

West Chester University Photography Guidelines

July 2025

Purpose and Scope

These guidelines outline the parameters for professional photography services provided by West Chester University's Department of University Communications and Marketing and its one staff photographer. Photography services are available for many events and initiatives that promote and market the University, including faculty research, student engagement, and newsworthy activities.

About Photography Services

The staff photographer is available to capture:

- Faculty-student research and scholarly projects
- Activities that showcase student engagement
- University events that are newsworthy or promotional
- Featured annual events/activities (i.e., Commencement, Welcome Week, Homecoming/Family Weekend, Alumni Weekend, Student Involvement Fair, Ramboree, etc.)
- Headshot sessions for faculty and staff, subject to availability
- Photography cannot be provided for events unrelated to marketing or University promotion (i.e., department meetings, award/banquet ceremonies, or retirement celebrations where the photos will not be used to promote the University).
- For photography at sporting events, please reach out to WCU's Department of Athletics.

To Schedule

- Requests must be submitted via the online photography request form at least 10 days in advance.
- University Communications and Marketing will confirm availability within 5 business days.
- Requests submitted with insufficient detail may be returned for clarification.

Headshots and Portraits

- The photographer will provide monthly appointments for faculty and staff headshots.
- Department or group headshots in special locations should be requested via online photography form.
- Requests for headshots during high-volume periods cannot be accepted.

Turnaround Time

- Standard delivery for photo galleries is two weeks following the event.
- Expedited delivery may be considered depending on overall workload.

Shoot List Expectations

- Clients are requested to submit a brief list with up to three high-priority images. If a shoot list is not provided, the photographer will cover the assignment as a news event.
- Additional requests may be included but are considered optional.
- Event organizers must assist in locating individuals for posed group photos if required.

Time Limit for Photo Coverage

- Photo coverage is limited to one-to-two hours per event, with the exception of featured annual events/activities (i.e., Commencement, Welcome Week, Homecoming/Family Weekend, Alumni Weekend, Student Involvement Fair, Ramboree, etc.).
- Exceptions may be made if the photographer's schedule allows.
- If an event is longer than one hour, please identify the most important hour of programming to prioritize.

Model Releases

- It is the requesting department's responsibility to secure all releases for minors.
- Releases must be provided to the photographer in advance of the scheduled shoot.

Freelance Photography

- If the staff photographer is unavailable, University Communications and Marketing welcomes providing a list of approved freelance photographers.
- Clients are responsible for contacting, contracting, and paying freelancers.

Photo Credit

- Photographs taken by the University photographer should be credited as "West Chester University" if given to a news organization (newspaper, magazine, online article).
- The photographer does not own the images personally and will not be individually credited.

Archived Photos

- Previously captured images may be requested from the photo archive by contacting University Communications and Marketing.
- For social media image permissions, please contact the University's social media manager at ext. 4165.

Guideline Contacts

For questions, archived photo requests, or further information:

- General Photography Requests: Jamie Klein, jklein2@wcupa.edu
- Archived Photos: Holly Schwarz, hschwarz@wcupa.edu
- Social Media image use on official WCU platforms: Melissa Rudolph, mrudolph@wcupa.edu