Policy 1509
Use of Images

Date of Current Revision: February 2026
Responsible Officer: Associate Vice President for University Marketing & Branding

1. PURPOSE

This policy governs the use of images owned and licensed 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

Created Images
Images created by artificial intelligence.

Images
Professionally and non-professionally captured 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 Licensed by James Madison University
Images for which the university has acquired the rights.

Images Owned by James Madison University
Images for which the university owns the copyright.

Non-University Editorial Use
Use by the news media.

Written Consent
An official JMU release form issued by University Marketing & Branding, JMU Athletics Communications and/or University Communications, as applicable.

The Collegiate Licensing Company
An agent of the James Madison University Foundation, Inc., whose purpose 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 an intentionally misleading depiction of real events is strictly forbidden.

5.2 Images Created by Artificial Intelligence

The use of images created by artificial intelligence (AI) is strongly discouraged and is only permitted with an accompanying acknowledgement that the image is AI generated.

5.3 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.

5.4 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.

5.5 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 Communications, as applicable.

6. PROCEDURES

6.1 To request non-athletic images of JMU, go to the JMU Photography website. University Marketing & Branding 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 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 & Branding.

7. RESPONSIBILITIES

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

Unit and/or department heads have the 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:

- Images edited to improve their utility and appearance (i.e. cropping, color correcting, etc.).
- 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 access and enrollment.

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Approved by the president: February 2026