 9" on each side. Failure to abide by this Rule will result in a \$50 fine per animal levied against the Stock Contractor or Rodeo Committee.

**R7.10.3 Steer Roping Cattle.** Plaster and rebar must be placed around the horns of steer roping cattle prior to contesting, and all such steers should have nylon horn wraps which extend 4 inches down the jaw from the base of the horns. The horns must be blunted to the size of a quarter. Horns must be no less than 6" on each side, and no more than 10" on each side. The fine for violation of this requirement will be \$50 per animal.

**R7.10.4 Team Roping.** All team roping cattle shall be protected by nylon horn wraps. The horns on team roping cattle must be blunted to the size of a dime. Failure to abide by this Rule will result in a \$50 fine per steer levied against the Stock Contractor or Rodeo Committee. All team roping steers must have a minimum of 8" horns on both sides of the steer's head.

**R7.10.5 Blunting of Bull Horns.** All horned animals used in the PRCA bull riding, bullfighting or Clown events shall have their horns blunted to at least the diameter of a half-dollar. Upon direction of the PRCA Bull Riding Representative or his duly designated appointee, any animal's horns may be shortened to any length deemed necessary for competition. If the above specifications are not adhered to, said animal shall be removed from competitive status until the requirements set forth herein are satisfied.

**R7.10.6 Inspection of Bull Horns.** Judges are to inspect bulls' horns at least two hours prior to performance. If bulls are not available at that time, inspection will be allowed up to the time of competition. If the horns are considered too sharp, the contestant shall have the option of a reride. Judges shall notify the Central Entry Office of bulls that need to be tipped. If those bulls are not tipped by the next time they are out, the fine to the Stock Contractor will be \$100 for the first offense, progressively doubling thereafter.

**R7.11 No Use of Animals Other Than Contest Events.** An animal used in the contest events of a PRCA rodeo may not be used in any way, other than in the contest events of that rodeo, until after the last time that animal has been used in the contest events at that rodeo, unless otherwise approved by the Event Representative. Failure to abide by this Rule shall result in a \$50 fine per head per competition levied against the Stock Contractor or Rodeo Committee.

**R7.12.2 Injured Animals at Rodeo.** The Stock Contractor of record shall be responsible for notifying the Central Entry Office of riding event stock which becomes injured at a rodeo and is in the draw for later competition time. Failure to do so shall subject the Stock Contractor of record to a \$250 fine per offense.

**R7.12.3 Ineligibility Period for Injured Animals.** If a riding event animal is replaced in the draw at a rodeo as "injured", that animal cannot be used for a period of 48 hours following the first performance that the animal was replaced. Using an animal before the end of the 48-hour period will result in a fine of \$500 per animal to the owner of the animal.

## **R7.13 Specifications of Animals.**

### **R7.13.1 Tie-down Roping Animals.**

1. Weight for tie-down roping animals shall be a minimum of 220 pounds and a maximum of 280 pounds with fresh tie-down roping animals not to exceed a maximum of 260 pounds and must be healthy.
2. Any deviations must be approved by the Tie-down Roping Event Representative or his duly appointed designee and the Director of Rodeo Administration.
3. There can be no more than a 50-pound deviation in weight from the smallest to the largest tie-down roping animal in a given Herd.
4. The tie-down Roping Event Representative or his appointee and the PRCA Judge must approve the animals prior to the establishment of the Herd.
5. If any individual tie-down roping animal does not meet the requirements, the Tie-down Roping Event Representative or his duly appointed designee has the right to remove immediately (but prior to the establishment of the Herd) that tie-down roping animal from the Herd for the duration of the rodeo, potentially subjecting the Stock Contractor to a fine per head for being short of the required number of animals.
6. Failure of the PRCA Member owner and/or committee to comply with the criteria listed above will result in the PRCA Member owner and/or committee to be fined an amount equal to the shortage of livestock fines outlined in the Rulebook.
7. Judges have the authority to weigh the tie-down roping animals. If the PRCA Member owner refuses to allow weighing of the animals, the Member will be fined for underweight animals for the tie-down roping animals in question.
8. Adequate facilities that may include shelter, shade and bedding must be provided by the Rodeo Committee.

**R7.13.2 Steer Wrestling Cattle.** All steer wrestling steers must be Mexican Corriente steers; i.e., the steers must originate from Mexico as can be attested by the "M" branded on the jaw or hip, along with Federal documents showing Mexico origination. All steer wrestling cattle must weigh a minimum of 450 pounds, and a maximum of 600 pounds per head.

**R7.13.3 Team Roping.** The minimum weight for animals that are to be used in team roping is 450 pounds per head, and the maximum weight is 650 pounds per head. Any deviations must be approved by the Team Roping Event Representative. There can be no more than a 50-pound deviation in weight from the smallest to the largest animal in a given herd. If any individual animal does not meet the requirements, the Team Roping Event Representative has the right to remove immediately (but prior to the establishment of the herd) that animal from the herd for the duration of the rodeo, potentially subjecting the Stock Contractor to a fine per head for being short of the required number of cattle. Any deviation from the rules must be approved by the Team Roping Event Representative and Director of Rodeo Administration. All team roping steers must be Corriente steers of Mexican descent.

**R7.13.3.1** The use of heifers may be allowed at rodeos that add under \$7,000 in the team roping if approved by the Team Roping Event Representative and Director of Rodeo Administration.

**R7.13.4 Steer Roping.** All steer roping steers must be Mexican Corriente steers. All steers in the steer roping event must weigh a minimum of 450 pounds and a maximum of 600 pounds, unless otherwise approved by the Director of Rodeo Administration and the Event Representative.

**\*\* HUMANE TREATMENT OF RODEO ANIMALS \*\***

**R8.1 General.** These Rules are intended to ensure the humane treatment of rodeo animals and shall be in effect for all PRCA-sanctioned events. No animal shall be treated inhumanely by any Member.

**R8.2 Veterinarian.** Rodeo Committees shall ensure the presence of veterinarians in accordance with Bylaw B10.7.8.

**R8.3 Sore, Lamé, Sick or Injured Animal.** Animals for all events will be inspected before the draw, and no sore, lame, sick or injured animal, or animal with defective eyesight, shall be permitted in the draw at any time. Should an animal become sick or incapacitated between the time it is drawn and the time it is scheduled to be used in competition, that animal shall not be used in competition and another animal shall be drawn for the contestant as provided in the PRCA Official Rodeo Rules.

**R8.4 Humane Removal of Injured Animal.** Any injured livestock shall be humanely removed from the arena before continuing the rodeo contest or performance. A conveyance must be available, supplied by the Rodeo Committee, and shall be used, where practicable, to remove animals from the arena in case of injury. Conveyance must be large enough to remove a horse or a bull. Injured calves shall be removed from the arena in a pickup truck, stretcher or by conveyance. Animals removed from the arena pursuant to this Rule shall be placed in a situation as isolated and comfortable as possible to reduce stress.

**R8.5 Rowels.** No locked rowels, or rowels that will lock on spurs, may be used on bareback horses or saddle broncs. Spurs must be dulled. Violation of this Rule shall be a Class III offense.

**R8.6 No Sharp Objects in Cinch, Saddle, Girth or Flank Straps.** No sharp or cutting objects in cinch, saddle girth, or flank straps shall be permitted. Flank straps used for horses must be either sheepskin-lined or neoprene-lined and shall be of the quick-release type. Sheepskin-lined or neoprene-lined flank straps shall be placed on the animal so the lined portion is over both flanks of the animal. In the bull riding, a soft cotton rope at least 5/8" in diameter is acceptable as a flank strap and does not require the sheepskin or neoprene lining.

**R8.7 Movement and Loading of Livestock.** Except as set forth in rule 9.1.6.1 and 9.1.6.2, standard livestock prods shall be used only to move and load livestock when necessary and the animal has an open gate or area in order to move forward. If a prod is used, the animal shall be touched only on the hip or

shoulder area. Commonly accepted livestock moving tools such as sorting sticks and paddles are also acceptable, when used appropriately, to move and load livestock. Once livestock is loaded into the chute which it will compete out of, the prod may only be used when needed for the safety of the livestock, contestant or personnel. All determinations of necessary use of a prod during competition will be determined by a rodeo judge. Any violation of this rule will result in an initial fine of \$1,000 to the Stock Contractor/stock contracting firm owning the animal with that fine progressively doubling for any additional offense(s). The contestant will receive an automatic option for a reride.

## **R8.8 Arena.**

**R8.8.1 Construction of Chutes.** Chutes must be constructed to prevent injury to an animal. Maintenance men and equipment shall be available at chutes to assist in removal of any animal should it become necessary.

**R8.8.2 Conditions of Arena.** The arena shall be as free as possible of rock, holes and unnecessary obstacles.

**R8.8.3 No Small Animals.** No small animals or pets allowed in the arena, unless part of a contract act.

**R8.8.4 Removal of Livestock After Competition.** Livestock must be removed from the arena after each competition is completed.

**R8.9 Neckrope Must Be Used in Tie-down Roping.** In tie-down roping, a neckrope must be used. Calves may not be intentionally flipped backward. Contestant must adjust rope and reins in such a manner that will prevent horse from dragging calf. Rope is to be removed from calf's body as soon as possible after the "tie" is approved. Roping calves shall be strong and healthy.

**R8.10 No Stimulants or Hypnotics.** No stimulants or hypnotics may be given to any animal used for contest purposes.

**R8.11 Animals Excessively Excited in Chute.** Any animal that becomes excessively excited and/or lays down in the chute repeatedly, or tries repeatedly to jump out of the chute, or in any way appears to be in danger of injuring itself, may be released immediately

**R8.12 Confinement and Transportation.** No stock shall be confined or transported in vehicles beyond a period of 24 hours without being unloaded, properly fed and watered. Failure to abide by this Rule shall subject the Stock Contractor or contestant involved to a \$500 fine for the first offense and a progressively doubling fine for any offense thereafter.

**R8.13 Mistreatment of Animal.** Any member who mistreats an animal anywhere on the grounds of a facility in which a sanctioned PRCA rodeo is being held shall be fined no less than \$500 and, depending on the severity of the offense, may be declared ineligible, suspended, suspended from PRCA privileges and/or expelled.

**R8.14 Tie-downs Covered.** All chain, metal and wire tie-downs and bosals must be covered. The fine for failure to do so will result in \$25 for the first offense, that fine doubling progressively thereafter.

**R8.15 Apparent Injury During Competition.** Should a riding event animal show evidence of injury caused by the contestant in the competition arena, that contestant will be fined \$250 for the first offense and \$500 for the second offense, and \$1000 for third and subsequent offenses. The number of offenses reported for a particular contestant will be started afresh with each Rodeo Year.

**R8.16 Delay Further Use of Animal Injured.** Should a riding event animal be apparently injured by a contestant during competition, thus resulting in the contestant being reported for such violation, that animal cannot be used until such time as the injury is completely healed. If the animal is used prior to the injury being healed, the Stock Contractor shall be fined \$500.

**\*\* RIDING EVENTS \*\***

**R9.1.5 Drawn Animal Becomes Sick or Injured.** If an animal that is drawn in a riding event becomes sick or injured before it is competed on, a judge must approve the animal's inability to be used before it can be shipped or replaced in the draw.

**R9.1.6 Standard Use of Prods.**

**R9.1.6.1 Chute Stalling Horses.** In the bareback and saddle bronc events, the use of prods and similar devices is prohibited except in the case of a chute stalling horse. In this instance, the use must be agreed upon by the contestant, stock contractor and the judge before the contestant's competition begins. The prod shall be the handheld variety and be used only on the neck or shoulder. Use of a prod without the agreement of the contestant, Stock Contractor and the judge before the contestant's competition begins in the saddle bronc riding and the bareback riding, shall result in a fine of \$1000 to the Stock Contractor/stock contracting firm owning the animal with that fine progressively doubling for any additional offense(s). The contestant will receive an automatic option for a reride.

