

Alpha Kappa Alpha Sorority, Incorporated[®]



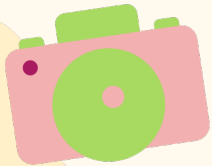
THETA RHO OMEGA CHAPTER

Links



Photography Tips

Protocol



Photos

Presented by Imani Crenshaw, Epistoleus



Permission

Overview

EVENT PHOTOS



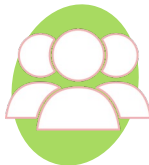
Types of photos and when they're appropriate

PHOTO RELEASE



Ways to get consent

PHOTO PROTOCOL



Chapter photo protocol guide for officer placement

QUESTIONS



Event Photos

What do we want to show?

PRIMARY VS. SECONDARY PHOTOS



Event Photos

- **Primary Photos - The Work**
- **Secondary Photos - Posed Photos**

There's a time and place for both,
but...

We Want More Primary Photos!



Event Photos

Designate **one** person from the committee to take photos.

Take more photos than you think you need.

Drop photos into shared GoogleDrive immediately after the event

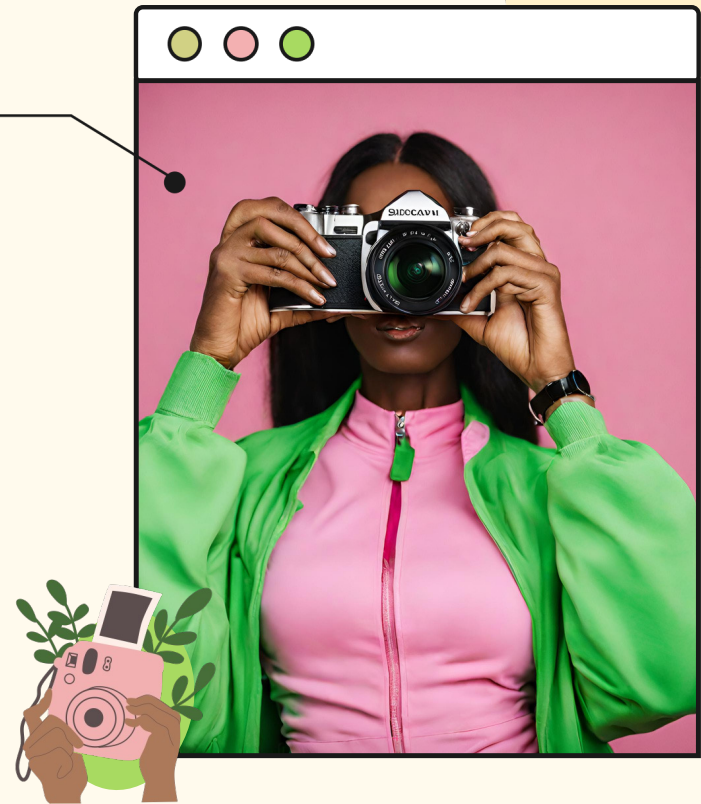


Photo Release

We must get consent to use someone's likeness.

PHOTO
RELEASE FORM

RELEASE
SIGNAGE

REGISTRATION
LINK

Media Release Agreement (Adult)

PLEASE NOTE:

Attending this event may result in the use of your name, image and likeness in printed and electronic material, including but not limited to publication on the world wide web, social network sites, in press materials, and in advertising and marketing materials. You hereby specifically release Alpha Kappa Alpha Sorority, Incorporated® and its agents from any and all claims arising from the use of your name, image and/or likeness based on any of the uses stated above.

