

**Policy 1509**  
**Use of Images**

**Date of Current Revision: June 2023**

**Responsible Officer: Vice President for University Advancement**

**1. PURPOSE**

This policy governs the use of images owned by James Madison University.

**2. AUTHORITY**

The Board of Visitors has been authorized by the Commonwealth of Virginia to govern James Madison University (JMU). See Code of Virginia § 23.1-1600; § 23.1-1301. The Board has delegated the authority to manage the university to the president.

**3. DEFINITIONS**

**Images**

Professionally and non-professionally created still photography, film clips, video clips, productions, and electronic images.

**Images of James Madison University**

Images depicting the students and employees of James Madison University in their university-related capacity, images depicting university-related activities, buildings and/or grounds owned, operated or leased by James Madison University, no matter their location.

**Images Owned by James Madison University**

Images to which the university owns the copyright.

**Non-University Editorial Use**

Use by the news media.

**Written Consent**

An official JMU release form issued by the Office of JMU Photography, JMU Athletics Communications and/or University Communications, as applicable.

**The Collegiate Licensing Company**

An agent of the James Madison University Foundation Inc. whose purpose it is to administer JMU's licensing of goods and products bearing James Madison University names, insignia and logos.

**4. APPLICABILITY**

This policy applies to anyone—James Madison University employees, affiliates, vendors, et al - who acquires, creates or uses JMU-owned images and/or prepares official university communications.

**5. POLICY**

### **5.1 Alteration of Images**

The use of digital tools capable of altering images owned by James Madison University to present a false depiction of real events is strictly forbidden.

### **5.2 Implied Endorsement**

Images of JMU cannot be used in a way that implies James Madison University's endorsement of a commercial, non-profit or political enterprise or cause without the written consent of James Madison University.

### **5.3 Permission/Model Releases**

Written permission is required for images of people in non-public spaces, children, patients in health care settings or laboratories, and research participants.

### **5.4 Non-University Editorial Use**

Non-university editorial or journalistic use of images of James Madison University and images owned by James Madison University shall be coordinated through University Communications and/or JMU Athletics Communication, as applicable.

## **6. PROCEDURES**

6.1 To request non-athletic images of JMU, go to the [JMU Photography website](#). The JMU Office of Photography is the official provider of non-athletics still images for official JMU communications and offers guidance and services to ensure that the official university use of still images complies with the provisions of this policy. The office maintains the university's still photography library to ensure that a broad base of high-quality images is available for appropriate use.

6.2 For more information about images from JMU Athletics, contact [JMU Communications](#). JMU Athletics Communications is the official provider of still JMU Intercollegiate Athletics images for official JMU communications and offers guidance and services to ensure that use of official university photography and images complies with the provisions of this policy. The office maintains the university's Intercollegiate Athletics photography library to ensure that a broad base of high-quality images is available for appropriate use.

6.3 Signed copies of the [university permission/model release form](#) should be retained by the originating department.

6.4 Direct requests for exceptions to this policy go to University Marketing and Branding.

## **7. RESPONSIBILITIES**

University Marketing and Branding is responsible for addressing misuse of this policy.

Unit and/or department heads have responsibility to ensure that its use of images complies with this policy.

All departments, offices and employees that generate, receive, or maintain public records under the terms of this policy are also responsible for compliance with Policy [1109](#) – Records Management.

## 8. SANCTIONS

Sanctions will be commensurate with the severity and/or frequency of the offense and may include termination of contract or employment.

## 9. EXCLUSIONS

This policy does not apply to the following:

- Any images that are considered part of the academic or scholarly mission of the university (i.e., classroom assignments, faculty portfolio or research).
- Student communications serving journalistic functions and/or those that are paid for or produced using student activities funds (e.g., Panhellenic organizations, SGA, *The Breeze*).
- Any images that are administered by the Collegiate Licensing Company.

## 10. INTERPRETATION

The authority to interpret this policy rests with the president and is generally delegated to the Vice President for University Advancement.

**Previous version:** January, 2014

**Approved by the president:** January 2014

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