2105A – Public Relations – Use of Photos/Video in Print and Electronic Media

The Barton campuses are the best resource for illustrating the life of the College and as a result images of people publicly engaged in campus life are often taken for these purposes.

All photos and images taken by the Public Relations and Marketing Department, or other Barton personnel for College use, on the College campuses, or at College events, are the property of Barton Community College and may be used at the discretion of the Public Relations and Marketing staff or other Barton personnel for College use working within any specific guidelines set out by our partners where deference will be given to these guidelines.

The College reserves the right to take photographs, and publish submitted photographs, of campus facilities and scenes, events, employees, visitors, and students, for College use in any areas on any Barton campus, or at College events, where subjects do not have an expectation of privacy and provided the photographs/video do not violate the privacy of the subject.

Barton does not collect release forms from its employees, visitors, or students for the use of photos or video taken while attending a public event or for general group shots taken while on campus (campus scenes, athletic events, performances, large groups or activities, graduation, etc.).

Upon signing the enrollment form, Barton students further understand and agree to give Barton Community College the absolute and irrevocable right and permission to use their name and to use, reproduce, edit, exhibit, project, display, copyright, publish, air, any photography, images and/or videotaped images and audio of the students with or without their voices, or in which they may be included in whole and in part, photographed, taped, videotaped, and/or recorded for thereafter, and to circulate the same in all forms and media for art, advertising, trade, competition of every description and/or any other lawful purpose whatsoever.

Barton Public Relations and Marketing staff shall secure Talent Release Forms from individuals who are not current Barton students for the purpose of collecting and publishing photos/videos.

Talent Release Form

Individuals will not be compensated for the use of marketing photos/video taken while on Barton's campuses or at College events.

Individuals may request to opt-out and request that their photo/image not be used in marketing materials for publication. The Non-permission/Opt-out form can be found at:

Non-permission/Opt-out Form

Contact(s): Director of Public Relations and Marketing

Related Form(s): Talent Release Form; Non-permission/Opt-out Form

References:

Relevant Policy or Procedure(s): 1106 – College Communications

Approved by: President

Date: 3/14/11

Revision(s): 9/26/12; 11/6/19 (update)