



Photo Services

PHOTO SERVICES POLICY AND GUIDELINES

Office of Marketing & Communications | 318-342-5440

Photo Services is a function of the Office of Marketing & Communications and provides images for the purposes of publicity, public relations and marketing for ULM.

Use of Photo Services is prioritized for media and public relations events; events related to the recruitment of students; staff and faculty mugs; as well as services and events regarding the dissemination of information promoting the university's goals and agenda.

Photo Services first priority is to provide photographs for university publications. This includes:

- press and media events (guest speakers and visitors, etc.)
- major university events (i.e., Lyceum, Homecoming, etc.)
- notable guest lecturers
- select athletic events
- use on the ULM Web site and associated social media
- major promotional photos, such as check and award presentations

These images may be used (with photo credit) in "Discover ULM" Magazine, alumni publications, ULM Web pages, news releases, admission materials, advertisements, and grant-- related material.

These images must be used with appropriate photo credit (byline) stating university ownership/copyright and the first and last name of the acting university photographer.

EXAMPLE:

© ULM Photo Services / Emerald McIntyre

Please note the university photographer does not provide the following services:

- departmental gatherings, parties and other internal social events unless specifically requested by the Office of the President.
- loaning of photographic equipment.
- Personal or private photos unrelated to the university.

The campus photographer is also available to produce professional portraits for ULM faculty, staff and students (for official university publications and publicity material promoting current faculty and staff).

Faculty/staff/student portraits are scheduled by appointment only.



REQUESTING PHOTO SERVICES

To request photo services, please use the online **Photo Request Form**.

- To help maintain a priority schedule, requests must be made a minimum of two (2) full weeks (10 working days) in advance of the event or service.
- A description of the event or service must be submitted.
- Events and services held after 5 p.m., on the weekends and on holidays are held to the discretion of ULM Photo Services.
- The photographer is allowed two (2) full weeks (10 working days) after the shooting date to provide the edited photos that were requested.

Please note that requesting an event does not imply that an event has been added to a photographer's schedule. A specific photo date and/or time may not be possible due to scheduling conflicts. All commitments and covered events are explicitly confirmed via e-- mail from the university photographer or designated person(s). If the university photographer is unable to fulfill your request, you will be notified.

The Director of Media Relations along with the Office of Public of Information reserves the right to prioritize projects in accordance with the aforementioned criteria in order to best meet the needs of the university.

REQUESTING AN IMAGE

Any ULM entity requesting photos must indicate:

- The name of the event.
- The date and/or time of the event.
- A description of the photo and/or person(s) in the photo.

Individual images (up to 8 MB) may be sent via e-- mail when time permits. Multiple images may be picked up from Photo Services with your USB flash drive or an image CD can be requested after making arrangements with the university photographer.

Note: *The Office of Sports Information in ULM's Athletic Department handles ALL REQUESTS for images involving student athletes and athletic events. This ensures compliance with any NCAA policies and regulations. Contact John Lewandowski in ULM's Office of Sports Information at 318-342-3668 or lewandowski@ulm.edu*



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All photos provided by ULM photo services are copyrighted and the property of the University of Louisiana at Monroe. Any use of the university photos for commercial purposes by any person or organization is prohibited without the express permission of the university.

All individuals, third parties, entities and organizations that would like to use or reproduce the content should contact the Office of Marketing & Communications at 318-342-5440 or mcintyre@ulm.edu to obtain permission.

Once approval has been given, the individuals, third parties, entities and organizations are not allowed to alter, distort or deface any element of the university content.



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This policy approved by:

Julia Letlow
Authorizing Agent's Signature

2/22/16
Date

Julia Letlow
Name

Director of Marketing + Communications
Title