

## Photography Guidelines

In general, the best advice is to make the effort to have a release signed by those in a photograph and a release signed by the photographer taking the picture. Understanding that getting a signed release from those pictured in a photograph is not always feasible or possible, the following are some guidelines that might prove helpful:

News Events: If the photo is taken during a news event and is to be used to document that event, a release is not *required*. However, as noted above, it is always best to acquire it simply to provide that extra measure of permission.

### EXAMPLES:

News Events: If the photo is taken at a *news* function (during a project, chapter meeting, luncheon, etc.) it **MUST** be utilized in conjunction with that specific event in order to qualify as news.

Example: A chapter hosts a Christmas party and takes photos. These photos can be used – without a release -- to report news about the Christmas party. (See **Children**, below)

Now 8 months later, the chapter wants to use the photo as part of a “Year in Review” report. The event is no longer “news” and without a release, constitutes a use of the photo other than what was originally intended. A release would be *required* in order to use these photos.

Crowd Shots: If the photo is being used to report news, a release form is not required. Those in attendance are at a public event and are subject to being photographed as part of the event.

Promotional Use: Release forms are required for any photo used in brochures, newsletters, web sites and other forms of communications being utilized to *promote* the organization and/or its sponsoring companies or events.

Members: Membership does not imply privilege to print photos; however, if a member is photographed during an event and the photo is used to report *news* of that specific event, a release would not be required.

**Children** in schools and other child-care facilities: Keep in mind the safety/security issues that could apply to some children and possibly a parent. Most schools have policies in place to guard against the taking/release of photos of certain children when such publicity could threaten the safety of a child who is being protected from an estranged parent or guardian.

Even though your event could be considered *news*, photos of children can be a sensitive issue. Most schools have an "umbrella" policy in granting access and permission to photograph its students or certain students.

Communicate with school officials to inform them of your intentions. This can serve to protect the child from harm and possibly the Pioneers organization from legal action.

### **Reprints**

It is common practice to reprint written materials such as articles, poems, recipes and to a lesser extent photographs that have previously run in other publications, such as newspapers, magazines and on web site sites. This is permissible ONLY after gaining permission of the owner of the work, whether that is the publication, web host, writer or photographer.

It is a misnomer that simply giving attribution or noting a source is acceptable. While courteous and an ATTEMPT to be in compliance, this does not and never has constituted permission. You must get documented permission in order to reprint materials.