

## Photography/Videography Guidelines

### Photo Release Guidelines

The following guidelines include items to be considered when taking photos/videos of people (faculty/staff/students/visitors/etc) to be used within print materials (ads, newsletters, programs, brochures, posters, etc), digital materials (websites, social media, etc) or other materials used to promote the University of Nebraska at Omaha and/or any UNO unit or organization.

These guidelines apply to photography/videography originating by the Office of University Communications as well as faculty, staff, students, and third-party photographer/videographers hired to do work for the university. It is the role of the unit organizing photography/videography to ensure that these guidelines are being followed.

Formal photo and/or video shoots:

1. The official University of Nebraska at Omaha photography/videography release form must be signed. If the subject is 19 years old or younger, their parent or guardian will also need to sign the form.
2. It is your responsibility to maintain a file of signed UNO photography/videography release forms for reference. A copy or scan of the photography/videography release file should also be sent to the Office of University Communications for additional documentation.
3. Photography/videography release forms are good for seven years following the signature date. It is important to retain the release form for seven years.

Public university event or crowd photography/videography (i.e. Commencement, Athletic events):

1. Group and crowd shots, where individuals are not easily identifiable, do not require specific permission from individuals appearing in the image you are planning to use.
2. Out of courtesy, where possible, notice should be provided to the event participants or crowd. This can be done by:
  - a. Including a footnote on event materials (invitations, programs, etc) with the following language: *"The University of Nebraska at Omaha will be taking photos/video at this event for use in advertising and other promotional materials, whether in print, electronic, or other media."*
  - b. And/or by posting signs at the entrance of the event stating: *"Photography/videography in process. Photos may be used for advertising and other promotional materials, whether, print, electronic, or other media."*
3. If you plan to attach the name of an event participant to a particular photograph, a UNO photography/videography release form must be signed by the identified person and kept by the department.

Non-public University event or program (i.e. Summer Camps, Dual Enrollment):

1. Private events or invitation only-events when a registration or RSVP is required should include the following opt-out language on the registration or RSVP form:
  - a. *"The University of Nebraska at Omaha will be taking photos/video at this event for use in advertising and other promotional materials, whether in print, electronic, or other media. Please check this box \_\_\_\_\_ if you do not authorize that you [or your child] be photographed at this event [or camp]"*
  - b. The addition of the photography/videography opt-out is extremely important for private events or programs that include minors. It is important (especially in the case of non-public events involving minors aged 19 and younger), that the parent or guardian sign the form.
  - c. It will be the responsibility of the event or camp lead to know who can and cannot be photographed/filmed and remove them from the view of the camera when photography is taking place.
2. Out of courtesy, where possible, promotional materials or invitations should include a photography/videography disclosure. This can be done by:
  - a. Including a footnote on event materials (invitations, programs, etc) with the following language: *"The University of Nebraska at Omaha will be taking photos/video at this event for use in advertising and other promotional materials, whether in print, electronic, or other media."*

### Photo Usage Guidelines

Photos taken by the University Communications department are available to lead campus communicators through the PhotoShelter website. The following should be considered when using photos available through the PhotoShetler website.

Photos found on the PhotoShelter site are considered approved for campus use. Individuals or groups appearing in photos on the PhotoShelter website have signed release forms as required.

Lead communicators from each campus unit may request access to the PhotoShelter site by emailing [unophotos@unomaha.edu](mailto:unophotos@unomaha.edu).

All photos taken for university use by faculty, staff, students, or third-party photographers must be either electronically sent to [unophotos@unomaha.edu](mailto:unophotos@unomaha.edu) or sent on a disc to University Communications to be added to UNO's PhotoShelter photo-sharing site for campus and/or unit use.

### Photo Credit

1. Photos/video taken by the Office of University Communications do not require a credit when used by a University of Nebraska at Omaha unit or department.
2. Photographs taken by the Office of University Communications should have the following credit when used in non-UNO print or electronic materials: *"Photo courtesy of the University of Nebraska at Omaha."*

#### Photo copyright

1. All photographs taken by the University Communications Department or outside photographers hired to photograph for UNO photo shoots or events remain the property of the University of Nebraska at Omaha. UNO shall have the irrevocable, non-exclusive right to exercise any and all rights granted by the United States Copyright Act, including, but not limited to, the right to reproduce, display, distribute, and transmit the Work throughout the world, in any media now known or later developed, and to create derivative works.
  - a. If hiring a third-party photographer, you will want to be sure to make the contractor is aware of this information.
2. Photos taken by faculty, staff, or students not originally intended for university use must have the approval of the creator before being used in UNO print or electronic promotional materials.

#### Photography for Media Coverage

If a member of the print or news media has contacted you or your unit/department, it is recommended that you contact the Office of University Communications at 402.554.2358. You may also share the Office of University Communications contact information with members of the media at anytime.

**For questions about photography or videography,  
contact the Office of University Communications at  
402.554.2358 or [ucomm@unomaha.edu](mailto:ucomm@unomaha.edu) or  
[unonews@unomaha.edu](mailto:unonews@unomaha.edu) (for media related inquiries).**