**R9.1.6.2 Bull Riding.** The use of the standard livestock prod during the bull riding event is strictly prohibited once the bull is loaded into the bucking chute which it will buck out of, except if needed for the safety of the livestock, contestant or personnel as determined by a rodeo judge. Any violation of this rule will result in an initial fine of \$1,000 to the Stock Contractor/stock contracting firm owning the animal with that fine progressively doubling for any additional offense(s). The contestant will receive an automatic option for a reride.

**R9.4 Bareback Riding.**

**R9.4.1 One-Handed Rigging.** Riding shall be done with one-handed rigging.

**R9.4.1.1 Rigging Requirements.** Rigging shall be leather and shall not be more than 10 inches in width at the hand-hold and not over 6 inches wide at the "D" ring. Latigo cannot be blocked in the "D" ring. Riggings will use a standard "D" ring to be set to sit flat on a horse's back when cinched. Only rawhide may be used under the

body of the hand-hold. There will be no rawhide restrictions with the exception of no rawhide may be within 1 inch of the back of the rigging body excluding the "D" ring wrap which may be no more than 2 inches up from the bottom of the body. The rigging body must also be spread 9 inches apart at the back of the rigging 4 inches down from the center. The handle bars under the rigging body must be tapered down to at least 1/4 inch at the end of the handle bar.

**R9.4.1.2 Modified Rigging Requirements.** Rigging shall be leather and shall not be more than 7 inches in width top center, front to back and over 6 inches at the "D" ring. There may be a concave inset at the center back of the body, not to be over 1 inch deep and not over 8 inches in width. Rawhide may be used under the body of the hand-hold and tapered down the full length of the body to allow it to wrap around the "D" ring inset. Also, there may be full rawhide around the "D" ring inset not to be over 4 inches in length.

**R9.4.1.3 No Fiberglass or Metal in Riggings or Hand Holds.** No fiberglass or metal will be allowed in riggings or hand-holds. Only leather or rawhide is allowed for hand- hold, with a maximum of 3/4 inch of rawhide allowed. Flat-head rivets and/or screws and "t" nuts are allowed to secure hand-hold. The only other metal allowed will be in the "D" rings.

**R9.4.1.4 Cinches and Latigos.** Cinches on bareback riggings shall be made of mohair or neoprene and shall be at least 8 inches in width at the center, but may be tapered to accommodate cinch "D" rings. Latigos must be of leather only.

**R9.4.2 Bareback Pads.** Required bareback pads are to completely cover the underside of the rigging, and are to extend a full 2 inches behind the rigging.

**R9.4.2.1 Pads Must Cover Underside of Rigging.** Pads used under riggings must be leather-covered on both sides. No hair pads will be allowed. Only a high density foam pad, at least 3/4 inch thick will be allowed. In addition, the pad must have leather over the bars 3/16 inch thick extending at least 1/2 inch on either side and the back of the handle bars.

**R9.4.7 Disqualification of Rider.** Any of the following shall immediately disqualify a rider: Riding with rowels too sharp or locked;

**R9.4.8 Spur Rowels.** Spur rowels must have five or more points. The first reported offense shall subject contestant to a warning; every offense thereafter shall result in an immediate 15-day ineligibility.

## **R9.5 Saddle Bronc Riding.**

**R9.5.5 Disqualification of a Rider.** Any of the following shall disqualify a rider:

G) Riding with locked rowels, or rowels that will lock on spurs and/or rowels not dulled;

## **R9.6 Bull Riding.**

**R9.6.1.6 No Bull Tails Under Flank Straps.** No bull tails will be allowed under flank straps.

**R9.6.1.8 No Sharp Spurs.** Rider shall not use sharp spurs.

**R9.6.5 Horn Specifications.** No bull may be put in the draw until his horns have been dulled and reduced to specifications set forth in Part R7.10.

**R9.6.6 Disqualification of Rider in Bull Riding.** Any one of the following shall disqualify a rider:

- A) Using sharp spurs, or placing spurs or chaps under the rope when rope is being tightened;

## **\*\*TIMED EVENTS\*\***

### **R10.1.1 Barrier Rules.**

**R10.1.1.1 Height.** The height of the barrier in timed events shall be from 32-36 inches, measured at the center of the box. Once the barrier height has been set for a rodeo that height must remain for the entire rodeo.

**R10.1.5 Lining for Timed Event Boxes.** In order to protect the contestant's horse, the back and the side opposite the timed event chute of timed event boxes shall be lined from a minimum of 4 inches under ground level (unless properly supported by other means) up to a minimum of 3' high with a solid panel (metal or no less than 3/4" thick plywood). Box pads are likewise required for each timed event box. Failure to do so shall result in a fine to the Rodeo Committee of \$250 per performance or section of slack.

**R10.3.9 Drawn Animal Becomes Sick or Injured.** If an animal that is drawn in a pen in a timed event becomes sick or injured before it is competed on, a judge must pass on the animal's inability to be used before it can be shipped or replaced in the draw. In that instance, that animal is to be removed from the draw (or herd) for the remainder of the rodeo. If the animal is injured prior to competition but the injury is not detected until after the run has started, contestant must declare immediately and must not compete on that animal. Contestant will receive a rerun on a different animal.

**R10.3.14.2 No Consecutive Runs on Same Horse.** In timed events, provided there are other qualified horses on the rodeo grounds, no consecutive runs shall be allowed on the same horse, or horses, unless approval is granted by the arena director, arena boss and/or Stock Contractor.

**R10.3.15.3 Horses Allowed in Box.** Only the horses needed during actual competition in the event will be allowed in the boxes during any timed event and/or noncompetitive runs. Offender is subject to a \$25 fine for the first offense, with that offense progressively doubling thereafter.

