

FAQs: Media and Promotional Authorization and Release Form

When should I use this form?

This form should be used to gain proper authorization and release when anyone, including a UTMB patient, student or employee, agrees to be interviewed by the media or to have their name, likeness and/or information used for university communications (such as fundraising, recruitment or advertising or promotional materials, including but not limited to videos, brochures and Internet postings). .

Remember that all media interviews, whether for print or broadcast, must be coordinated by the Media Relations section of the Department of Marketing and Communications. This team works with members of the news media on a regular basis and is responsible for handling and coordinating media requests on behalf of the university. Call 409 772 2618 for assistance.

Is this form also for photos? What about videos?

Use this form for any still or video images that are produced by UTMB for use in media relations or promotional activities.

Anything I should discuss with the person who's being asked to sign the form?

As a courtesy, it's a good idea to remind the person signing the form exactly how their name, information and/or likeness will be used by UTMB and where the material is likely to be published (web, print, social media, etc.). You should also point out to them that revoking permission at a later date will not affect information already used, and that once their information is obtained by the media, UTMB has no control over how it will be used by those outlets.

What if someone doesn't want to sign the form?

No one should be forced to participate in any of the activities described. If you're working on a promotional project, find someone else to participate. If a patient under your care is concerned about talking with the media, reassure them they are never under any obligation to give an interview.

What do I do with the form once it's signed?

The originating department is responsible for keeping and maintaining the forms according to state records retention guidelines. In addition, provide a copy of the signed form to the person who signs it.

What if someone agrees, signs the form and then changes his or mind after my project is done?

Please refer to Section 6 of the form, which allows for revocation of this form but states that cancellation has no effect on information already published, posted or otherwise distributed.

Who decided the conditions for using this form?

This form resulted from a collaboration among the Office of Institutional Compliance, Department of Legal and Regulatory Affairs, and Office of Marketing and Communications at UTMB.