

## **COMMUNICATOR RESOURCES:**

### RECOMMENDATIONS ON SECURING PHOTO/VIDEO RELEASES FOR MINORS:

An original or electronic signature of a parent/guardian is required on a model release for photos or video of a minor (less than 18 years of age).

If without written permission, Marcom recommends that all minors be photographed from behind to obscure their identities. Regrettably, this diminishes human interest and storytelling values.

For specific events or meetings, Marcom recommends that permissions by parents/guardians be incorporated into the event enrollment/registration process or otherwise secured in advance of the event. To help allay privacy concerns, we suggest that the model release form includes this election/option: "Permission is granted on the condition that the participant (minor) not be identified by name."

Notable exceptions include news releases about awards or special stories sanctioned by parents/guardians. Contact KU Marketing Communications for a sample model release form.

### **Logistics**

In most settings, it is difficult to discern which minors may be photographed, according to parents' opting in and opting out. Unless model releases have been secured for all under-age participants, Marcom recommends that all minors wear nametags. Photographs of minors who have opted out (whether explicitly or by failure to provide a release) can then be deleted during initial editing. To maintain anonymity of "opt-in" participants, any names (nametags) visible in photos must be blurred or erased in final editing.

### **Record keeping and archiving**

Metadata embedded in each digital photographic file should note whether permission was secured and is on file. Photographs without permissions must be destroyed. Copying or circulating of such photographs is prohibited.

KU Office of Marketing Communications (Marcom)  
Digital Media Department (Photography & Videography)  
1314 Jayhawk Blvd  
The University of Kansas  
785-864-3256