

**Policy 1509  
Use of Images**

**Date of Current Revision: January 2014**

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

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**1. PURPOSE**

This policy governs the use of images owned by James Madison University to preserve and promote a positive and consistent public representation of the university and its mission and to protect the reputation of the university, its employees and its students.

**2. AUTHORITY**

The Board of Visitors has been authorized by the Commonwealth of Virginia to govern James Madison University. See Code of Virginia section 23-164.6; 23-9.2:3. The Board has delegated the authority to manage the university to the president.

**3. DEFINITIONS**

**Images:**

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

**Images of James Madison University:**

Images depicting the students and employees of James Madison University in their university-related capacity and images depicting the 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.

**JMU Editorial Use:**

Refers to communications that focus specifically with an editorial and/or journalistic style on the students, employees, activities, buildings and grounds of James Madison University.

**Non-University Editorial Use:**

Use by the news media.

**Written Consent:**

An official JMU release form issued by the Office of JMU Photography, the Office of JMU Sports Photography and/or the JMU Office of Public Affairs, as applicable.

**Third-Party Sponsor:**

A non-JMU individual, organization or business that hosts an activity (such as a public school or community agency) in which JMU and non-JMU individuals interact.

**The Collegiate Licensing Company:**

An agent of the James Madison University Foundation Inc. 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 General**

Use of images of JMU must preserve and promote a positive public representation of the university and its mission and protect the university, its employees and its students. Policy [1502](#) - University Communications and Marketing, provides the standards for presenting the university and its mission in a positive way.

### **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 For Profit**

Images of JMU, whether owned by the university or by other individuals, organizations or businesses, cannot be used for profit or commercial gain without the written consent of James Madison University.

### **5.4 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 the JMU Office of Public Affairs and/or the JMU Office of Sports Media Relations, as applicable.

## **6. PROCEDURES**

6.1 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. To request non-athletic images of JMU, go to the JMU Photography website, found at <http://www.jmu.edu/photography/>.

6.2 The JMU Office of Sports Photography 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. For more information about images from JMU Athletics, contact Athletics Communications, found at <http://www.jmusports.com/>.

## **7. RESPONSIBILITIES**

The JMU Office of Public Affairs is responsible for addressing requests and exceptions arising from this policy and addressing misuse of this policy.

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

## **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 Corporation.

## **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: September 2010

Approved by the President: January 2014