

## **Communicator Resources:**

### **BEST PRACTICES FOR OBTAINING MODEL RELEASES AND CONSENT**

#### **MEDIA ACCESS TO THE CAMPUS AND TO CAMPUS CLASSROOMS:**

Photographers, videographers, and members of the media should consult and follow the guidelines and practices on access to the campus and campus classrooms, which are stated in the University's Media Guidelines and Practices Policy available online in the University's Policy Library. Additionally, the University's policy provides guidance on securing permissions necessary to access University classrooms, laboratories, and training areas, as well as restricted areas of university housing.

#### **BEST PRACTICES FOR OBTAINING MODEL RELEASES AND SUBJECT CONSENT IN PUBLIC AREAS INSIDE BUILDINGS (e.g., FOYERS, HALLWAYS, LOBBIES, AND RECEIVING AREAS):**

In public areas, photographers/videographers:

1. MAY, without obtaining written model releases from subjects, take photographs/video that don't focus on a particular individual; however, they
2. SHOULD make a reasonable effort to obtain written model releases from photo/video subjects if they are the focus of the photographs/video. A sample model release form is available from KU Marketing Communications.

#### **BEST PRACTICES FOR OBTAINING MODEL RELEASES AND SUBJECT CONSENT IN RESTRICTED AREAS (e.g., CLASSROOMS, LABORATORIES AND TRAINING AREAS, AND UNIVERSITY HOUSING):**

In addition to securing the permissions necessary to access restricted areas under the University's Media Guidelines and Practices Policy, which is available online in the University's Policy Library, photographers/videographers:

1. SHOULD make a reasonable effort to inform prospective photograph/video subjects about the following elements of the photo/video shoot:
  - the photographer's name;
  - the office and client s/he represents; and
  - the primary purpose of the photographs/video and its possible collateral uses
2. SHOULD make a reasonable effort to inform prospective photograph/video subjects of their roles in the shoot and inform them that:
  - they may opt out of the photograph/video shoot and if so, immediately inform the photographer their decision to opt-out; and
  - by participating, they are agreeing to act as models for purposes of illustrating student life, academic life, or other elements of campus life and that they will not be identified by name.

### **For subjects who are under the age of 18:**

In all instances where the subject is the focus of the photograph/video, photographers:

1. SHOULD make an effort to determine if the subject is under 18 years old and if under 18, obtain the signature of a parent/guardian on a model release form. A sample model release form is available by contacting KU Marketing Communications.

### **Restrictions on Photography/Videography of visiting lecturers and performers:**

Visiting lecturers and performers or their agents often limit or restrict photography and videography. In most cases, their engagement and performance contracts contain strict requirements on taking of photographs/videos by others, including by the University. In all instances, photographers/videographer must contact the University sponsor of the event or activity to seek advance permission to take photographs/video or make other recording. The University sponsor may then review the specific contract terms and consult with the outside party on the subject.

### **Student Confidentiality**

With the exception of news releases and published stories, KU Marketing Communications discourages the use of photo captions that identify students by name, especially in electronic media.

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