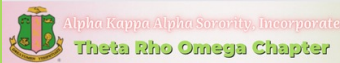
I hereby irrevocably consent without royalty or other compensation of any kind, to the use, for any lawful purpose, by **Theta Rho Omega Chapter** of my name, voice and any portraits, likeness, pictures, images, video, film and photographs of me (hereinafter "Images") taken by or on behalf of **Theta Rho Omega Chapter** and reproductions of the same in any form, in any medium, including on the World Wide Web, hereby releasing **Theta Rho Omega Chapter** from all liability arising from use of Image including what I might deem misrepresentation of me by virtue of distortion, optical illusions or faulty mechanical reproductions. I agree that all such Images whether plates, transparencies, negatives, film, video, audio, electronic, digital, and/or any medium now or hereafter utilized shall remain the property of **Theta Rho Omega Chapter**. All copyrights in Images shall belong to **Theta Rho Omega Chapter** and if requested, I will execute any additional agreements to evidence these rights. I further agree to the use of statements made by me about **Theta Rho Omega Chapter** and its various service projects and programs. I acknowledge that this release constitutes the entire understanding with the above parties, all prior understandings, if any, being merged herein.

Signed _____ Date _____

Print Name _____

Witness (Theta Rho Omega Chapter Member) _____

Date _____



**We are filming and
photographing today!**

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Event Registration

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Submit

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Google Forms

Photo Release



PHOTO RELEASE FORM

- Found on the TRO website
<https://troaka.org/members-only>
- Needed at all events
- Adult & Minor Forms
- Send to Organization/School Prior to event if possible

