*5/9/2018*

**PITT PUBLIC HEALTH
PHOTOGRAPHY RELEASES

READ ME**

Note that, when considering use of a photographic image, you must first secure legal clearance from both the photographer and all identifiable subjects. This means that you may not “lift” images from the Web unless from a stock photo image source that has already obtained all required photographer and subject clearances. Even then, however, be careful to note whether an attribution credit line is required. See stock image services listed below.

**For Photographer**

Photographs taken by Pitt employees are automatically the legal property of the University, and can be used for University business without special permission from the employee.

Photographs taken by a “work for hire” photographer contracted by the University are also the unqualified property of the University, and so can be used for University business without additional special permission from the contracted photographer.

**Photographs taken by anybody else (students, community partners, etc.) are the property of the photographer unless written permission is obtained for specific use, be it print or digital publication. Use the Photographer Consent Form for Photography / Video.** Be sure to note required credit line.

**For Subject(s)**

Photographs taken of Pitt employees in the line of work do not require subject releases.

**Photographs taken of non-Pitt employees (students, community partners, etc.) DO require…
a) notification (by documented sign at entrance or recorded verbal announcement) that photographs are being taken and that they may be used to promote the school in print or electronic/digital form; *or*
b) written permission from the subject to use the image(s). Use the Subject Consent Form for Photography / Video.** Note that a minor subject (under the age of 18) requires official parental consent.

**Stock Images**

**FREE:** In case it’s helpful, the following are sources of public domain images (but you must still include a credit line when required).
- CDC image library (<http://phil.cdc.gov/phil/home.asp>)
- FreeFoto for educational/Web (<http://www.freefoto.com>)
- U.S. Navy ([www.navy.mil/view\_ahhphotos.asp?page=1](file:///%5C%5Cgsph-fileserver.univ.pitt.edu%5Call%5CMarketing%20Photos%2C%20Media%5Cwww.navy.mil%5Cview_ahhphotos.asp%3Fpage%3D1))
- World Health Organization ([www.who.int/mediacentre/multimedia/topics/en/index.html](file:///%5C%5Cgsph-fileserver.univ.pitt.edu%5Call%5CMarketing%20Photos%2C%20Media%5Cwww.who.int%5Cmediacentre%5Cmultimedia%5Ctopics%5Cen%5Cindex.html))

**CHEAP:** These aren’t free, but the investment is extremely reasonable.
- 123RF ([www.123rf.com](file:///%5C%5Cgsph-fileserver.univ.pitt.edu%5Cgroups%5CMarketing%20%26%20Development%5CCOMMUNICATIONS%20and%20MARKETING%5CPhotography%5C_Releases%5Cwww.123rf.com))
- BigStock ([www.bigstockphoto.com](file:///%5C%5Cgsph-fileserver.univ.pitt.edu%5Cgroups%5CMarketing%20%26%20Development%5CCOMMUNICATIONS%20and%20MARKETING%5CPhotography%5C_Releases%5Cwww.bigstockphoto.com))
- iStockPhoto ([www.istockphoto.com](file:///%5C%5Cgsph-fileserver.univ.pitt.edu%5Cgroups%5CMarketing%20%26%20Development%5CCOMMUNICATIONS%20and%20MARKETING%5CPhotography%5C_Releases%5Cwww.istockphoto.com))
- Shutterstock ([www.shutterstock.com](file:///%5C%5Cgsph-fileserver.univ.pitt.edu%5Cgroups%5CMarketing%20%26%20Development%5CCOMMUNICATIONS%20and%20MARKETING%5CPhotography%5C_Releases%5Cwww.shutterstock.com))
- Stocksy ([www.stocksy.com](http://www.stocksy.com))
- Thinkstock ([www.thinkstock.com](http://www.thinkstock.com))