

Central Arizona College Photography Requests

The CAC Public Relations and Marketing staff provide photography services for the following:

- Major Central Arizona College events and celebrations (i.e. graduation, nurses pinning, etc.)
- Press releases, media requests, and college publications
- Still, posed head/shoulder photos, staged presentation/groups (i.e. awards and recognitions, publicity for presentations)
- Images to accompany social media (i.e. large scale events with high PR value, unique campus shots, high profile dignitaries)

Priority is given to photography required for student recruitment, communications, and media and public relations.

For other activities, Public Relations and Marketing determines on a case-by-case basis the extent to which we can respond to requests for services. Photography services may be provided to CAC campuses, departments and units, subject to availability, for:

- Classroom environments
- Guest speakers
- Academic or campus life activities/events

A camera is available for checkout from the Public Relations and Marketing office for use by departments. Cell phones that have high quality cameras are also a great option for departmental use.

Requesting Photography Services

Requests for photography services must be submitted using the Project Request Form at: <https://www.research.net/r/MarketingReqForm>. Please submit requests at least 10 days in advance of the event or deadline.

When requesting photography services please consider:

- How will the photos be used?
- Is the event of broad interest?
- Will the photos have publicity/news value?
- Will the event yield images with multiple applications in print or online publications?
- Will the photographs serve multiple offices and needs?
- Will photo/talent release forms be collected for everyone photographed?

Priority is given to assignments that have the greatest benefit to the college. Submission of a form does not guarantee that a photographer will attend your event. Decisions are made on a case-by-case basis depending on date, priority, usage and need. We do our best to accommodate requests.

Photo Permission/Talent Release Forms

It is the photographer's responsibility to ensure photo permission is provided by everyone photographed OR THE PHOTOS MAY NOT BE USED.

Any identifiable individuals in posted photos must complete the approved photo/talent release form. Release forms are the responsibility of the posting department and should be kept on file permanently by the Public Relations and Marketing Office or requesting department according to the Records

Retention Schedule issued by the Arizona State Library, Archives and Public Records Division. CAC Photo/Talent release form is available on the Q drive, in the marketing folder.

Requesting Stock and Archived Images

Many stock and archived images are available for use by the campus community. The Public Relations and Marketing Department maintains a photo archive of College photographs. To request a stock or archived image, please email Amanda Lujan Rodriguez at Amanda.lujan@centralaz.edu or Angela Askey at angela.askey@centralaz.edu.

Follow these steps to request a stock photo:

- Follow this link to be brought to the Getty Images Premium Access guest preview.
<https://www.gettyimages.com/landing/pa-preview/expanded/16840>
- Step 2: Enter keywords in the area shown below and press “enter” to begin your search.
 - After entering some keywords, you can further narrow your search by using the “Filter and sort” tab on the left side of the screen.
 - Once your search is narrowed, your page should show you pictures relative to what you are looking for.
- Step 3: After you find the image you want, find the “Creative #” and email Amanda Lujan Rodriguez at Amanda.lujan@centralaz.edu or Angela Askey at angela.askey@centralaz.edu.