



KENTUCKY STATE UNIVERSITY POLICIES AND PROCEDURES

PROCEDURE TITLE:

Photo Release

APPLIES TO:

The photo release procedure applies to the following groups:

- All KSU students
- All KSU faculty and staff
- Outside vendors
- External partners

ADMINISTRATIVE AUTHORITY:

Marketing & Public Relations

APPROVED BY:

Dr. Koffi C. Akakpo

EFFECTIVE DATE:

September 2025

NEXT REVIEW DATE:

September 2026

PROCEDURE STATEMENT:

I give full permission and consent irrevocably and in perpetuity to Kentucky State University (KSU) and/or its clients, affiliates, agents and assignees, hereinafter called Grantees, to make or reproduce throughout the world, either alone or in conjunction with other material and photographs, audio recordings, films and videotapes or other media made in connection with KSU incorporating my name, photograph, likeness and/or voice, either in whole or in part, in material prepared for purposes of advertising, research and client presentation.

It is further understood that Grantees may use said material with or without my name and that Grantees may make reasonable changes in testimonial copy, if any, provided the spirit and content of my remarks are not distorted.

I further waive any right of approval with respect to use of said materials and thereby release and discharge Grantees from any claim or liability, including without invasion of privacy or defamation of character based upon such use.

DEFINITIONS:

Photo Release Form: A written document granting Kentucky State University permission to capture, use, and distribute an individual's image, likeness, or voice for official university purposes, including publications, websites, social media, and marketing materials.

Consent: The voluntary agreement of an individual to allow the university to use their image, likeness, or voice. Consent must be informed, meaning the individual understands how their image may be used.

Minor Release: A photo release signed by a parent or legal guardian on behalf of an individual under the age of 18.

Revocation of Consent: The process by which an individual may withdraw previously granted permission. Revocation must be submitted in writing to the Marketing & Public Relations and applies only to future use of images.

Exemptions: Situations in which a photo release is not required, such as large public events, group settings where individuals are not the primary subject, or news coverage.

PROCESS:

- 1) Determine whether a photo release form is required
- 2) Obtain a signed photo release form before capturing or using an individual's image, likeness, or voice.
- 3) For individuals under the age of 18, secure a parent or legal guardian's signature on the minor release form.
- 4) Submit completed forms to the Marketing & Public Relations department for recordkeeping.
- 5) Communicate how and where the images may be used (e.g., publications, social media, website, marketing materials).
- 6) Maintain compliance with exemptions (e.g., public events, large group settings, or news coverage, where a release is not required).
- 7) Allow individuals the right to revoke consent in writing.

REFERENCES AND RELATED MATERIALS:

Publications, Social Media, Website, Marketing Materials

CONTACTS:

Subject	Office	Telephone	E-mail
General Questions	Marketing and PR	(502) 597-7000	news@ksu.edu

HISTORY:

Revision Type	Date of Issuance/Revision	Drafter(s)/Editor(s)
Issued (New Procedure)	September 2025	Jessica Holman