**R10.3.17 Neck Ropes Must Be Tied With String.** Neck ropes must be tied with string. No metal snaps, elastics or hardware shall be used on neck ropes in the timed events. Adjustable slide shall be used on all neck ropes for cattle used in the timed events.

**R10.6.3 Time Limit.** There will be a 25-second elapsed time limit in the tie- down roping. A whistle indicating "no time" shall be blown by the Timer at the end of the 25-second span. Roping an animal after the 25-second whistle has sounded shall be a Class III Offense for mistreatment of animals. This Rule shall not apply to legal

ties completed in less than 25 seconds but which, due to a penalty, are recorded as having taken more than 25 seconds.

**R10.6.4 No Dragging of Animal.** A neck rope must be used on the horse, and contestant must adjust rope and reins in a manner that will prevent horse from dragging animal. Contestant must receive no assistance of any kind from outside. If the horse drags the animal at least five feet, field judge may stop horse. The fine for unintentionally dragging an animal five feet but less than ten feet shall be \$25. The fine for unintentionally dragging an animal ten feet or more shall be \$100. Intentionally dragging an animal, regardless of distance, shall result in a \$250 fine for each offense, plus possible disqualification. Intentional shall be defined as caused by contestant.

**R10.6.5 No Jerk Down.** 1. In the tie-down roping event a contestant will be fined \$150 if the added money is less than \$10,000, or \$250 if the added money is \$10,000 or greater, for a jerk down violation. Fines shall double after the third offense within a given season. Jerk down is defined as bringing the animal over backwards between 10 and 2 with the animal landing on his back or head with all four feet in the air. 2. The Tie-Down Roping Event Representative or his appointee must approve the length of the score. 3. At a two-judge rodeo if the field flagger is in doubt he may confer with the line judge and if the line judge is not definitive there is not a jerk down violation. 4. At a rodeo that has three judges, the third judge is responsible for calling the jerk down. If the judge is in doubt he may confer with the field flagger and if the field flagger is not definitive there is not a jerk down violation.

**R10.7.7 Limit on Use of Steer Wrestling Cattle.** Cattle used for steer roping, team roping or other events shall not be used for steer wrestling.

**R10.7.8 After Completed Run.** Contestant is required to turn steer's head so it can stand up after time has been recorded.

**R10.7.9 Time Limit.** There will be a 60-second elapsed time limit in the steer wrestling. A whistle indicating "no time" shall be blown by the Timer at the end of the 60-second span. This Rule shall not apply to legal throws completed in less than 60 seconds but which, due to a penalty, are recorded as having taken more than the 60 seconds.

**R10.8.10 Time Limit.** There will be a 30-second elapsed time limit in the team roping. A whistle indicating "no time" shall be blown by the Timer at the end of the 30-second span. This Rule shall not apply to legal catches completed in less than 30 seconds but which, due to a penalty, are recorded as having taken more than 30 seconds.

**R10.9.3.2 Intentional Trip With Illegal Catch.** Any steer roper who intentionally trips a steer with an illegal catch shall be flagged out. However, if the illegal head catch becomes legal prior to qualifying it shall be considered a qualified time. If flagged out, the steer roper will be fined \$250.

**R10.9.3.4 Jerking Steer Down Without Having a Trip.** If in the opinion of the judge the steer roper jerks the steer down intentionally without ever having a trip, he will be fined \$100 however, if the steer is injured, the fine will be \$250.

**R10.9.6 Time Limit.** There will be a 30-second elapsed time limit in the steer roping. A whistle indicating "no time" shall be blown by the Timer at the end of the appropriate time limit. Deviations must be approved at time of rodeo approval. If a roper trips a steer after the whistle has sounded, the roper has committed a Class III Offense for mistreatment of livestock. This Rule shall not apply to legal trips completed in less than 30 seconds but which, due to a penalty, are recorded as having taken more than 30 seconds.

**R10.9.10 Excessive Dragging of Steer.** Steer roping contestant who, in the opinion of the judge, excessively drags a steer while flat on his side will be fined and may be disqualified. Violation of this Rule shall be a \$100 fine.

**\*\*MISCELLANEOUS\*\***

**R3.2.2 No Animal May Be in the Draw Twice on the Same Day.** In all riding events, stock cannot be placed in the draw twice in the same day, with the exception of rerides, unless approved by event representative and the Director of Rodeo Administration. The designated reride must be different from those animals competed on that given day. Failure to abide by this Rule will subject the offending Stock Contractor to a \$250 fine per animal so used.

**R4.8.3 Unsafe Arena Conditions.** If the arena conditions are deemed at any time to be unsafe by the arena director, a majority of the event representatives present, any judge or the Primary Stock Contractor, competition may be stopped until which time the arena conditions are deemed satisfactory by the individual or individuals who initially determined that arena conditions were unsafe.

# COMMUNICATIONS WITH STAKEHOLDERS

## YOUR NARRATIVE

Have an ongoing document that your rodeo uses to brag on your event. It should include:

- The length of time your rodeo has been held.
  - How it began.
  - Who began it and any current ties to those people and families?
  - Have pictures of the original arena along with what the facilities look like now.
- The impact of your rodeo on your community.
  - Charitable donations
    - **<YOUR EVENT> has donated <AMOUNT> in scholarships in the past <X> year(s).**
    - **<YOUR EVENT> has donated <AMOUNT> in Fire/Police Departments in the past <X> year(s).**
    - **Economic impact**
      - **<YOUR EVENT> provides <X> Jobs in the community.**
      - **<YOUR EVENT> has an economic impact of <DOLLAR AMOUNT> year.**
- Advertising your event
  - Build a timeline of advertisements and tours
    - Keep an updated list of your sponsors
      - Major sponsors
      - Middle sponsors
      - Lowest level sponsors
      - When do you contact each for support?
      - Who are the contacts at each place? Keep your lists up to date.
      - Who is unable to support at this time but is a prospective sponsor in the future?
    - Traditional media and Social media
      - 1 year out
      - 6 months out
      - 90 days out
      - 60 days out
      - 30 days out
      - 1 week out
  - Include the history of your rodeo.
  - Email blasts to ticket holders and sponsors
    - Tour invitations
    - What's new
  - Elected officials
    - Invitations to see improvements and visit
    - Invitations to performances
  - New events
    - During the year
    - During the rodeo