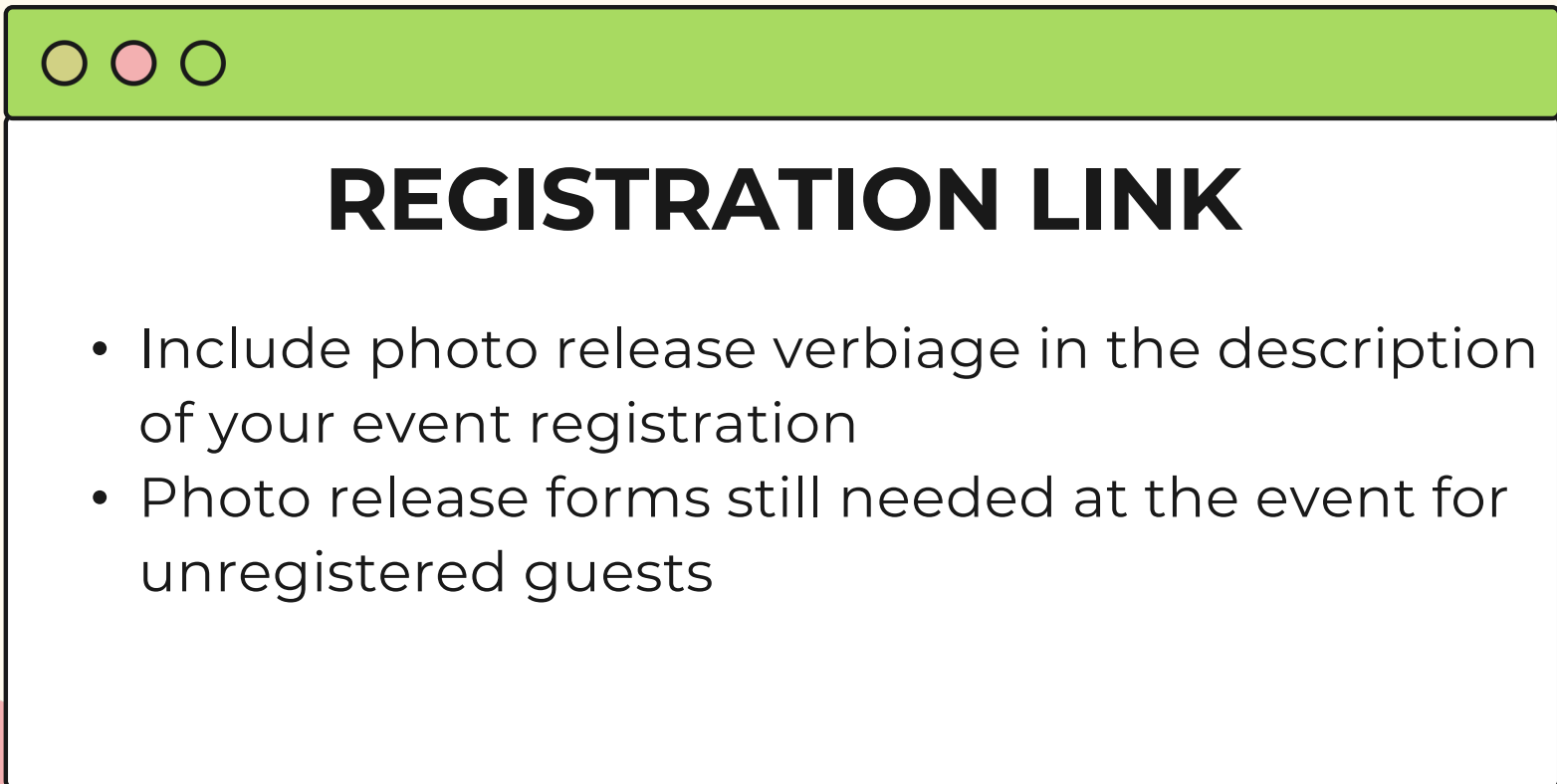
Photo Release



RELEASE SIGNAGE

- Poster board to display (Large Events Only)
- Request poster from Communications Committee a month in advance
- Even with signage, avoid photos of minors

Photo Release



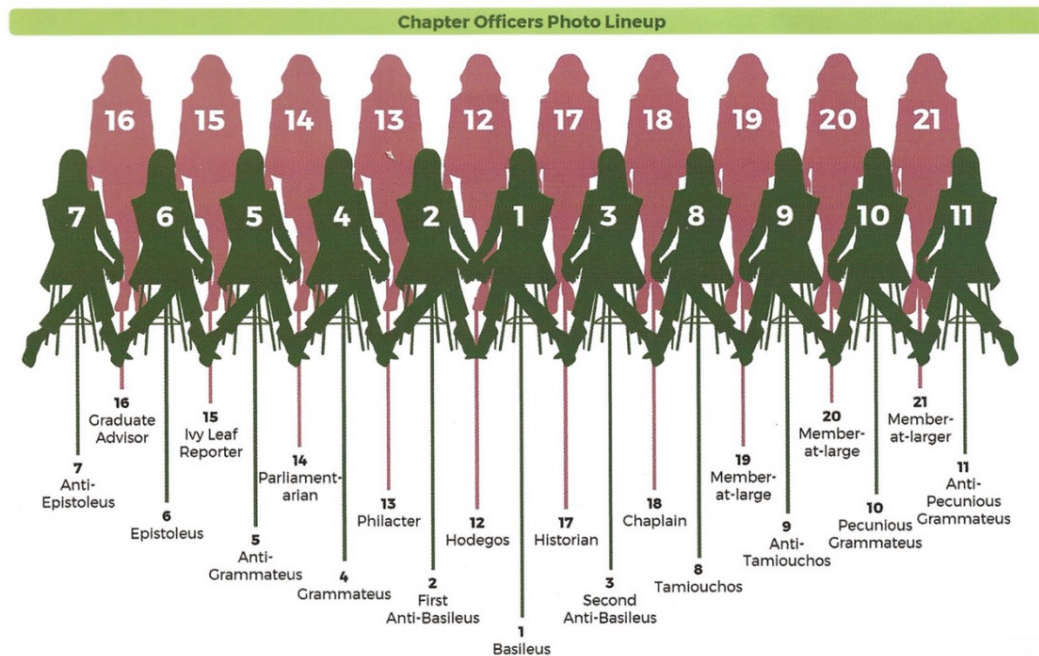
REGISTRATION LINK

- Include photo release verbiage in the description of your event registration
- Photo release forms still needed at the event for unregistered guests

Photo Protocol

Revision #3 - Page 55 of the Protocol Guide

Revising the chapter officers' photo lineup to provide the preferred arrangement/placement of officers.





Questions?