

WHAT DO YOU NEED IN A RELEASE FORM?

A good video release form:

- Specifies what is being released (video images, audio, photographs).
- Specifies that the videographer may sell or assign the right to use the images or other materials to third parties.
- Specifies that the release is irrevocable. Otherwise, the release could be terminated by the person giving it at any time.
- Is signed and dated by the individual releasing his/her images. If the subject is a minor (under 18 years old), the release should be signed by a parent or legal guardian.
- Is in writing.

The following is an example of a simple video release form. To reiterate: if you have any questions, it is a good idea to consult your attorney to make sure that the Release Form you use covers all the points that are *appropriate to your situation*.

RELEASE EXAMPLE

For good and valuable consideration, the receipt of which is hereby acknowledged, I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and motion picture footage.

I further consent to the reproduction and/or authorization by _____ to reproduce and use said photographs and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of _____ may use and/or reproduce such photographs and recordings.

I hereby release _____, and any of its associated or affiliated companies, agents, employees and customers, from all claims of every kind on account of such use.

If Model is under 18: I, _____, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Print Name: _____

Signature: _____

Date: _____