

Photography Policy

Accommodations for individuals with disabilities in accessing these policies are available upon request by emailing accessiblepolicy@wcupa.edu

Purpose and Scope

The Photography Policy restricts the use of a staff photographer housed in University Communications and Marketing to take images that market and/or promote activities directly associated with West Chester University only. The policy is to be used to clarify the types of images taken by the University's staff photographer at no-cost, as well as to detail the photography services available to the University community. The policy also stipulates the parameters surrounding the availability and scheduling of the University's staff photographer.

Policy Statement

The Photography Policy details the professional photography services available at no-cost to the educational community of West Chester University by the University's staff photographer, including instances when freelance photographers approved by University Communications and Marketing may be hired at-costs incurred by a University client. The policy also details the requirement of a University client to complete an online photographer request form and provide at least 10-days advance notice, which will be confirmed within four days of the submitted request.

Policy Framework

The following is West Chester University's Photography Policy, which establishes requirements and expectations for photography services requested by University personnel.

Photography Services & Photographer Availability

The University Communications and Marketing photographer captures images of the following:

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- Faculty Research and Projects with students used to showcase scholarly activities
- Newsworthy Events
- Any activities that will produce images that can be used to promote the University and may be used in the following way:
 - Admission materials
 - University website
 - Social Media channels
 - News stories

Primary clients:

- University Communications and Marketing
- President's Office
- Foundation
- Alumni Association

Scheduling priority will be given to the primary clients. The photographer may be available to capture auxiliary events for your department if time allows.

Photography shoots will be limited to two hours whenever possible. Exceptions to this policy may be made on a case-by-case basis. If your event requires coverage beyond the two hours provided by WCU's staff photographer, you may hire a photographer at-cost from the approved vendor list, which can be obtained by calling University Communications and Marketing at 610.436.3383; any additional fees will need to be supported by your respective budget.

All clients, both internal and external, are required to initiate a request for a photographer by completing an online photographer request form:

<https://www.wcupa.edu/communications/forms/phtographerrequest/>

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University Communications and Marketing requires a 10-day notice when completing a request and will confirm photographer's availability within four (4) days of the submitted request. University Communications and Marketing will contact the client if the photographer's availability changes and will work to help to insure coverage of the previously scheduled event. Questions and concerns regarding the photographers schedule should be directed to Holly Schwarz at hschwarz@wcupa.edu

University Communications and Marketing maintains a library of photographs for use by our on-campus partners. On campus clients should contact Holly Schwarz at hschwarz@wcupa.edu.

If you are seeking a photo that was posted to an official Social Media account, please contact Melissa Rudolph mrudloph@wcupa.edu to arrange permission for use.

Model releases are required for identifiable subjects in photo shoots and there are two types of model releases: adult releases for subjects over the age of 18 and minor releases for subjects younger than 18. Minor releases require the signature of a subject's parent or legal guardian to be valid. When requested by University Communications and Marketing, it will be the responsibility of the campus partner submitting the request to obtain model releases in advance of the shoot. WCU photographers are credited as "West Chester University" and not themselves, as they do not own the photos personally. No credit lines are given to the photos when presented digitally, but only when appearing in print forms other than publications produced by West Chester University.

Studio Headshots

Based on availability, our photographer is available to capture headshots for faculty and staff. Please schedule an appointment to come to the photography studio

located at 821 Matlack Street. Pre-determined outdoor locations may also be used as portrait backdrops. Images will be sent to the faculty/staff member within 10 days and can be distributed to others as needed.

Photography that does not meet a marketing and/or news need for our office, including events occurring after normal business hours and on the weekend, may not be able to be scheduled.

Procedures

University personnel seeking to use the photography services provided by WCU's staff photographer are to initiate a request by completing an online photographer request form within 10 days of any given event:

<https://www.wcupa.edu/communications/forms/photographerRequest/>

University Communications and Marketing will confirm the photographer's availability within four days of a submitted online request form.

University personnel seeking a photo that was previously posted on an official, University social media account, are to contact mrudolph@wcupa.edu to arrange permission for use.

Photo releases are required for identifiable subjects in photo shoots. When a photographer is requested by a University client for a staged shoot, it is the responsibility of the University client to obtain signed photo releases of all participants in advance of the shoot.

Definitions

Staff photographer is a full-time employee of the University who is housed in University Communications and Marketing for the express purpose of taking and producing

— UNIVERSITY POLICY —

images that can be used to promote the University in admission materials, on wcupa.edu, through the University's official social media channels, and via news stories.

Freelance photographers are approved, external vendors who provide photography services to University clients at costs incurred by the University client.

University client is an employee of West Chester University requesting professional communication and/or marketing services, including photography needs.

Photo shoot is a pre-arranged event arranged for the express purpose of taking photos to promote the University.

References

<https://www.wcupa.edu/communications/forms/photographerRequest/>

Reviewed by:

Policy Owner: Nancy S. Gainer, assistant vice president for communications and marketing

Approved by:

Effective Date:



— UNIVERSITY POLICY —

Next Review Date:

History:

Initial Approval: Unknown

Review Dates: