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Promenade+ Publicity Workshop Materials  
Contributors: John Renaud and Robin Wharton

Writing Tips and Resources  
Simple License Agreement for Photographs or Videography  
Simple Photography/Videography Release

## Writing Tips and Resources

Free, self-guided tutorial from the Poynter Institute's News University for help organizing ideas:

<https://www.poynter.org/courses/news-sense-the-building-blocks-of-news/>

The Poynter Institute has numerous online seminars, webinars, some free, for busy writers aiming to sharpen their skills.

For creating press releases and pitching ideas to a particular venue, there are many online sources on writing pitches. It really depends on the publication. If you can grab the editor's attention, say what you want to write about, your angle, and why the audience of the platform or publication should care, then you are on the right track. Here's a well-written example:

<https://www.freelancewriting.com/query-letters/write-the-perfect-article-pitch/>

Roy Peter Clark's "Fifty Writing Tools" is a great guide for general writing nuts & bolts:

<https://www.poynter.org/reporting-editing/2006/fifty-writing-tools-quick-list/>

Many thanks to Cynthia Perry for her work compiling this list of tips and resources, and for giving us permission to share it.

## Simple License Agreement for Photographs or Videography

Name of Photographer or Videographer: [Insert name of photographer or videographer.]

Mailing address: [Insert mailing address]

Postal Code: [Insert postal code]

Phone number(s): [Insert phone number(s)]

E-mail(s): [Insert E-mail(s)]

Fax: [Insert fax]

Name of Client: [Insert name of person or entity who has hired the photographer who would like to use the photos or video for publicity purposes.] (Hereinafter referred to as "the licensee.")

Mailing address: [Insert mailing address]

Postal Code: [Insert postal code]

Phone number(s): [Insert phone number(s)]

E-mail(s): [Insert E-mail(s)]

Fax: [Insert fax]

Names of Other Parties: [Insert names of dancers or other participants in the event or session who will also be licensed to use the photos or video for individual publicity purposes. If no individuals other than the Client ("the licensee") will be licensed to use the photos or video, then delete this section.] (Collectively, the Client and Other Parties are hereinafter referred to as "the licensees.")

License:

The Photographer/Videographer [choose one and delete this instruction in brackets] grants the licensee(s) a perpetual, royalty-free, non-exclusive, non-transferable, and non-assignable license to use photographs/video [choose one and delete this instruction in brackets] taken on [DATE] during [EVENT NAME OR SESSION DESCRIPTION] at [LOCATION] in publications, news releases, social media, online, and in other communications related to promoting the licensee(s) and their work.

## Simple License Agreement for Photographs or Videography (cont.)

### Payment:

The Photographer/Videographer [choose one and delete this instruction in brackets] has received payment in consideration of services rendered and for the foregoing license.

### Copyright:

The Photographer/Videographer [choose one and delete this instruction in brackets] retains all copyrights to the licensed photographs/video [choose one and delete this instruction in brackets] described in the section "Agreement," above.

### Credit:

The Photographer/Videographer [choose one and delete this instruction in brackets] will be credited by name when the licensed photographs/video [choose one and delete this instruction in brackets] are published in whole or in part, either with a picture credit, caption, or a link/acknowledgement as appropriate to the publication venue or platform.

----- (Photographer Signature and Date)

----- (Client Signature and Date)

----- (Other Party Signature and Date) [add additional signature lines as needed and delete this instruction in brackets]

## Simple Photography/Videography Release

Release as part of event registration:

Include the following statement, alongside an initial/signature box, in any online or print registration forms for events, workshops, intensives, etc.:

"I hereby grant permission to [insert name of individual or entity who is photographing or recording the event and wants to use the photos or video for publicity] to use photographs and/or video of me taken during this event in publications, news releases, social media, online, and in other communications related to promoting [insert name of individual or entity who is photographing or recording the event and wants to use the photos or video for publicity]. I hereby release [insert name of individual or entity who is photographing or recording the event and wants to use the photos or video for publicity] from all claims and liability relating to said photographs/video taken during the event."

Separate print release:

This separate print release can be used either at the time photos are taken or video is recorded, or after to obtain permission from the subjects.

"I hereby grant permission to [insert name of individual or entity who is photographing or recording the event and wants to use the photos or video for publicity] to use photographs and/or video of me taken on [DATE] during [EVENT NAME OR SESSION DESCRIPTION] at [LOCATION] in publications, news releases, social media, online, and in other communications related to promoting [insert name of individual or entity who is photographing or recording the event and wants to use the photos or video for publicity].

I hereby release [insert name of individual or entity who is photographing or recording the event and wants to use the photos or video for publicity] from all claims and liability relating to said photographs/video taken during the event/session described above.

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Signature of Adult, or Guardian of Children under age 18

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Printed Name

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Address

Simple Photography/Videography Release (cont.)

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Phone

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Email Address"