



## SAMPLE MEDIA POLICY

September 2012

***This sample policy has not been approved by any outside authority, such as the Department of Health and Human Services. You should review this sample policy thoughtfully, in consultation with an attorney from your state, and modify it as necessary to meet the individual needs of your organization and to comply with any applicable state law requirements and grant or contract terms and conditions. You should also work with an attorney in your state to draft the media release forms referred to in this policy to ensure that they comply with any applicable state law requirements and grant or contract terms and conditions.***

### General Policy

From time to time, CAA employees, volunteers, and agents photograph, video and/or make audio recordings of individuals visiting CAA's premises, attending CAA events, or receiving benefits or services from CAA. Except as outlined below, CAA's policy is to make reasonable efforts to obtain written consent in the form of a signed media release for the subsequent use by CAA (or others authorized by CAA) of photographs, videos or audio recordings taken of anyone on CAA premises, at CAA events, or receiving benefits or services from CAA. CAA must approve any media release form distributed for this purpose.

### Employees and Volunteers

CAA will communicate the following policy to CAA employees and volunteers:

As a CAA employee or volunteer, you grant permission to CAA to use your name, image, and/or voice in any of CAA's electronic, print, or multimedia publications (including but not limited to internal or external publications or media sources via newspaper articles, television coverage, online/web content, social media outlets, and any other print or electronic publications by CAA) and agree that you will make no monetary or other claim against CAA relating to this use of your name, image and/or voice.

In addition, CAA will distribute media release forms to its employees and volunteers and request that they read and sign the releases. The releases will be distributed to new employees and volunteers as part of their new employee/new volunteer orientation packets.

## Clients and Minors

Clients receiving benefits or services from CAA will not be photographed, videoed or recorded or their images or voices used by CAA without their written consent. Minors will not be photographed, videoed or recorded or their images or voices used by CAA without the written consent of their parents or legal guardians.

CAA will incorporate a media release form in its client intake materials and request that clients (or, in the case of minors, their parent(s) or legal guardian(s)) read and sign the release form during the intake process. Where necessary or appropriate, CAA will also distribute media releases prior to or at the time photographs, videos or audio recordings of clients are being taken.

## Public Events

CAA will make reasonable attempts to obtain written consent from individuals to use photographs, videos, and/or audio recordings of an individual obtained at CAA events to which the public is invited, such as awards ceremonies, graduations from CAA programs, fundraisers, ground breakings, and educational forums ("Public Events"). However, CAA recognizes that it may not always be practicable to obtain a release at Public Events. Therefore, in addition to attempting to obtain signed releases for use of photographs, videos, and/or audio recordings of individuals at its Public Events, CAA will, where practicable, communicate the following policy to those attending its Public Events:

By attending [name of event], you grant permission to CAA to use your name, image, and/or voice in any of CAA's electronic, print, or multimedia publications (including but not limited to internal or external publications or media sources via newspaper articles, television coverage, online/web content, social media outlets, and any other print or electronic publications by CAA) and agree that you will make no monetary or other claim against CAA relating to this use of your name, image and/or voice.

CAA might communicate this policy, by, for example, including it on online registration forms, printing it on a sign-in sheet that attendees sign when they check in at the event, or for events that do not involve a registration or check-in process, by having it posted on signs at the event, included in the event program (if applicable) and/or verbally announced at the event.

In addition, prior to Public Events, CAA will make a reasonable attempt to instruct photographers and videographers, preferably in writing, to, wherever possible: (1) identify themselves and seek verbal permission when taking photographs, videos or audio recordings; (2) inform subjects about the potential uses of the photograph, video or audio recording; (3) obtain the names and contact information of the people being photographed, videoed or recorded; and (4) comply with an individual's request not to be photographed, videoed or recorded. In addition, CAA will instruct photographers and videographers to refrain from

photographing, videoing or recording minors without the written consent of their parent(s) or legal guardian(s).

If CAA proposes to use a photograph, video and/or audio recording from a Public Event in which an individual is recognizable and a release was not obtained at the Public Event, CAA will make reasonable attempts to identify that individual and request a release from him/her before using the photograph, video and/or audio recording of that individual.

***REMINDER: Have an attorney in your state review this policy as well as any release forms to be used in conjunction with this policy to be sure that they comply with any applicable state laws and grant or contract terms and conditions.***