You should have a list of the people who are in charge of advertising and keeping all the information up to date. Keep it current so any newcomers are able to step in and know what their roles are and what still needs to be accomplished. Any Social Media pages should be closely monitored to keep YOUR communication

and narrative as the only things people should see and comment on. *Do not be concerned with blocking any animal rights activists' or protestors' posts on your pages. You must control the conversation.* Promote your event and VIP's such as queens and grand marshals.

When communicating with traditional media, have 3-4 points you want to drive and stay on point. Be succinct. Know the person that will be doing the interview and know their background. Be honest and truthful, only talk about facts and not opinions. Do everything possible to not go into any interview blind.

## **LOCAL LEGISLATIVE ISSUES**

When dealing with legislative issues concerning your rodeo, have a designated person that keeps abreast of these. All parties that this will affect need to be involved – committees, sponsors, stock contractors, PRCA, and ticket buyers. Know the people that develop the regulations that will have an impact on your event and where these people stand as far as supporting or opposing your event.

## **STATE LEGISLATIVE ISSUES**

Who is your representative for your area/district? Are they a supporter of your event and if not, why? Can you get them to become a supporter and what steps can you take to get them to be an ally?

Partnering with other rodeos in your own and neighboring areas/districts is a great way to keep informed about introduced or pending legislation. More organizations expressing a common concern will get the attention of those that are writing and introducing legislation. When contacting representatives have a plan for when you do get to speak with representatives to use your time wisely. Use the Five I's:

1. Information – know what the facts of the legislation.
2. Issues – identify the specific issue that will affect your event. Will this make it more difficult or impossible to hold your event if this legislation is enacted? Are you and everyone else involved already self-policing and this legislation not needed? If so, show specifically how. Have the data available to support your position.
3. Impact – what specifically will this legislation do to your event. How will it impact your ability to award scholarships, support fire departments, lessen economic support, etc. in your community?
4. Implications – what are the possibilities of your event no longer happening or being greatly reduced due to legislation being enacted? This is where you get to look into your crystal ball a bit, but make sure you are able to back up your position.
5. Imperatives – what is your plan of action? Who is going to be involved? Will you begin a letter writing campaign, a phone call campaign, or both? How will get your own stakeholders involved – email blasts, ads, etc.?

When you are developing a plan to involve your stakeholders in opposing or supporting pending legislation there are a few things that should be considered.

- Who is going to be the point person during the campaign? Will this person work autonomously or with approval of a group and to what level?
- Who else will be involved as support and approvals? What will be their roles?

When your plan is in place, have a plan for the steps you plan to take once you begin. The following is an example:

- Find out which legislative body and committee the legislation is introduced in.
- Email/call the Committee Chairperson's office to introduce yourself and ask for an audience.

- Be professional and polite.
- Get familiar with the important staff people. Keep in touch. These staffers are often the people that have the pulse of introduced bills and the likelihood of progression. These are also the people that will be of most help as you begin your campaign.
- Begin to map out the chain-of-command so that if it becomes necessary for letter writing campaigns and/or phone call campaigns, you are contacting the correct representatives. Make sure your shareholders are professional and courteous when conducting these campaigns.
- Provide a guideline for your shareholders to use in campaigns. Form letters and phone scripts are recommended.
- When conducting a campaign provide the positives that your event provides to the community and how the legislation would negatively impact your community.

## **NATIONAL LEGISLATIVE ISSUES**

Have an alert system in place for legislation that will affect your event. LexisNexis is very good way to keep alerted to national as well as state legislation that is introduced. It is a resource that can be shared between organizations and is highly recommended as it is not inexpensive.

