

Photographic Policies  
University Photographer  
Western Kentucky University  
Office of University Relations

### **Mission Statements**

The mission of the Office of University Relations is to increase public awareness and understanding of Western Kentucky University, its programs and the accomplishments of its students, faculty and staff. The University Photographer supports this mission by providing high-quality images for use in news releases, publications and on the University's Website.

Photography plays a key role in the development and projection of the University's image and in the delivery of its key messages. It is therefore imperative that the University Photographer have the time and resources to provide images of the appropriate quality and use to fulfill the mission of the University and the Office of University Relations.

### **Priorities**

When requesting the services of the University Photographer, the first question to be answered is how the images will be used. Priority is given to requests for images that:

- A. Will be used in media relations efforts (accompany news releases, posted on the Website, distributed to news media, etc.)
- B. Will be used for official university marketing campaigns as well as specialized advertising purposes both state and regionally
- C. Will be used in University publications, such as, but not limited to WKU Spirit, The Challenge, Viewbook, Echo, Annual Report
- D. Will be used in student recruitment efforts, such as departmental brochures and Web pages, Viewbook, etc.
- E. Document official University events, such as Homecoming, Gala, Coming Home, and Commencement.
- F. Can be used in a variety of venues

### **Procedures**

- A. Requests: An online form is available to request the services of the University Photographer. This request must be completed fully to assure a timely response to the request. The form should be completed and submitted to the University Photographer a minimum of 10 working days prior to the event or deadline for the request. Should the request not meet one of the stated priorities and/or the University Photographer is unable to fulfill the request, the University Photographer will attempt to offer alternatives, such as the names of freelance photographers, or guidance on shooting the photographs internally.
- B. Medium: Photos will be provided in digital format, usually on a CD or DVD. University Relations does not have the capability in-house to provide prints. If prints are needed, requestors will be able to take digital files to a number of vendors and have prints made. The University Photographer can assist the requestor with choosing a vendor based on the requestor's need.
- C. Property Rights: Images taken by the University Photographer on behalf of the University and any University-related department remain the property of WKU and will become part of the University Relations photographic archive.