

DEPAUL UNIVERSITY



Use of Intercollegiate Athletics Photographs

Category: Presidential

Responsible Department: Athletic Department

Responsible Officer: AVP, Intercollegiate Athletics

Effective Date: 03/31/2016

Policy Summary

This policy outlines the appropriate use of photographs owned or licensed by IA, and all photographs featuring DePaul intercollegiate student-athletes.

Scope

This policy affects the following groups of the University:

- Entire University Community

This policy applies to any member of the University Community interested in using photographs owned or licensed by Intercollegiate Athletics (IA), or any other photograph featuring a DePaul student-athlete.

Policy

Any individual, unit or entity who wishes to use images owned or licensed by Intercollegiate Athletics (IA) must request permission. IA, through its Athletics Communications (AC) department, will evaluate requests and will grant or deny permission on a per-project basis. This includes but is not limited to images that appear on IA's web site (<http://www.depaulbluedemons.com/>), images in media guides and other materials created by or in conjunction with IA, and images in the photo archive maintained by IA.

IA regulates the use of these images for several reasons:

- To ensure that images comply with copyright and photographer agreements
- To ensure compliance with NCAA rules pertaining to student-athlete eligibility
- To ensure that images are not manipulated in any way other than cropping unless approval is given in advance
- To ensure that images are used accurately and appropriately

- To ensure that images do not lose their impact through overuse.

Equally important in effectuating this policy are the NCAA rules pertaining to images of student-athletes who have remaining eligibility (meaning, have not graduated and/or have seasons of competition remaining). When a student-athlete's name or photo is used without IA's prior permission, NCAA Bylaw 12.5.2.2 requires the university to take steps to stop such activity and in some instances will require the athletic department to self report an NCAA violation.

Strict compliance with this policy is necessary to protect the image, reputation, and effectiveness of DePaul's Intercollegiate Athletics program and the expectation of institutional control.

Procedures

To obtain and/or request permission to use IA images, the following information must be provided to the Athletics Communications Department (contact information can be found on the IA Web site at www.depaulbluedemons.com):

- Name of project and description College/department and contact person
- Vendor (if applicable)
- Description of type of image (i.e., crowd shots, student-athlete competition image)
- Number of images needed
- Vertical or horizontal format
- Web, advertising or print usage
- Date images are needed

Please note that Athletics Communications may approve use of IA photos for non-commercial purposes only. If a student or employee wishes to utilize a photograph for professional use (for example, in his or her own publication, to accompany an article in a non-university publication, or on any Web site) permission must be sought from both the photographer and Athletics Communications and fees will apply.

If permission is granted, Athletics Communications will provide the images, for one time use only, within seven to 10 days of receiving the request. Athletics Communications may request a proof of the publication, marketing material, advertising or Web site in which the approved photos will be used for quality control purposes.

If images are needed for more than one project (i.e. a brochure and a Web site), separate requests for each project must be submitted. Images requested for a previous project may not be used subsequently without obtaining permission from Athletics Communications. This prevents overuse of images and protects the project manager from using images that are outdated or are no longer appropriate.

Please note that some images owned or licensed by IA are not available for university-wide use.

If an employee or unit uses IA images without permission, IA will determine the best remedy depending on how the image was used. Options include but are not limited to having the unit pay for the appropriate usage rights, removing the image from electronic media, and re-creating or reprinting the materials. Employees found in violation of this policy may be subject to the progressive discipline process.

Questions and concerns should be directed to the Associate Athletics Director of Communications.

Divisional Collaborations

Office of the General Counsel (for assistance with copyright and licensing issues, as needed)

Contact Information

Contact the DePaul Sports Information office at 773-325-7546.

Appendices

None.

History/Revisions

Origination Date: 03/05/2009

Last Amended Date: 03/31/2016

Next Review Date: N/A