

# Photo, Video and Information Release Form for Marketing Use

**Eastern Mennonite University (EMU) uses student photos, videos, audio, and information to promote its programs.** Please complete the release form for this purpose. Due to the large number of students, we are not able to accommodate matters of personal preference. This agreement is in effect indefinitely unless revoked in writing. EMU is not responsible for images and information posted by students or outside media agencies. Concerns about your image or information being released beyond marketing purposes must be processed with the Registrar's Office (540-432-4110).

1. **EMU can use photographs, videos, and audio of me at their careful discretion.** I understand that files may be posted on EMU or affiliated websites, submitted to publications or distributed to third parties. EMU shall not be liable for third parties' misuse of distributed files. **Example:** You appear in a class photo on a departmental brochure.

- Yes** (EMU can use photographs, videos and audio of me.)  
 **No** (EMU can NOT use INDIVIDUAL photos, videos, or audio of me.)\*  
 **No** (EMU can NOT use CROWD photos, videos, or audio containing me.)\*

2. **EMU can use photographs, videos, and audio I create and submit to the university.** This includes photos I post to EMU's Flickr feed. By signing this, I waive the right to reimbursement for materials I submit to EMU. **Example:** You take photos on campus and give them to EMU marketing. The photos are then used on the EMU wall calendar.

- Yes** (EMU can use photos, videos, and audio I submit.)  **No** (EMU can NOT use photo, videos, and audio I submit.)

3. **EMU can announce my academic achievements and use my quotes, writings, or speeches in promotional materials.** **Example:** You submit a quote to EMU marketing about your class experiences and it appears on the EMU website.

- Yes** (EMU can announce my achievements, etc.)  **No** (EMU can NOT announce my achievements, etc.)

4. **EMU can include my religious affiliation and/or denomination in press releases and/or promotional materials.** **Example:** You participate in an interfaith event and are interviewed about your experience. Marketing posts an article about the event on the EMU news blog that mentions your religious affiliation.

- Yes** (EMU can include my religious affiliation, etc.)  **No** (EMU can NOT include my religious affiliation, etc.)

**If you checked "No" to any of the above, please explain so we can flag our system to honor your request.**

Is it a matter of personal safety (political/religious refugee, endangerment, custody issues,) conflict of interest with employer, desire to not have your information public etc. ?

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Name (print)

Signature

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ID #

Date

**\*If you selected one/both "No" answer(s) for question 1, please read and sign the agreement below.**

I understand that EMU takes photographs and makes audio and video recordings of students to use in promotional materials. If I see a staff photographer, I understand that I am empowered to notify the photographer that I do not wish to have my photo taken or move to a place where the photographs/videos are not being taken. I also understand that I should remove myself from group photos if I do not want my image used. I agree to joint responsibility in ensuring that my image is not released.

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Signature

Date

Form revised: 3/30/2016