THE ALAMO COLLEGES CONSENT RELEASE GUIDELINES

What is a Consent Release?
The Alamo Colleges strive to use our students, staff, and faculty in our marketing creative. Depending on the situation, it is sometimes recommended to gain a consent release from the subjects taking part in your photographs, video, or recordings. By signing this document, the subjects give the Alamo Colleges permission to use the photographs and/or voices in academic and promotional print, electronic and video materials.

When is a signed release needed?
People whose likenesses and/or voices will be used for commercial purposes need to sign a Consent Release. The rule of thumb is to use a release whenever the person or voice is easily recognizable to the public in:

- Print, TV and radio advertising
- Advertising vehicles such as billboards
- Promotional materials

When is a signed release not needed?
You do not need a release when the photo or video footage will be used in official college publications, including:

- Print materials such as catalogs, course schedules, departmental brochures, etc.
- Online academic publications
- PowerPoint presentations and other electronic documents
- Video footage

Download PDF Consent Forms:
Right of Privacy Release: Individual Consent Form
Right of Privacy Release: Group Consent Form

For further information please contact: District Office of Communications, Kay Hendricks 485-0049.
RIGHT OF CONSENT RELEASE WITHOUT COMPENSATION: Individual Consent Form

Project Working Title: ____________________________________________________________

Production Location: __________________________________________________________

Production Date(s): ____________________________________________________________

Instructor/Dept.: _____________________________________________________________

I understand that the project mentioned above is being produced and distributed by the Alamo Colleges (referred to as Colleges in this agreement).

I also understand that by this release I consent to the use of my likeness and voice, including all related photographs and/or sound recordings, for research, educational, and advertising purposes by the individuals authorized by the Colleges.

I also acknowledge that the Alamo Colleges is and will be the sole owner of all rights to such video, photographs, and/or sound recordings of my participation, and I shall not receive compensation for my appearance and voluntary participation in this project.

_________________________________________ / ________________________________
Signature of participant                      Date

Address: __________________________________________
Street

_________________________________________ /   / ________________________________
City                                      State    Zip

If not over 18:
I represent that I am the parent/guardian of the above named person. I hereby consent to the foregoing on his/her behalf.

__________________________________________ /
Signature of parent/guardian Date

RIGHT OF PRIVACY RELEASE WITHOUT COMPENSATION: Group Consent Form
Project Working Title: ____________________________________________

Production Location: ___________________________________________

Production Date(s): _____________________________________________

I understand that the project mentioned above is being produced and distributed by the Alamo Colleges (referred to as the Colleges in this agreement).

I also understand that by this release I consent to the use of my likeness and/or voice, including all related photographs and sound recordings, for research, educational, and advertising purpose by anyone authorized by the Colleges.

I also acknowledge that the Alamo Colleges is and will be the sole owner of all rights to such videotape, photographs, and/or sound recordings of my participation and I shall not receive compensation for my appearance and voluntary participation in this project.

INDIVIDUALS PARTICIPATING:

_________________________ ___________________________/ __________
Signature of participant Please print name Telephone

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