



## **OU Athletics Photo Request Guidelines**

### **Books**

Requests for photos for books that do not focus solely on OU Athletics are evaluated on a case-by-case basis. When submitting your request form, please include the following information so that an appropriate rights fee can be determined:

- Name of the publisher
- Name of the author
- Subject matter of the book
- Distribution plans

OU Athletics will consider licensing requests for OU-specific books if a licensing agreement is already in place for the book. Information on OU's licensing process can be found at [www.soonersports.com/licensing](http://www.soonersports.com/licensing).

### **Documentary/Feature Films/TV (excluding News Broadcasts)**

OU Athletics will evaluate photo requests for feature films using a variety of criteria, including the scope of the project and the subject matter of the film. Please note that licensed photos cannot be used in a manner that disparages The University of Oklahoma or in connection with characters who engage in any felony crime, use of illegal drugs and/or alcohol abuse or any sexual activity. The production company must also obtain prior permission from any individual featured in the photo. Due to NCAA Compliance rules, OU cannot provide photos of current student-athletes for feature film use.

When submitting your request form, please include the following information so that an appropriate rights fee can be determined:

- Name of the production company
- Name of the film project
- Distribution plans

### **News Broadcasts**

Requests for photos for news broadcasts are evaluated on a case-by-case basis and will be fulfilled under the following conditions:

- Photos will be utilized for a regularly-scheduled news broadcast and not a “stand-alone special” outside of normal news programming.
- Ample notice is provided (minimum 48 hours), and photos are readily available to OU Athletics Communications staff.
- Photos are provided on a one-time basis only and cannot be repurposed for other uses.

### **Personal Requests**

Due to the volume of requests we receive for personal photos libraries and other personal uses, OU is not fulfilling these requests at this time. There are a select number of OU-related photos available for purchase through the Official OU Online Store at [shop.soonersports.com](http://shop.soonersports.com).

### **Non-Sports Publications**

Requests for photos for publications that do not focus solely on OU Athletics are evaluated on a case-by-case basis. When submitting your request form, please include the following information so that an appropriate rights fee can be determined:

- Name of the publisher
- Subject matter of the publication
- Distribution plans

### **TV/Multimedia Commercials**

Requests for photos for commercial purposes are evaluated on a case-by-case basis. At a minimum, the requesting entity must have a sponsorship agreement in place with OU Athletics’ media rights holder—Sooner Sports Properties—or a licensing arrangement with OU’s Office of Trademark Licensing and must also obtain prior permission from any individual featured in the photo. Due to NCAA Compliance rules, OU cannot provide photos of current student-athletes for commercial purposes.

When submitting your request form, please include the following information so that an appropriate rights fee can be determined:

- Name of the entity utilizing the photo for commercial purposes
- Name of the production company
- Distribution plans