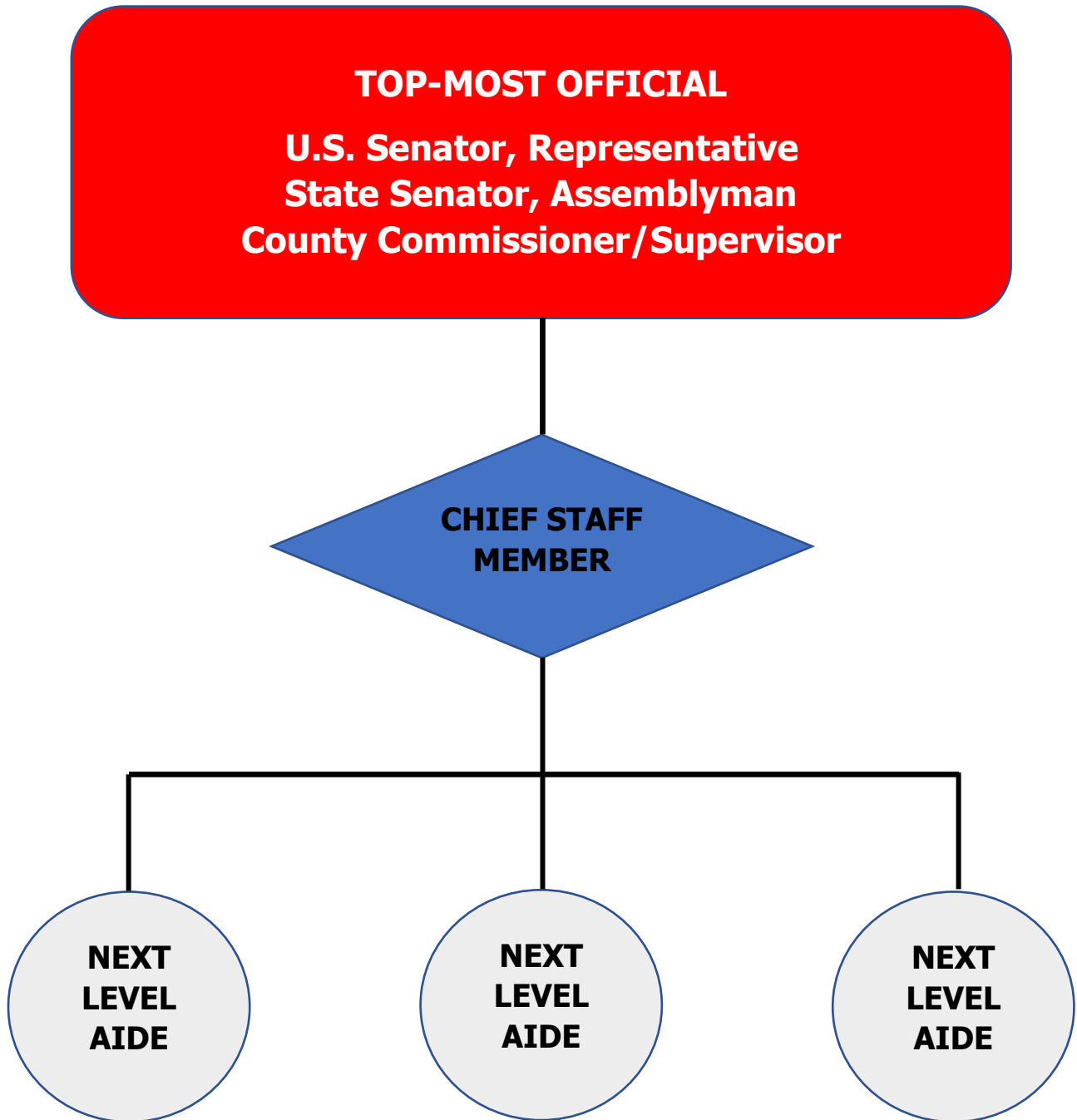
As with your state representatives, map out your senators and representatives as well as their staff personnel. Have a plan of who you talk to when you are keeping in touch and who to talk to when something comes up that is a priority.

## **LOBBYISTS**

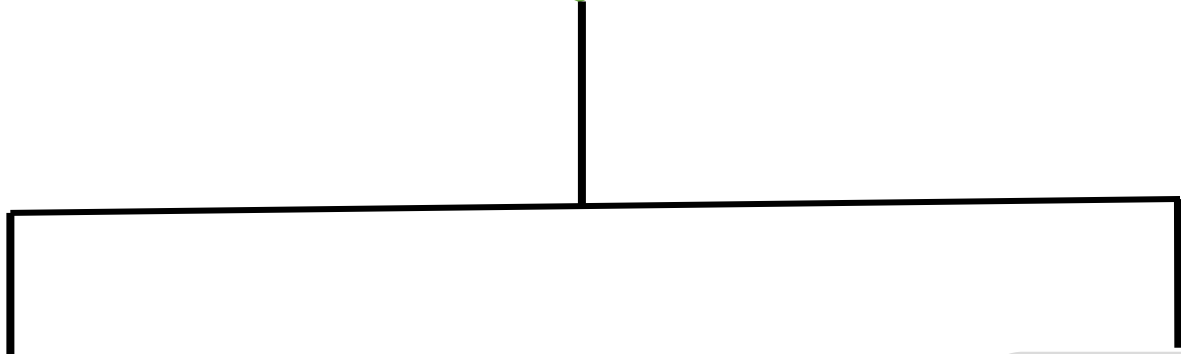
If your event or if you have a group of events that are able to employ a lobbyist in both the state and national levels, that is highly encouraged. Sharing the expense also keeps a larger group of events involved and up to date with situations that may affect them. Lobbyists are also aware of the staffers that are possible allies and the ones that may not pass information on to your representatives.

## CONTACT TREE FOR OFFICIALS

When filling out your tree, be sure to include phone numbers, email addresses, and other contact information. Also include where these officials and aides stand on the issues that affect your event.



# CONTACT TREE FOR ELECTED/APPOINTED OFFICIALS



Create a master list of resources of contacts that have been or may be of help. These should be broken down into levels of concern. These will include law enforcement, veterinarians, media outlets, elected officials, sanitation, utilities, etc.

**Emergency or Greatest Level of Concern**

	NAME	PHONE	EMAIL
1			
2			
3			
4			
5			

**Cautionary or Middle Level of Concern**

	NAME	PHONE	EMAIL
1			
2			
3			
4			
5			

**Mild or Low Level of Concern**

	NAME	PHONE	EMAIL
1			
2			
3			
4			
5			

# CRISIS MANAGEMENT

Sit down with your team and make a list of all the crises that everyone has experienced while planning and producing your event. As you are brainstorming, also try to envision any new crises that may arise. As you are compiling this list, include the key vulnerabilities and to what level you will respond to each.

When you are deciding your response level, make a list of your experts and decide which of these are willing and best able to be the spokesperson. A key question to ask when doing this is, "Will my designated spokesperson need training with the media?"

Once you have your designated spokesperson in place, make sure that everyone in the organization knows that ***all*** statements must go through that designated person. Only facts should be included in any statement and distribute them only as requested by the media or on your website. Make a list of whom to contact if a crisis occurs so that everyone knows where the information should flow to and from. Everyone in your organization should be familiar with this list.

Take the time to write down a public relations plan for incidences that may happen in order to keep everyone in your organization on the same page. The following Livestock Welfare Incident Plan has been included for your use:

## Livestock Welfare Incident Public Relations (PR) Plan

The <YOUR RODEO/EVENT NAME> takes the health and welfare of livestock at our event very seriously. Our commitment to our corporate partners includes providing them truthful information regarding the livestock. We will also provide timely answers to any questions our partners have about the livestock and full support if they receive inquiries about the livestock.

