

Authorization and Release for Interviews and/or Images for Media* and Promotional Activities

1. I hereby authorize _____ (name and UTMB department)** and **The University of Texas Medical Branch (UTMB Health)** to use and/or disclose the name, images and/or health or personal information of:

LAST NAME _____ FIRST NAME _____ M.I. _____

DATE OF BIRTH _____ TELEPHONE NUMBER _____

RELATIONSHIP TO UTMB (Check all that apply) Patient Alumnus/a Employee Student Volunteer Other

2. The following information can be used and/or disclosed: (check all that apply)

- Any information obtained during an interview with the above-named person, including, but not limited to, health information, personal information and/or testimonial (e.g., patient, student, donor, employee)
- Photographs or other images
- Medical information about the patient's condition if requested by media; this may include copies of the medical record, conversations with attending physician(s) and/or copies of bills and finances
- Other: _____

3. I authorize UTMB to disclose the information (as described above) to the public through any form of media (e.g., university publication, newspaper, TV, magazine, Internet, film, etc.), or as otherwise specified below.

4. I understand the purpose(s) of the requested use or disclosure is (are) as follows: (check all that apply)

- General publicity or marketing, including fundraising, recruitment and advertising materials
- UTMB publications and/or digital outlets (e.g. www.utmb.edu, www.utmbhealth.com, social media)
- News related to TV, radio or print media inquiries
- Other: _____

5. I understand this authorization is voluntary and I may refuse to sign. If I am a patient, UTMB may not withhold treatment based on the completion of this authorization.

6. I understand that I may revoke this authorization at any time by notifying in writing and expressing to UTMB's Office of Marketing and Communications, 301 University Blvd, Galveston, Texas 77555-0144 of my intent to revoke this authorization. I understand that such a revocation will have no effect on information already used or disclosed by UTMB prior to UTMB's receipt of my written notice of revocation.

7. Unless otherwise revoked, I understand that this authorization will expire when the information is no longer useful to the education, patient care or research missions of UTMB, at which time the information will be destroyed.

8. I understand that the information disclosed pursuant to this authorization may be re-disclosed by the end user (e.g., media outlet) and no longer protected by federal or Texas privacy laws.

9. I release UTMB and the University of Texas System and its Regents, officers, agents and employees from any and all liability connected with use or disclosure of this information in the media application(s) listed above.

10. I give my consent in the interest of public information, for the furtherance of education, patient care and the research goals of this institution, or for other lawful purposes.

11. I waive all rights, interest or claims for payment in connection with any exhibition or release of this information in the media application(s) listed above.

12. If I am being treated for drug or alcohol abuse, a mental health or psychiatric disorder, or acquired immunodeficiency syndrome or human immunodeficiency virus, I understand that information regarding my condition may be used.

13. I understand that UTMB may choose to copyright images or printed matter for its own benefit and may decide to protect unauthorized users from further using or reproducing the images or printed matter.

INDIVIDUAL SIGNATURE OR AUTHORIZED LEGAL REPRESENTATIVE

DATE

PRINTED NAME OF LEGAL REPRESENTATIVE/GUARDIAN

LEGAL REPRESENTATIVE'S/GUARDIAN'S RELATIONSHIP TO INDIVIDUAL

MEDIA AND PROMOTIONAL AUTHORIZATION AND RELEASE 11/2014



*Note: Contact Media Relations office at 409-772-2618 for assistance with media inquiries

**Responsible for (1) ensuring form is kept on file according to state records-retention guidelines and (2) ensuring a copy of form is provided to individual or guardian named above

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.