

Getting Written [Permission](#) for Your Photos, Video and Film

Any photo, video or film that you plan to use in your work for the University of Minnesota Extension Service may require a signed release. Use a release with all identifiable individuals (including other Extension employees) who are principal players in any Extension photo, video or film. Also use the release when private property is recognizable.

The release form used by Extension is an official University of Minnesota form entitled “Use of Photographic Likeness Release.” [Print a copy \(PDF\)](#).

It is your responsibility as an Extension employee to get a release signed, whether you are doing the work or hiring a photographer or video/film producer. Write a brief description of the project such as location, event description, what the subjects are doing, and connection to Extension on the back of the release for future reference.

Each Extension office should have a commonly-shared location and a system for filing the forms (by date, alphabetically by subject’s name, by topic or event, etc.) for ease of retrieval. Keep in mind that no matter how you may look for a photo, someone else might request proof of permission by name.

If you borrow Extension colleagues’ photos, obtain a copy of their releases.

Youth Under the Age of 18

Individuals under the age of 18 need the signature of a parent or guardian. The names and addresses for minors should be obtained and releases sent to parents/guardians before the photos are taken; otherwise, obtain signatures before the images are used in Extension materials.

Groups of Individuals

Individuals who are identifiable in a group should sign releases whenever possible. This includes individuals visible in the foreground of large groups being photographed or videotaped in a public place (outside on the sidewalk or street) or in a public building (a big meeting).

Personal vs. Public Property

If you are shooting images of personal or private property (a garden, house, place of business, a commercial building, etc.), ask the owner to sign the release. If you are shooting images on public property, there is no need to obtain written consent from staff or administrators.

Examples

A photo of a mother and child in a grocery store requires one release from the mother for herself and the child, and another from the store owner or manager.

A photo of a festival on main street may require a release from people in the crowd if they are recognizable but does not require a release from the owners of the businesses in the background.

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