The association has long been at the forefront of the issue, pushing and developing rules for all rodeos to follow to help ensure the safety of livestock athletes used in the sport of Rodeo. Should the rare accident occur, the <YOUR RODEO/EVENT NAME> provides truthful and prompt information to media outlets or inquiring sponsors, fans and the public. There are several groups who wish to see the end of all rodeos and all other activities that involve animals. These groups sensationalize incidents that occur and often provide false information to gain attention. <YOUR RODEO/EVENT NAME> believes that providing sponsors with the correct information will allow them to respond to these activists as they see fit; we will also offer assistance in dealing with the activists who attack their businesses on a case by case basis, answering questions and working with management to make sure they are comfortable with their involvement with the <YOUR RODEO/EVENT NAME>.

## Sponsorship Plans

Your plan moving forward should be to proactively educate your sponsors through informational cards provided in our sponsorship packages, offering tours while the Rodeo is in town, creating an informational video to share year round that will feature our veterinarian and other people who provide care to the livestock and we will also be engaging in a proactive campaign with media to educate them on the care and handling of the livestock.

Should sponsors be attacked in the future, the Public Relations plan is:

- Accident occurs involving livestock
- <YOUR RODEO/EVENT NAME> PR representative (NAME) gathers information (from veterinarian, witnesses) and writes factual statement

- Statement is distributed as requested by media and/or posted to the <YOUR RODEO/EVENT NAME>'s website and social media accounts
- Any individual attacks to sponsors are communicated to the PR representative (NAME) by the sponsor (or if found online, sponsor can be contacted by PR representative) and the statement is provided to sponsor along with a personalized response, should the sponsor choose to respond, is written based on factual information and statistics
- Follow up and communication continues with the sponsor and the <YOUR RODEO/EVENT NAME>'s PR representative to resolve the issue

If the situation arises that a sponsor is contacted about your event and an incident that happened during the event, pre-prepared statements should be available for those sponsors. Any responses to attacks on your sponsors should be coordinated through your public relations department if warranted. Not every attack warrants a response – many times blocking a person on social media is the extent of the response as further action only brings attention to an issue that may not be as critical as first thought.

When responding to an attack be succinct and factual. Only respond to actual circumstances that occurred. Response to a hypothetical is a losing proposition as it validates the attacker's position at the beginning. The validity of an activist's claim should never be argued. Remember, you are likely dealing with a zealot who is likely trying to bait you into a corner of their choosing. Again, stick to the facts of an incident.

The following is a sample of a letter to sponsors concerning an incident with an animal rights activist's video that was posted on the internet.

DATE

Dear <YOUR RODEO/EVENT NAME> Sponsor:

You may have been contacted by people who have seen misleading web videos about the <YOUR RODEO/EVENT NAME>'s livestock welfare practices that were posted recently. As a sponsor I'm sure you know that we take great care in protecting our animals — it's central to what we do, and we're proud to be a leader on this. But I want to encourage you, if you have any questions, to call or email me any time. And as always, you can find lots of information on our website, at [your hyperlink](#).

Sincerely,

YOUR NAME  
YOUR TITLE  
CONTACT INFORMATION

# ANIMAL WELFARE AND CARE UNIT

Audit your facilities and equipment yearly to ensure that your event is in compliance with the PRCA's animal welfare rules. All pens, alleyways, chutes, and the arena should be made to be as safe as possible. This includes the watering tanks, feed bunks, and ground. Along with the physical make up of the facilities, be sure to include all sleds, stretchers, and ambulances in your audit.

Each year you should have a rehearsal for how you are going to remove an injured animal if the situation arises. Have the specific duties written out for any event and rehearse them.

- WHO – Which personnel will tie the injured animal down and load it on the sled? Who is driving the animal ambulance/tractor and sled? Which veterinarian will treat the animal?
- WHEN – Who is the first to respond? At what time is the ambulance/sled brought in?
- WHERE – Where will the ambulance/sled be staged? How will it enter and exit the arena? Where will the injured animal be taken first? Where will it be taken for further examination if needed? Where will it be taken if it needs to be euthanized? Do you have a recovery pen if that is what the animal needs?
- HOW – How will each animal be loaded in the ambulance/sled? Is there a different sled for calves and steers than horses and bulls? Do you have the capability to deal with two animals in a row? If an animal needs transported to a clinic, how will this be done?

Have a generic pre-written statement to work from. Again, remind everyone that there is **one** person that all statements go through. Below is an example of a generic letter that may be used:

On <DAY OF THE WEEK, PERFORMANCE NUMBER, DATE> at the <NAME AND LOCATION OF YOUR RODEO/EVENT>, a <EVENT ANIMAL> in the <EVENT> was injured. The animal, <INSERT NUMBER/NAME>, was immediately taken out of the arena and the on-site veterinarian diagnosed and treated the animal. The veterinarian determined that the animal had suffered an injury from which it could not recover, was transported off site and was euthanized to prevent further suffering. The <NAME OF YOUR RODEO/EVENT> and the Stock Contractor who provides the livestock for the rodeo continue to make sure that livestock welfare continues to be of the highest priority.

Also meet with your announcers to make sure they are on point with what you as an organization are going to convey. They should also have a pre-written statement(s) to work from that is pre-approved with your rodeo/event. Provide them one if needed.

The PRCA encourages the promotion of our safety percentages. Our overall safety percentage of 99.9% continues to hold steady. Your specific rodeo safety percentage is available upon request from the Livestock Program & Government Relations Department of the PRCA. It is recommended that you have them on hand.

As you complete your yearly audits, list each area of concern and your plan for improvement – i.e., gates shelters, pens, alleyways, fence, chutes. The animal ambulance/sled should be looked at yearly as well as veterinarian areas, and arena footing. Develop a long-term plan to improve your facility that can be passed to the next serving committee members and update them regularly.

