



MEDIA WAIVER/RELEASE

I grant permission to the American Association of University Women – Georgetown, Texas Branch (AAUW – Georgetown, Texas Branch) and its agents and employees the irrevocable and unrestricted right to reproduce the photographs and/or video images and/or interviews taken of me (or denoted minor under the age of 18) for the purpose of publication, promotion, illustration, advertising, or trade, in any manner or in any medium. I hereby release AAUW and its legal representatives for all claims and liability relating to said image and /or interviews. I will make no monetary or other claim against AAUW for the use of the photograph(s)/video and/or interviews.

Complete
Name (print):

Signature:

Date:

Address:

Name of subject

(if subject is a minor):

Relation to

subject (if subject is

a minor):

5/14/19

(continued)



AAUW Media Guidelines and Best Practices

The following guidelines and best practices are suggested when using photographs of individuals in an AAUW promotion using materials and media. It is important to consider when a Photo Release form from the photograph's subjects/models is **required before the photograph is published or otherwise made publicly available.**

When a Release is **Not Typically Required**

A release is generally not required if AAUW members or others are:

- Photographed in a public space or at public events, including AAUW events. These types of photographs are often considered "AAUW related" photos.
- Invited to attend a group activity/event and chose to participate of their own free will.
- The photograph is taken in a non-public environment and the primary focus is not recognizable, such as when a silhouette, posterior/dorsal view, or out of focus shot is taken.
- AAUW officers or members.

When a Release is **Typically Required**

A release is generally required if AAUW members or others are:

- The primary focus of a photograph taken in a non-public space, are recognizable, and have been recruited specifically to serve as subject/models.
- Minors (anyone under age 18). It is **REQUIRED** to obtain a Photo Release form.
- Current AAUW members, clearly identifiable and who are the main focus of the photo, and in a location for a specific purpose other than being photographed.

Best Practices

- Advise guests that photos may be shared through the AAUW's media outlet/s (e.g. AAUW-Georgetown Branch) newsletter, website with signage, or publicity venues. For example, a sign may read "Event photographs may be shared in promotional materials, media, or advertising. Follow us on [insert media outlet] to view event images."
- If an individual asks not to be in a photograph, respect his or her wishes.
- If an individual's image is shared and subsequently that individual requests his/her photograph be removed from a social media outlet, please remove as a courtesy.
- Be very sensitive when using photos/media including minors. Aim for a broader image where the focus is not directly on the child and where he/she is not recognizable. If an image is to be used featuring a minor, a Photo Release form **MUST** be obtained.
- A Photo/Media Release has been embedded in the generic release and waiver of liability.