

PIEDMONT VIRGINIA COMMUNITY COLLEGE

II – ADMINISTRATIVE (GENERAL) POLICIES

II – 30.0 PHOTO POLICY

Policy #:	II – 30.0
Effective:	10/14/04
Revised:	9/8/08
Responsible Dept.:	Office of Institutional Advancement

1. PURPOSE

The purpose of this policy is to ensure that PVCC maintains a collection of timely, high-quality photo images for use in electronic and print publications and for submission to the media. It was created to provide staffing of significant events in the life of the college and to spend college dollars most effectively. This policy applies to still photography only.

2. POLICIES AND PROCEDURES

- Photos are assigned by the Office of Institutional Advancement based on college needs for publications, both print and electronic, and for press releases. Faculty, staff and students are encouraged to make the Office of Institutional Advancement aware of activities with photo potential at least 72 hours prior to the event or activity. Forms are available on the intranet under the Office of Institutional Advancement or in paper form in the faculty/staff lounge and media services. The final decision on staffing of events rests with the assistant to the president for institutional advancement.
- Photo assignments are made to a pool of staff including the assistant to the president for institutional advancement and her/his assistant, the public relations specialist and the media technician. This does not preclude a faculty or staff member from checking out a camera from media relations to take photos of a particular class or office activity.
- It is the responsibility of each pool photographer to obtain consent forms as appropriate. Faculty or staff taking photos on their own should obtain consent if they expect to post photos on any web site that is linked to the college web site. Consent forms will be filed in the Office of Institutional Advancement.
- Media Services stocks film as required by the college to include 400 and 800 color print film and a supply of digital and 35mm cameras. The Office of Institutional Advancement has a dedicated camera.
- Media Services maintains the contract for film developing for the college. The contract includes pickup and delivery on specified days. Film and one set of 4 by 6 color prints or one set of slides are provided for college activities at no charge. Additional prints or enlargements may be ordered if a budget code is provided.