

## **Communicator Resources: Guidelines for using photos/videos contributed by students**

### **Tell a story as a participant in study abroad, service learning and practica.**

- Hands-on research or service
- Distinctive, richly descriptive settings (not a typical classroom)
- Experiential and interactive, rather than casual observer

### **Best Practices**

- In an ideal world, model releases would be secured for all people pictured.
- Ask your host, practicum employer or service partner for permission.
- Discern/query regarding the comfort level of other participants.
- Remind participants that their names will not be published unless the occasion is a news story or award.
- Confirm that the participant is not a minor; otherwise, secure written release from parent/guardian. Contact the KU Marketing Communications for a sample model release form.
- Refrain from posting or using any photo without permission of the subject.

### **Technical**

- Set your camera to the highest-resolution for HD video or for "large/fine jpeg" photos.
- For the advanced user, consider setting the camera for "Raw" format capture.

### **Agreement to confer use to the University**

- In writing, the contributing student should grant the University permission to reproduce the photos or videos. The agreement/permission can be in the form of an email with acceptance confirmation reply, which should be archived with an attachment or screen capture of the material or as metadata, when possible. KU Communicators should archive permissions with the source material. They may donate properly identified photos/permissions to [kuphotos@ku.edu](mailto:kuphotos@ku.edu). Please contact University Archives about their possible interest in properly identified video assets.

- As a best practice, use this or similar language for an agreement:

"(Name of photographer/copyright holder) confers unlimited, non-exclusive usage rights to the University of Kansas and its affiliates, including without limitation KU Endowment Association, for official University business, research and use by news media. All other uses require written permission by (name of photographer/copyright holder)."

- Describe content (who, what, where, when, why): \_\_\_\_\_  
\_\_\_\_\_

- Subjects granted permission to be depicted and identified by name? \_\_Yes / \_\_No

- Subjects granted permission to be depicted but un-identified? \_\_Yes / \_\_No

- Indicate your preferred photo/video credit: \_\_\_\_\_

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