## ANIMAL CARE UNIT PLAN

The following two samples are examples of a plan for the removal of an injured animal at a rodeo.

### RODEO PROCEDURES FOR INJURED ANIMALS

#### General Procedures

1. Restrain the animal to prevent further injury.
2. Preliminary diagnosis by official rodeo veterinarian.
3. Veterinarian will sedate if necessary (if during grand entry, excuse grand entry and continue as follows).
4. Remove the animal from the arena per steps below. Small animals by stretcher, large animals by Animal Care Unit.
5. Transport to area designated for preliminary diagnosis and determine if animal needs to be transported to livestock area or clinic.
6. Official veterinarian will be the only veterinarian allowed in the arena. If contestant has his/her own veterinarian on-site, that vet should meet the animal with the official vet at the designated area.
7. Official veterinarians to be stationed with a bag and with necessary equipment to handle in-arena emergencies.
8. There will be a veterinarian truck near the area designated for preliminary diagnosis.
9. Questions on conditions of injured animals should be directed to **<DESIGNATED PERSON>**, who will consult with the veterinarian and pass along that information only through official channels such as the media outlets, social media, or official press releases.
10. Only **<DESIGNATED PERSON>** will address injuries that may show on any television broadcast.

#### Large Animals: Horses and Bulls

1. **<DESIGNATED PERSON>** will be in charge of all activities regarding large animal injuries
2. **<DESIGNATED DRIVER>** will have keys to the Animal Care Unit and be ready at the end of the arena. **<DESIGNATED CHUTE BOSS>** will call for the unit if necessary.
3. If a horse is injured, a sled/slide will be taken from designated storage place to animal.
4. If the injured animal is near an exit gate of the arena, the animal care unit will pull into the arena and turn around, stopping in the alley/gate. The animal will be loaded onto the sled/slide and loaded into the animal care unit.
5. If the injured animal is in an area of the arena away from the exit gate, the animal care unit will be positioned near the animal and the animal will be loaded into the unit in the arena.
6. If a bull is injured see attached Injured Bull Procedure
7. **<DESIGNATED PERSON>** will have halter, shank & foot rope ready.
8. **<DESIGNATED PERSON>** will run the controls on the animal care unit if equipped.
9. **<OFFICIAL RODEO VETERINARIAN>** will make the decision on whether or not to transport to stock pen or clinic to treat the animal. The welfare of the animal will always be foremost in all decisions. Security will be notified where the animal will be taken. If an animal needs to be transported to the clinic, **<DESIGNATED DRIVER>** will drive the truck.
10. If **<OFFICIAL RODEO VETERINARIAN>** is busy treating an animal, **<DESIGNATED VETERINARIAN/VET TECH/ETC.>** will assume veterinarian duties in the arena.
11. If the animal care unit is in use and another animal injury occurs, a spare slide/sled and trailer will be used to transport the animal.

### Notes on animal care unit:

- Leave winch cable extended to save time in the arena.
- Make sure windows are rolled down in the truck before entering the arena.
- Have a towel in the truck in order to wipe down any condensation that might occur.
- **<DESIGNATED PERSON>** will direct driver.

### Timed Event Cattle

1. Stretcher for calves and steers in designated place.
2. Designated crew will stand by and take stretcher into the arena if needed.
3. Designated crew will take injured animal to the second gate where the same crew or another designated crew will take over and transport calf/steer to stock trailer where the veterinarian will evaluate the animal. An UTV capable of transporting a calf or steer in its bed or on a trailer is highly recommended.
4. Animals that need further treatment will be transported to the clinic.

## INJURED BULL REMOVAL PROCEDURE

If a bull is injured and is not able to exit arena, arena usher/pickup men will rope the bull and begin restraint.

At this time the following things should happen.

- 1) **<DESIGNATED PERSONNEL>** will help immobilize the animal.
- 2) **<CHUTE BOSS>** will call for Animal Care Unit.
- 3) **<OFFICIAL VETERINARIAN>** will sedate the animal with an injection thru the tail area.
- 4) Arena crew will bring sled/slide into the arena and position it behind animal.
- 5) **<DESIGNATED ACU DRIVER>** will enter arena with Care Unit and do 1 of 2 things. (**<CHUTE BOSS>** will direct the truck)
  - a. Circle in arena and pull out stopping in alley.
  - b. Pull in arena and stop for animal to be loaded. (This will only happen if bull is in an area of the arena away from an exit gate.)
- 6) Once animal is on sled/slide, arena crew will drag sled/slide to trailer and hook to winch. Animal will then be loaded into trailer and hauled to the area designated for preliminary diagnosis.
- 7) At that point, a decision will be made on where the animal to be transported – the livestock pens or to the veterinarian clinic.

## CONCLUSION

This document is written to help you and your organization to produce the best rodeo/event possible. It was also written as a guideline for the members of your committee(s) to use and add to. Many different resources and people were referred to in order to compile it. The goal of it is to have a document that can be accessed and added to by PRCA members as different situations arise and are dealt with. It is by no means meant to be the sole and final resource, but a resource to and by over 6,000 PRCA members. As such, when you are reviewing and using this resource, suggestions for improvement, additions, and revisions are welcome. If all of us, as an organization, work with one another and present a unified voice, we can become a much stronger voice in our communities, states, and nation that advocates for our shared way of life.

All communications may be directed to the Animal Welfare Department of the Professional Rodeo Cowboys Association.



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## SHAREABLE RESOURCES LINKS

- DOCUMENTED SUCCESSES
  - HOW/WHY IT WORKED?
  - WHAT FAILED?
- ANIMAL CARE UNIT VIDEO
  - REHEARSALS
  - VIDEO OF INCIDENTS
- ACTIVIST ACTIVITIES AND REPONSES
  - WHAT SPECIFIC ACTIVITIES
  - WHAT SPECIFIC RESPONSES
- NETWORKING RESOURCE FOR LEGISLATION AFFECTING RODEO