

WSU Tri-Cities Office of Marketing and Communications Photo/Video Policy

10/14/24

Photo Requests

Photo shoots may be scheduled, based on photographer availability and relevance to university marketing priorities—**student recruitment and enrollment**.

Event Photo Coverage

The office of marketing and communications provides photographic coverage of noteworthy events taking place on the WSU Tri-Cities campus. Because of the large number of campus events and limited staff resources, we can photograph only a select number.

In general, the office **does not photograph** internal department activities, awards ceremonies, faculty receptions or parties, or student club/organization events. You can designate someone on your team to photograph the event using their camera or cell phone.

Decisions about which events to cover will be made solely by the office of marketing and communications and will be based on the uniqueness and newsworthiness of the event (e.g. research announcements and visits from distinguished guests etc.) and the potential an event presents for striking WSU Tri-Cities images that can be used to support the university's broader communications and recruitment marketing efforts.

We encourage anyone producing or sponsoring an event that might merit photographic coverage to fill out the [photography request form](#). The earlier we know about your event the better.

If we cannot photograph your event, we can help you select a freelance photographer at your own expense. We suggest you contact them at least two weeks before your event.

We understand how important documentation of events are and ask if you take or have photos taken of events that you share them with us for our archives.

Headshots and Group Portraits

If time allows, we also provide occasional photographic services to individual faculty and staff members who need quality portraits or headshots, or to departments that may require group shots for university-related marketing and communications purposes. Generally, due to limited staff resources, we will accommodate requests for headshots during pre-scheduled drop-in photo sessions once per month. Dates will be announced in advance in the Cougar Weekly. We will evaluate requests with special circumstances and accommodate them if time allows. We will provide the subject(s) with a copy of the digital image for departmental and personal use. We do not provide



photographic printing services.

Requests for Pre-Existing Photos

You may contact the office of marketing and communications to request a pre-existing photo. It helps if you are as specific as possible regarding the image you are looking for. If you can, please include the subject of the photo, date and location the image was taken and by whom it was taken in your request. If you are requesting a high-resolution photo of a web image, please include a link to the image.

We have a large archive of photos available for use on [Flickr](#). To download a photo:

- Click on the image, then click on the arrow icon in the lower right corner
- Right-click and "save-as" to your desktop OR click "Download"

If you have photos from campus events that you would like included on the WSU Tri-Cities Flickr account, please send them to tricitymarketing@wsu.edu. The office of marketing and communication reserves the right to decline any photos that are of poor quality.

Photo Credit

Photos taken by marketing and communications staff may be used in external publications with proper permission and the following credit line.

"Photo credit: WSU Tri-Cities Office of Marketing and Communications"

Videography

The office of marketing and communications does not have a videography resource on staff. If you wish to hire a freelance videographer at your expense, contact Leslie Streeter at leslie.streeter@wsu.edu for a reference.