

# After-Hours Photo Coverage

UNO's Office of University Communications supports the strategic editorial, marketing and internal communication needs of the entire campus with the exception of Omaha Athletics. These photos and videos are critical to UNO's ability to accurately share UNO's value and tell authentic UNO stories.

**Effective March 1, 2019, University Communications will offer assistance arranging freelance coverage for any events after 5 P.M. or falling on a Saturday or Sunday; however, this coverage will now be billed to the requesting office or department. University Communications will continue to offer photo and video coverage at no charge to campus clients between Monday through Friday from 8 A.M. – 5 P.M.**

As required by UNO policy, freelancers must have signed agreements with the university and will sign basic statements of work for each assignment. These statements will help ensure shared expectations for the requesting office or department's needs and the photographer's hourly rate. Following a shoot, the freelance photographer will then invoice the requesting department for their services.

Please continue to begin all photo requests via the Start Your Project form here:

[https://docs.google.com/forms/d/e/1FAIpQLScNCwjZuy1j\\_SkXeyGSFmF4NxR7GTfEBFVoOFKTXQw8NMzzFg/viewform](https://docs.google.com/forms/d/e/1FAIpQLScNCwjZuy1j_SkXeyGSFmF4NxR7GTfEBFVoOFKTXQw8NMzzFg/viewform)

Departments must pay freelancers within 30 days of receiving an invoice. In order to maintain a good working relationship with our contractors, their time and services need to be respected. If a freelancer is scheduled to cover an event for one hour, but is asked to stay later, that time will be added to the invoice. Photographers must be paid for the time they work.

Following an event, the freelancer will provide all photos to University Communications. In turn, University Communications will edit and color correct the images and load them to UNO's Photoshelter account for office/department use within no more than three business days after receiving the images from the freelancer. Special arrangements can be made for more urgent photo needs.

**See questions and answers on following page.**

## Questions:

### Why is University Communications creating this policy?

With one photographer on staff, it is not possible to cover everything. Evening and weekend events add up quickly, taking away from available hours for other daily campus photo and video needs.

In the past, University Communications was able to cover freelance photographers' fees from a general photography budget, but with the loss of a significant source of annual revenue, this is no longer feasible.

This change will also allow University Communications to offer equal support to all requesting offices and departments, empowering them to prioritize photo and video needs based on available budget.

### How much will this cost?

The freelancers we hire typically charge \$100-150 per hour.

### How far in advance do I need to request photo services for an after-hours or weekend event?

Please make your request at least one month in advance to ensure availability of a freelancer.

### Can I get all the photos the freelancer takes? Why do I have to go through UCOMM?

In order to maintain the highest quality of photos representing UNO, University Communications will select the best images and provide color correction. Special exceptions can be made when a freelancer is hired to capture images of multiple honorees or to capture more informal moments that are not for marketing or editorial use.

### Can I request to hire a specific freelance photographer?

Absolutely. University Communications will provide a list of freelance photographers and their rates for you to choose from. If you would like to hire someone not already on our list, all we ask is for the photographer to sign the UNO freelance photo contract ahead of the shoot. We're also happy to expand our list of preferred photographers.

### Can I hire my own freelance photographer without first consulting UCOMM?

Please keep University Communications informed of all events to ensure appropriate advance promotion and support.

It is important for all freelance photographers hired by UNO to sign the freelance contract in order to legally protect all parties. Even if you are using someone you know is a trusted freelancer who has already signed the contract, we request that you keep us informed.