

SUBJECT: Photography & Video Use Policy

REVIEWED/REVISED: 9/2015; 2/2022

PURPOSE: Provide guidance on photography and video use by NMC

POLICY OWNER: Chief Enrollment and Business Management Officer

POLICY:

All students are advised that NMC programs including, but not limited to, academic programs, the Center for Community Partnerships, Upward Bound, Student Government, etc., take photographs and videos of students throughout the year. These photographs and videos often depict students in classrooms, study areas, graduation activities, and at other NMC-related activities. NMC and the Nebraska Methodist Health System reserve the right to use these photographs and videos as a part of its publicity efforts, including, but not limited to, alumni newsletters, social media posts, and the NMC blog without providing the student or alumni compensation.

NMC Marketing also takes and uses professional photographs, videos, and testimonials of students for general and specific publicity and marketing efforts. Students who are asked to participate in NMC Marketing activities will be required to complete a Photo/Video/Testimonial Release Form before participating wherein they agree to NMC using, reusing, publishing, or republishing their photograph, image, likeness, voice, and any oral or written statement, regardless of format, which may include print, broadcast or electronic media, for commercial and marketing purposes without compensation.