



## PHOTOGRAPHY POLICY

### Photography Services & Photographer Availability

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

- 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:

[wcupa.edu/communications/forms/photographerRequest/](http://wcupa.edu/communications/forms/photographerRequest/)

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](mailto: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](mailto:hschwarz@wcupa.edu).

If you are seeking a photo that was posted to an official Social Media account, please contact Melissa Rudolph [mrudolph@wcupa.edu](mailto:mrudolph@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.***