

## **Photo Publication Guidelines**

### **Purpose:**

The intent of this document is to establish guidelines for taking and publishing photographs, videos, and associated information of people in activities where members of the chapter are involved as either volunteers or sponsors.

### **Definitions:**

- Photographs – for purposes of this document, photographs refers to photographs or videos

### **Guidelines:**

As a guiding principle, master naturalists may take photos of the general public - adults and children - at publicly accessible settings or events that illustrate and promote master naturalist activities. At the same time, master naturalists will respect privacy of people and places as dictated by the sponsoring organization and/or person being photographed.

Photographs taken for commercial use (i.e. for purposes of financial gain) fall outside of the purview of the master naturalist organization and outside of this policy. All photographs of persons taken by master naturalists should be considered non-commercial use since there is no financial reward for any of the organization's activities.

Photographs taken by master naturalists that meet these guidelines may be published in any publically accessible media produced, or provided by, the organization. Publication includes placement of images in physical media such as educational materials, posters, signs, or printed brochures and electronic media such as meeting or event presentations, publication on the TMNCOT web site or in chapter sponsored social media.

### **DON'TS:**

- If the organization that owns the land or sponsors the event where photographs will be made has specific rules concerning photography and/or publication, those rules will supersede this policy. Normally, those rules are posted in a prominent place, such as at Migration Celebration. In particular, if an organization requires that written permission must be obtained for all photographs of people that may be published by the organization, then written permission must be obtained if photos are published.
- Photographs should not be made of a person who asks or states that he/she does not wish to be photographed unless that person is in a large crowd or group (generally over 10 people), where individual features cannot be determined.
- Photographs should not be made without prior permission of a person or persons who are on private property, who are in a private area of a public facility, e.g. rest rooms, changing areas, etc., or who are on private property that is readily visible from a publicly accessible location. *“Publicly accessible” means any location where members of the public are commonly permitted access without obtaining any specific permission, regardless of the ownership of the real estate or facilities. This would include shopping malls, parks, and nature reserves. Private*

*property/facilities would include any location, or portion of a location, where permission to enter must commonly be obtained prior to entering or occupying the premise.*

- Photographs should not be made of a person that portrays them in a negative light, in stages of undress, in emotional or personally sensitive moments where privacy is presumed, or where a situation suggests that an expectation of privacy might reasonably exist or that intrusion on a private moment would be inappropriate. Persons should not be portrayed in any manner that might cause them exposure to ridicule, embarrassment, harassment, false impression, or other potential harm.
- Do not publish the street address, phone number, email address, age or other personal or private information about individuals whose picture you have taken without their express permission.

## **DO'S**

- For photographs of children, an effort should be made to capture images where individual children are not readily identifiable without destroying the newsworthy or aesthetic characteristics of the image.
- For children attending scheduled events (such as DEEP), verify whether prior parental approval has already been obtained as part of the sign-up process and any limitations of this permission. This step eliminates the need for additional written permission.
- Written permission is not required to take photographs of adults or children for events that are in a public or publicly-accessible location. It is always courteous to ask verbally if it is OK if you take a photo. No written permission is required when individuals in the photos cannot easily be identified or when the photo is of a large group.
- Where written permission is easily obtained, such as in posed photographs of event winners or close-up photos of individuals where they can be readily identified, individual written permissions should be obtained. If the subject is a minor (under age 18) permission should be obtained from a parent or legal guardian. Where full identification of a person is reasonable due to a newsworthy event, permission to publish the identifying information should be obtained. For purposes of this policy permission may be either written or electronically obtained. A copy of the "STANDARD PHOTO RELEASE FORM" is attached to this document. Documentation of permission should be retained as prescribed in the Document Retention Policy.
- Where persons are readily identifiable, minimal practical disclosure of the names of persons should be used in all publication of the photographs. Children may be identified by first name while avoiding the use of surnames to limit identification. Where written permission has been obtained, the full name of the individual photographed as well as the city they are from may be published.