



The Office of Marketing and Communication provides photography services for the purpose of promoting Samford University to external audiences. In recent years, the demand for photography has steadily increased beyond our budget, and we are unable to continue covering the cost for photoshoots that do not have a clear marketing and communication purpose.

To create a fair and equitable solution that gives schools and departments the flexibility to manage photography expenses that do not meet the criteria for payment by marketing and communication, we have divided the university's photography needs into four categories: marketing, news coverage, event coverage and headshots.

### **Marketing**

Marketing and communication will cover the cost of photoshoots that have a defined marketing purpose, including capturing images for recruitment brochures, digital ad campaigns, print advertisements, advancement appeals, etc. These photoshoots will be planned with marketing and communication in advance and will require a detailed shot list, scouted locations and intentionally selected participants.

### **News Coverage**

Marketing and communication will cover the cost of news photography with a defined purpose of supporting communication initiatives and news coverage. This may include capturing images for university publications as well as photo assets for external news and media pitches. These requests must include a detailed shot list explaining the specific photos needed.

### **Event Coverage**

Schools and departments will be responsible for covering the cost of event photography that does not have a defined marketing and communication purpose, including, but not limited to, revenue-generating events, documentation or archival purposes and capturing images for distribution to attendees.

Marketing and communication will pay a portion of the cost for news related event photography. We will consult with you to determine the appropriate amount of time required to accomplish the shot list and will cover that portion of the expense. Unless reviewed and approved by the executive director of university communication, photographers will not stay for the full length of events.

### **Headshots**

Marketing and communication will cover the cost of all employee headshots taken during our regularly scheduled sessions that occur on the first Tuesday of every month from 10-10:30 a.m. in the Rose Garden. During these sessions, our photographer will capture one vertical and one horizontal photo.

Individuals who can attend these sessions include:

- Samford employees
- Samford students, by invitation from a marketing and communication staff member only

Schools or departments will be responsible for covering the cost of group photos and headshots taken at times other than our regularly scheduled sessions unless the request aligns with a marketing and communication purpose.

Photography services is happy to assist with arranging professional photography services for event coverage and headshots that do not meet the criteria for payment by marketing and communication, but they will require the responsible school or department to provide invoicing information to the photographer to secure their services. Alternatively, schools or departments can book their own photographers.